ISSN (Online) : 0975-1432
ISSN (Print) : 0975-153X
DOI: 10.18311/gjeis

Volume 10 | Issue 4 | Oct-Dec 2018

global Journal of ENTERPRISE INFORMATION SYSTEM

EIS

GJEIS

www.gjeis.com

Dr. Subodh Kesharwani
Editor-In-Chief

Published by

Scholastic Seed Inc.
e-Publishing Aggregator & Periodical Mentor

Karam Society
Since 2009 in Academic & Research

Global Journal of Enterprise Information System

Published since 2009

Global Journal of Enterprise Information System (GJEIS) is being published as a co-published peer-reviewed journal by KARAM Society and Scholastic Seed Inc. The subjects covered by the journal are IT linkages in business, finance, marketing, management, organizational behaviour, buyer behaviour and other relevant fields. It also covers many aspects in Information System and related areas. The journal provides an international forum for the exchange of ideas, principles and processes concerning the application of diverse topics of EIS to organizations, institutions and the world at large. GJEIS considers research submissions in several categories but revolves around three buzzwords Enterprise Information and System.

Editor-In-Chief : Dr. Subodh Kesharwani

Online ISSN : 0975-1432

Print ISSN : 0975-153X

Frequency : Quarterly

Publishers : Scholastic Seed Inc. & Karam Society

Subscription rate for the year 2018

Online Only (Single Volume) :-	INR 4,000 | $300	Single Issue Online :-	INR 2,000 | $150
Print Only (Single Volume) :-	INR 12,400 | $320	Single Issue Print (Coloured) :-	INR 5,100 | $180
Print+Online (Single Volume) :-	INR 13,000 | $470	Single Issue (Print+Online) :-	INR 6,000 | $200

Pay Per Article (Online) :- INR 250 | $20

Contact: Scholastic Seed Inc., 6, M G Road, New Delhi 110 030, India.
Tel: +91-8929-03-7575 | Email: scholastic.seed@gmail.com | Web: www.scholasticseed.in

SCOPE

GJEIS in collaboration with Scholastic Seed Inc. and KARAM Society, publishes a peer-reviewed open access e-journal in Enterprise Information System (EIS) areas of business which covers IT linkages in business, finance, marketing, management, organizational behaviour, buyer behaviour and other relevant fields. It also covers many aspects in Information System and related areas. The journal provides an international forum for the exchange of ideas, principles and processes concerning the application of diverse topics of EIS to organizations, institutions and the world at large. GJEIS considers research submissions in several categories but revolves around three buzzwords Enterprise Information and System Journal takes into consideration professional plagiarism detection and prevention technology for it's scholarly publication and research article in order to ensure the originality of written text before publication. The GJEIS receives submissions only through it's journal website www.gjeis.com.

The Journal has a very good impact factor and is listed and indexed in almost fifty directories and libraries all around the globe. GJEIS is also a scholarly publisher that uses services of Crosscheck offered by CrossRef, USA and facilitated by iThenticate software. The Journal had implemented a Search Engine Optimization (SEO) and web analytics dedicatedly for it's on-line portal to provide glimpse about the articles having highest citation. GJEIS is also associated with International DOI Foundation (IDF) USA. GJEIS is also concomitant of Publisher International Linking Association, Inc (PILA) a not-for-profit membership organization, USA.

EDITOR-IN-CHIEF

Dr. Subodh Kesharwani
Associate Professor, School of Management Studies, Indira Gandhi National Open University, New Delhi, India

SUBSCRIPTION INFORMATION

Subscription includes print version with online access. Subscription Rate for 2018/2019 are provided in detail at : www.gjeis.com. Please send a Cheque/DD in favour of Scholastic Seed Inc. to the below address:

SCHOLASTIC SEED INC

6, M G Road, New Delhi 110 030

SUBMISSION OF MANUSCRIPTS

Manuscripts can be submitted online at http://www.gjeis.com
Please follow submission guidelines before submitting the manuscript.

ADVERTISING INFORMATION

Enquiries about advertising should be directed to scholastic.seed@gmail.com

PLAGIARISM

The Editors of GJEIS run the ithenticate/urkund/turnitin check for all submitted manuscripts before publishing.

CORRESPONDENCE

All correspondence regarding the journal should be addressed to:
Scholastic Seed Inc., 6, M G Road, New Delhi 110 030

COPYRIGHT STATEMENT

DOI & ISSN

GJEIS is equipped with Digital Object Identifiers (DOI) which is a standardized method for identifying an electronic object. It often appears in the citation of an article or even in its full-text format. GJEIS already has both the print and online International Standard Serial Number (ISSN) from Paris which allows the identification of serial publication and subscription number.

DISCLAIMER

The Publisher, Scholastic Seed Inc., KARAM Society and the Editor cannot be held responsible for errors or any consequences arising from the use of information contained in this journal. The views and opinions expressed do not necessarily reflect those of the Publisher and the Editor. Every effort is made by the editorial team and the Publisher to avoid inaccurate or misleading information appearing in GJEIS. Data within the individual articles and advertisements are the responsibility of the authors or advertisers. The publishers and members of editorial team accept no liability for the consequences of any such inaccurate or misleading data, opinion, or statement.

CONFLICT OF INTEREST STATEMENT

For Authors

All manuscripts for articles, original research reports, editorials, comments, reviews, book reviews, and letters that are submitted to the journal must be accompanied by a conflict of interest disclosure statement or a declaration by the authors that they do not have any conflicts of interest to declare. All articles that are published in the journal must be accompanied by this conflict of interest disclosure statement or a statement that the authors have replied that they have no conflicts of interest to declare. If a journal prints unsigned editorials, they should not have been written by anyone with a conflict of interest.

To facilitate this policy, all authors must privately disclose 'ALL their potential conflicts of interest' to the editors of the journal at the time of submission. These include all financial and non-financial interests and relationships (see definitions provided a little later in the text), direct employment with a private sector entity (whether full or part-time), and service on private sector and non-profit Boards and advisory panels, whether paid or unpaid. Authors should also disclose any conflict of interest that may have influenced either the conduct or the presentation of the research to the editors, including but not limited to close relationships with those who might be helped or hurt by the publication, academic interests and rivalries, and any personal, religious or political convictions relevant to the topic at hand.

In the article, the authors must include a draft statement that discloses all relevant conflicts of interest and affiliations. The relevance of financial conflicts of interest with private firms is defined as a relationship of any value with a firm that has a stake in the subject of the manuscript or its competitors. Relevance for patents is defined as any invention or pending invention connected in any way to the subject. As relevance is often in the eye of the beholder, one must err on the side of full disclosure when drafting the disclosure statement. Editors will check a draft against the private financial disclosure statement and initiate discussions toward possible adjustments, if necessary.

WHAT TO REPORT

Any financial relationship from the past three years (dating from the month of submission) of any size, should be disclosed. These potential conflicts of interest include:

- Direct employment, either full time or part time
- Grants and research funding (but not grants to your institution or others within your institution, on which you have not worked). These include substantial grants from trade associations and non-profit (50% or more) or funded by private sector firms
- Consultancies
- Travel grants, speaking fees, writing fees, and other honorarium
- Paid expert testimony for one side in an adversarial proceeding (this does not include testimony as a factual witness in a civil or criminal case)
- Patents granted and pending applications, irrespective of whether they are generating royalties or not
- Stock ownership and investment in the related 'sector' funds or stock options, including those of immediate family members, but excluding diversified mutual funds and investment trusts Membership of private sector, scientific or other advisory Boards, whether paid or unpaid

In addition, any current negotiations regarding future employment or current job offers, either full- or part-time, must be disclosed. In disclosing these financial arrangements to the editors, the authors can include dollar amounts, albeit they will not be printed in the journal. Editors may choose to exclude this information from the publication, but in no case should an editor or author consider an arrangement irrelevant based on its size alone.

NON-FINANCIAL CONFLICTS OF INTEREST

Authors may have strong views about the article being submitted for publication. The authors must consider disclosing these views and the editors may choose to print any affiliations or expressions from these views that may be relevant. These may be personal, political or intellectual, and may include any expression of strongly held views relevant to the subject of submission. Such disclosures may be original or they may be references to opinions previously expressed in books or monographs, opposite editorials (op-eds) or public comments, or to some prior sworn testimony or lobbying of legislators or legislative bodies. Disclosable non-financial conflicts of interest will also include membership or affiliation to non-governmental organizations that have an interest in the submission.

HOW DO I MAKE A DECLARATION?

If you are submitting your article for publishing in a journal that requires you to make a 'Declaration of Conflicting Interests', please include such a declaration at the end of your manuscript, following any acknowledgments and prior to the references, under the heading 'Conflict of Interest.

Kedar Amar Research and Academic Management Society known for it's acronym KARAM Society has been established in the year 2009 keeping in dream the empowerment and comprehensive expansion needs of society. The society has been established as a "Not for Profit" Company under the societies registration act, 1860 with a Registration no. S/65067/2009. In the present state -of-affairs, the KARAM Society engaged in the advancement of medical knowledge and provision of assistance to medical students and professionals.

The mandate behind KARAMS is to make certain transparency, accountability and adherence to corporate governance norms. Recently KARAM Society had put it's ware bouts in an online publishing and collaborated with Open Magazine Inc. and Publishes two hard core empirical research magazine on information systems (www.gjeis.org) and in medical science (www.agems.in). Both the Research magazines are now available in a Brick-&-Mortar mode also with an ISSN and eISSN Numbers respectively. The rationale of the KARAM Society is to promote empowerment and inclusive development with an emphasis on social, digital and financial inclusion; strengthening of delivery systems and participatory democracy for bringing about a systemic change to help meet development objectives better. During the past two decades founder members of KARAM Society have travelled transversely the country to learn critique and encourage social, digital, medical and financial inclusion. In the process, knowledge repositories have been created on what works-the most excellent practices-actively engaging all stakeholders from policy makers and civil society to ordinary citizens. The KARAM will allocate this knowledge for progression and nation-building all the way through e-learning modules and virtual platform for practitioners and publishing video documentaries on our portals. Recently it had started new portal http://open-journal.com which is backed by the gamut of great academician from different part of the world.

In the last few years KARAM Society conducted numerous health camps in a charitable mode in a various districts of Haryan, Rajasthan, Utta.rpradesh, New Delhi, etc. which are organized with support from corporate, civic bodies, the government, NGOs and individual volunteers. KARAMS has conducted over 75 general health camps till date and has benefitted more than 25,000 people directly. In line with the policy to provide healthcare services to the community around our facilities, KARAM Society has started a Mobile Medical launched Mobile Medicare Unit (MMU hereafter) to address the health concerns of older persons living in urban slums. Technical aids are provided to the poor elderly that could improve their quality of life and make them independent. Eye camps are organized every year now and then to screen beneficiaries for cataract. Awareness about diseases and healthy living is an important component and constant effort byKARAM Society is being made in this direction. The team of KARAM SOCIETY India consists of a medical doctor, a community health mobilizer, a pharmacist and a social protection officer. The team will not only provide curative medical services but will also raise public awareness on preventive and promotive aspects through awareness generation andmultidisciplinary medical camps, etc.

KARAM Society best practices have been documented as information cards, video case studies, policy and white papers that are consistently shared with group of people at great, so that it can become a wider learning process. Having done all the above driven by individual enthusiasm and excitement, the members now felt the need to create an institutional Mework that not only takes this work forward and emerges as a key expansion institution but also helps in facilitating implementation mechanisms such that the benefits of wide-ranging development are actually received by society.

6. M. G. Road,
Opposite Bhartiya International Ltd. (E-52)
New Delhi- 110030, India
Phone: +91-11-41431051
Email: karamsociety@gmail.com

Allignment of Scholastic Seed with an Institution

A seed is the tiny, solid ingredient of a plant from which a new plant grows. Thus the fundamental rationale of this entity is to broaden a scholastic orientation among the scholars which is a predominantly increasing due to the new, digital media, and is increasingly multimodal. 'Literacies' present a contemporary move towards literacy learning and teaching, developing and extending 'Multiliteracies' hypothesis and live out. Scholastic Seed had created a benchmark in the digital era and its work as come boon for startup of new periodicals by the academic institutions and universities. With a value added philosophy enabled in learning, Scholastic Seed Inc. originated as a Think-Tank and an Out-of-the-Box service provider of periodicals, online platform tool and had developed digital State-of-the-Art periodicals software exclusively for the magazines, scholarly journals, newspapers, annual reports and newsletters. In the present scenario, these publications are published at regular intervals and imbibed lots of digitization and contemporary thoughts to flourish online. Scholarly Seed by and large is an academic consultancy business firm which had been initiated initially in the year 2009, a decade back under the ambit of Not-for-Profit academic and research management society, which at presently is fully equipped with complete virtual process and takes into consideration online submission, Peer Review Process, Visualize Online Article, View the citation, readership and footfall, Digital Object Identifier (DOI), plagiarism and originality check.

Publish A Periodical / Journal With Us

What you need to know about publishing with SCHOLASTIC SEED Inc.

- **Editorial control**

By choosing to publish a SCHOLASTIC SEED Inc Magazine/journal, editorial control, together with decision on personage articles as well as on editorial policies regarding Magazine/journal scope, peer review, and quality doorstep, lies totally in the hands of the Editors. SCHOLASTIC SEED Inc's position is as a service supplier, making available the essential technology and undertake (an end-to-end system from submission to Editors' decisions on approval/refusal); article production and authentication in repositories such as PubMed Central; partnership with web-based services such as Crossref and with aggregators; through to Magazine/journal expansion, marketing, customer services, and in-house support for Editors, reviewers, and authors.

- **Open access**

SCHOLASTIC SEED commitment to open access is based on the observation that unrestricted access to investigate is vital to the quick and efficient communication of science. SCHOLASTIC SEED open access policy means that all publications are freely and generally accessible online, authors keep hold of copyright to their work, and all publications are deposited in various open access and digital documentation. Articles published in SCHOLASTIC SEED Magazines/journals are also built-in in/enclosed by PubMed a variety of other services.

- **Magazine / Journal websites**

SCHOLASTIC SEED journals are online publications. In cases where print is desired, for example where scientific societies wish to provide print editions for their members, solutions can be discussed. For instance, it may be suitable to produce a monthly print edition made available for purchase on demand. To provide consistency for users and to ensure maximum efficiency, our journal web sites are based on a template which offers various customization options. For examples of magazine/journal homepages, see:

- **Be reassured by quality**
    - Our publishing staff, all scientists, will guide you through the peer review and publication process. For many of our journals, peer review is supported by our associate editors, who are all active researchers in their field.
    - Combine quality with fast publication
    - Across all of our journals, on average papers are first published online less than 8 weeks after submission. It's even more rapidly for communications at an standard of 6 weeks**. Our accepted manuscript option allows your article to be online within 24 hours of recognition.

- **Choose your open access option**
- You can publish open access in any of our journals. Our article processing charges (APCs) include a choice of CC by license at no extra cost, and there are a range of discounts and waivers available. APCs are currently waived for all authors in our flagship magazine/journal
- No extra charges
- We have no page charges or submission fees, and you have free use of colour figures.

Online ISSN : 0975-1432 | Print ISSN : 0975-153X

ACKNOWLEDGEMENT

Software Support

PKP PUBLIC KNOWLEDGE PROJECT

Public Knowledge Project is a non-profit research initiative that is focused on the importance of making the results of publicly funded research. It is a partnership between the Faculty of Education at the University of British Columbia, the Canadian Centre for Studies in Publishing at Simon Fraser University, the University of Pittsburgh, Ontario Council of University Libraries, the California Digital Library and the School of Education at Stanford University.

Plagarism Support

turnitin iThenticate

Publishing Support

Karam Society Scholastic Seed Inc

CONTENTS

CONTENTS

Announcement preface from Editor's Calligraphy Pen

EIS Strategy for Implementation of Contemporary technological thought omni present in a present State-of-Affairs

Every year, there are some technologies that are getting tons of murmur in tech industry. In past years, cloud computing, big data or Hadoop etc have gained lot of popularity. At present, blockchain unquestionably fits in this portrayal.

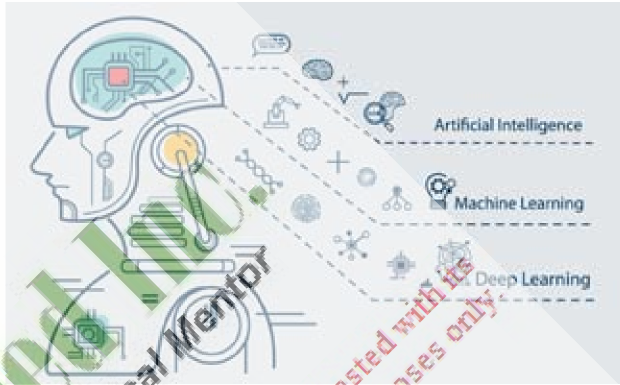
Enterprise information system (EIS) tier, in J2EE architecture, provides an enterprise's critical business information infrastructure. This system includes enterprise resource planning systems, relational databases and transaction processing systems.

Blockchain is an ingenious invention, which is a brainchild of a person or group of people known by the pseudonym, Satoshi Nakamoto. Many people are unaware and are raising question about what exactly is a blockchain. Blockchain technology created the backbone of a new type of internet by allowing digital information to be distributed. It was originally devised for the digital currency, Bitcoin. The use of blockchain technology can be viewed by rapid increase in publications, conferences and articles in journals. The tech community has now found many other potential uses of the technology like Blockchain, Artificial intelligence, Internet of Thing (IoT), Machine Learning etc.

EIS is a key constituent of road and rail network which maps all data and processes to distribute business solutions (Duan, Faker, Fesak and Stuart, 2013) whereas , blockchain maps all sort of data and uses smart contracts to enforce business logic and business processes.

The list of contemporary technologies used in enterprise in present state-of-affairs. Some Omni present thoughts are also presented in facts and figure form below:

Figure 1: Potential uses of technology



Source: https://www.thetambellinigroup.com

1. Internet of Things (IoT)

In 2018, 21% of the companies have reported cyber-attacks and data breach due to unsecured IoT devices, hence, IoT has now entered in the corporate world and most of the government organizations to secure their confidential data.

2. Artificial Intelligence

It enables machines and computer systems to do what we assume only entities having human-like intelligence could do. This technology can improve world for the better, but, its implementation involves lot of challenges like machine accountability, security displacement of human workers etc.

3. Machine Learning

It is one of the branches of artificial intelligence which enables computers to perform functions. It enables in processing of large data by developing algorithms. It is also used for developing automated machines by execution of algorithms and set of rules.

4. Deep Learning

It is a machine learning technique which uses a neural network algorithm that makes mata data as an input and processes data through layers of nonlinear transformation of input data to compute output.

Table 1: Difference between AI, Machine Learning and Deep Learning

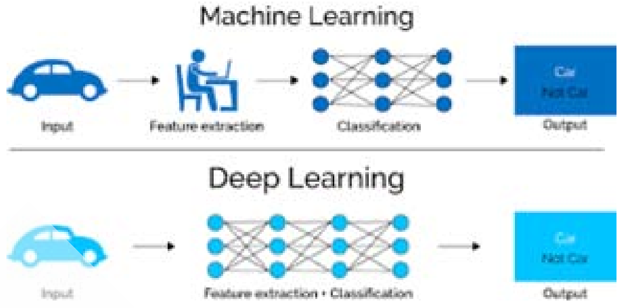
Artificial Intelligence	Machine Learning	Deep Learning
Artificial intelligence originated around 1950s.	Machine learning originated around 1960s.	Deep learning originated around 1970s.
AI represents simulated intelligence in machines.	Machine Learning is the practice of getting machines to make decisions without being programmed.	Deep Learning is the process of using Artificial Neural Networks to solve complex problems.
AI is a subset of Data Science.	Machine learning is a subset of AI & Data Science.	Deep learning is a subset of Machine learning, AI & Data Science.
Aim is to build machines which are capable of thinking like humans.	Aim is to make machines learn through data so that they can solve problems.	Aim is to build neural networks that automatically discover patterns for feature detection.

Source: https://www.edureka.co/blog/interview-questions/artificial-intelligence-interview-questions/

Artificial Intelligence (AI) is simulation of human intelligence processes by computer systems and machines. Such processes include learning, reasoning and self-correction. AI has received a lot of focus in recent times and there has been a boom in the innovations based on artificial intelligence. The Internet has played a vital role in the enabled services of artificial intelligence.

Machine learning is one of the techniques of artificial intelligence which has stirred new developments .It has created new algorithm which supports human behavior and decision making abilities like Apple's Siri, email servers etc. This latest invention is also used in E-commerce websites which personalize the search of web experience of their customers.

Figure 2: Machine learning and deep learning



Source: https://www.xenonstack.com/blog/log-analytics-deep-machine-learning

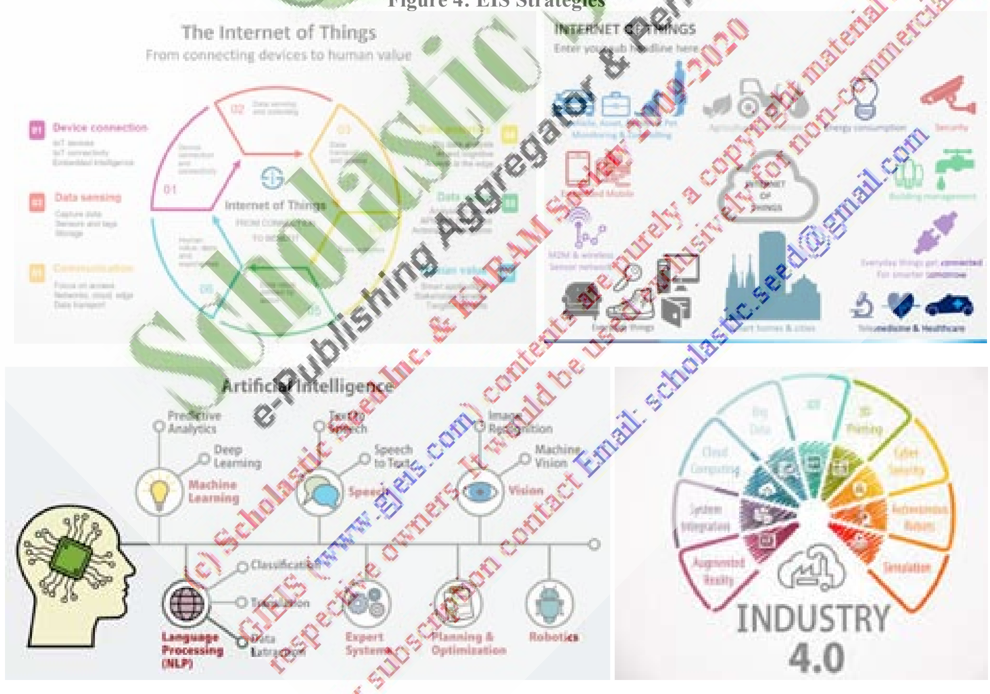
Blockchain enables an evolving set of parties to maintain a tamper-proof ledger of transactions without central authority and opens multifarious opportunities to redesign B2B collaborations in various fields like healthcare, logistics, supplychain, logistics and industry 4.0.

Industry 4.0 is a subset of fourth industrial revolution which encompasses areas which are not normally classifies as industries like smart cities.

Figure 3: Phases of industrial revolution

Source: http://www.mpc.gov.my/industry4wrd/

Figure 4: EIS Strategies



Source: https://boothwelsh.co.uk/defining-pillars-industry-4-0

For instance, while buying railway tickets, we use an app or use web. During transaction, the credit card company processes the entire transaction and with the help of blockchain, processes the entire ticketing process and railway operator saves the credit card processing fees. During the transaction between the railway company and the passenger, ticket is a block which is added to a ticket blockchain. In recent times, Uber and AirBnB are susceptible by blockchain technology as one need to encode the transactional information for a car ride, this cut out the fees processing middle man. One more example, we can see from Sony, which has created a robotic dog called Aibo, which is one of its first toys that can be bought and played with; it also, expresses emotions and recognizes its owner. By 2020, with the help of machine learning, 85% of telephonic customer's service jobs will be performed by computers by eliminating the human interaction. It will also be possible that all customer digital assistant to recognize people by face and voice. It has been predicted that, the way artificial intelligence is being adopted in various areas and fields of work; it will replace 16% of jobs over the next decade. It is also being predicted that in next few years, 3 millions of workers will be reporting to and will be supervised by *'Robot-bosses'* all over the world.

10 TEN YEAR CELEBRATION

Subodh Kesharwani
Editor-In-Chief GJEIS
skesharwani@ignou.ac.in

10 Year Plus Journey about GJEIS: From 2009-2018

GJEIS which was formulated in the year 2009 is one of the peer review referred journal which had been importunate from this storm. We want to assign an extraordinarily out of the ordinary festivity: the first 10 years of GJEiS with your support we had accredited from you and from many other colleagues from all over the area of expertise, this sparkle would not have draw closer elite of the contributors support and backing. This volume is signboard in plentiful ways. First, it scripts the establishment of our 10th year of publication, in which we have foretaste how GJEiS had full-fledged from underside to apex. Second, we are about to go on board into our first new decade, under the banner of our new publisher, Scholastic Seed Inc. (www.scholasticseed.in). Scholastic Seed Inc. originated as a think-tank and an Out-of-Box service contributor of periodicals online platform apparatus and had urbanized digital state-of-art periodicals software exclusively for the magazines, scholarly journals, newspapers, annual reports and newsletters. In the present state of affairs these publications are available at usual intervals and required lots of digitization and contemporary thought to burgeon online..

I would like in person thank KARAM Society for having the vision to back our young periodical and see it through to teenage years. I've been fortunate to plug away with some splendid population, who helped an inexperienced editor, as we urbanized a bulletin with a very divergent gaze and undergo to most others in the geography. As we go into the next segment of our escalation, I'm looking forward to working with Scholastic Seed Inc. originated a E-publishing Aggregator & Periodical Mentor www.gjeis.com, a pioneer in library management and innovative corporation, which is rapidly expanding in the area of periodical. The vertebral column of any journal is its editorial board as which not only sanction the journal but reinforce in making more strapping editorial boards in many ways. Perhaps the most extensive gathering of the board is to bequeath with high-quality reviews for articles where you may be besieged to find tangential reviewers. Board members can also carry out as a third, or trusted "tie- breaker" reviewer on articles where you have received split opinions from the other referees. We had fashioned a new pedagogy from 2019 to reinforce and bring lucidity. The below box mentioned give the apparent understanding of a review process the journal follow across all the article published in particular issue volume after volume, the extract of the reviewer's and editorial comment is enclosed jus for the knowledge to the reader how we exactly go through and tackle article. From forthcoming issue we had make our mind to add a blind reviewers comment at the end of an article without disclosing the identity, so that more curious debate in academia would reach to unreached which by and large facilitates a grass root researcher about the reviewer process.

ARTICLE HISTORY

Paper Nomenclature: Empirical Research Paper (ERP)

Paper Code: NA

Originality Test Ratio: 19%

Submission Online: 6-March-2019

Manuscript Acknowledged: 10-March-2019

Originality Check: 14-March-2019

Peer Reviewers Comment: 4-April-2019

Blind Reviewers Remarks 20-April-2019

Author Revert: 21-April-2019

Camera-Ready-Copy: 20-June-2019

Editorial Board Citation: 25-June-2019

Published Online First: 5-July-2019

Sample Editorial Comment Column: This particular column can furnish an elaborative view on the paper the day it had been submitted and DOI generated at that juncture to give full transparency. If the paper published in due course the same DOI converted into a 5 digit code and mentioned at the right side of cover page and in a Paper code head too, otherwise will scrap the code in order to avoid misconduct. The purpose behind to give a full clearness to the authors. For more detail about the DOI one can visit https://www.doi.org. Editorial board are in suitable passageway answerable for the supremacy of the critique and cautious for recognize noteworthy 'worth mentioning topics', sourcing high quality manuscripts, handling schedule paperwork, and organizing the flow of manuscripts *(i.e. from author to referees and back in a camera ready shape).*

The editorial board (sometimes known as an advisory board) typically consists of a group of prominent people in the journal's field. Having an editorial board is very significant: they act as ambassadors for journals. To some extent the quality of a journal is judged by the members and scholastic credentials of its editorial board. Aside from providing prestige, the role of the editorial board is to advise and support the editor. Functions may include:

- *Identifying new topics for commissions, special editions and advising on direction for the journal—giving feedback on past issues and making suggestions for both subject matter and potential authors*
- *Provide content by writing occasional editorials and other short articles*
- *Approaching potential contributors*
- *Peer review; also help to identify peer reviewers and provide second opinions on papers (i.e. where there is a conflict between reviewers)*
- *Identify appropriate conferences for editors to attend*
- *Endorse the journal to authors, readers and subscribers and encourage colleagues to submit their best work.*

In inspection of the precision that it has started its publication has contemplate on issues concerning science, management, engineering and technology in various leading circumference areas of research, development and its connotation. Since GJEIS which addressed as an academic journals are not sustain economically by institution but supported by KARAM Society a Research and Academic Management conglomerate and professional organizations, who in the backdrop plot a route. GJEIS with an academic permission are twisted by commercial publishers who do not make a profit by charging subscriptions to individuals and libraries and tender free articles from their portal www.gjeis.com

The GJEIS as a scholastic journal facilitates debonair with its research initiatives and meticulous blind and peer review process the journal is currently at present listed in almost fifty directories in the globe, equipped with Digital Object Identifier (DOI) from Cross-ref USA http://www.crossref.org. It also had an average impact factor of 2.31 from the various impact factors rating agencies. Recently as per the Google scholar it h-index is 94 and i-10 index is 921 from 2009-2018. From 2019 onwards as per the instruction given by the international listing agencies which provide ratings to the journal, we had stated putting a similarity index at the end of an article to give more transparency and creditability

Hope that this kind of initiatives can definitely give journal an edge and create a niche. The journal with its Present Volume-11 Issue-I Jan-March 2019 had a mandate of a Journal is to popularize the thought of Enterprise, Information and System in business and remote business. It is designed to make graspable to community that harmonization of three words is not just a economic idea, but is more omnipresent, that is why we have to get transversely what the academics and the peers are doing and saying about scientific showground in creating a recess. We have fabricated an across-the-board cluster to make GJEIS genuineness.

We had moreover at the present made the Open access Journal so that large number of people get accessed and enjoy reading content. On the other hand the dedicated page in Face book created in order to fiddle with the GJEIS alliance https://www.facebook.com/GJEiS. The GJEIS website has been moving to a new contemporary Google-hosted JavaScript service which label the length of population curate online directory, helps in indexing and smooth the development of in providing access to peer-reviewed articles. It is also equipped with search engine optimization and web analytics for statistical analysis and citation. GJEIS is also been placed at UGC Approved List of Journals at S. No. 27981 https://www.ugc.ac.in/journallist and also get a space in a care list designed for journals

To commemorate this anniversary we want to publish a Special Issue that collects your impressions in the form of review, original article, letter to the editor, opinion or perspective article, etc., which include a paragraph with congratulation to *GJEiS*'s 11th Anniversary or a personal reflection on *what has GJEiS influenced in my work as a researcher? Why do I like to publish in GJEiS? Or what do I think GJEiS has contributed to the field?* I on behalf of GJEiS grab this opening to eloquent indulgence to the complete personnel of KARAM Society and community from Scholastic Seed Inc. for their enthusiasm and relish in bringing out this fast-moving volume/issue. To make journal a benchmark from 2019 we are creating a new team with more contemporary thought and strengthening the peer review process. I would in tot up be affectionate of to authenticate confirmatory feedback to our society staff at the periodical office, for their well judged and meticulous effort.

Dr. Subodh Kesharwani
Editor-in-Chief, GJEiS
Three Year Notified Tenure 2018-2020
skesharwani@ignou.ac.in

Scholastic Seed Inc.

www.gjeis.com

global Journal of ENTERPRISE INFORMATION SYSTEM

The Influence and Benefits of Technology as a Strategy in Organizations

– José G. Vargas-Hernández

Research professor, University Center for Economic and Managerial Sciences, University of Guadalajara, jvargas2006@gmail.com

–María Teresa Alcantara Salcedo*

University Center for Economic and Managerial Sciences, University of Guadalajara, msalcedo@cucea.udg.mx

ARTICLE HISTORY

Paper Nomenclature: Empirical Research Paper (ERP)

Paper Code (DOI): V10N4OD2018ERP1

Originality Test Ratio: 6%

Submission Online: 13-Sep-2018

Manuscript Acknowledged:

Originality Check: 6%

Peer Reviewers Comment: 18-Jan-2019

Blind Reviewers Remark: 4-Feb-2019

Author Revert: 26-March-2019

Camera-Ready-Copy:

Editorial Board Citation: 9-April-2019

Published Online First: 30-June-2019

EDITORIAL BOARD EXCERPT Initially at the Time of Submission (ToS) submitted paper had a 6% plagiarism which is an accepted percentage for publication. The editorial boardis of an observation that paper had been rectified and amended by the authors (Jose&Maria) based on the reviewer's remarks and revisions at various stages. The comments related to this manuscript are notice able related to **Influence and Benefits of Technology as a Strategy in Organizations** both subject-wise and research-wise. Keeping in view the growing importance of technology in providing competitive advantage to the companies, the choice of the title is very thoughtful and the authors have crafted the paper in a structured manner. The introduction gives a clear outlook on the statement of problem and justification of the study. All the comments had been shared at different dates by the authors' in due course of time and same had been integrated by the authors in calculation. By and large all the editorial and reviewer's comments had been incorporated in paper and the manuscript hadbeen earmarked and decided under "**Empirical Research Paper**" category as it is based on documentary information obtained mainly from various studies. The results are interesting and remarkable

ABSTRACT **Purpose:** The article presents a description of the Influence and Benefits of Technology as a Strategy in Organizations.

Design/Methodology/ Approach: It is based on documentary information obtained mainly from studies conducted about organizations, technology, strategy, technology acquisition, competitive advantage, which are the main variables, as well as knowledge management and different theories that can allow a review and analysis, about the influence and benefits of technology as a strategy in organizations.

Findings: Technology is considered as a competitive advantage, which allows organizations to benefit, this technology means that these companies can maintain themselves and acquire a position interesting within the market, now organizations are interested in the acquisition of technology, this acquisition takes value because of the economic importance that can come from having the best technology within the organization.

Proposed Implications: The document presents information about technology as a key strategy, which can help companies to create a competitive advantage within the market.

Originality/ value: The study focuses on the impact and benefits of technology in organizations.

KEYWORDS Technology | Strategy | Acquisition Of Technology | Organizations | Competitive Advantage | Knowledge Management

*Corresponding Author

https://doi.org/10.18311/gjeis/2018

Volume-10 | Issue-4 | Oct-Dec, 2018 | Online ISSN : 0975-1432 | Print ISSN : 0975-153X

Frequency : Quarterly, Published Since : 2009

Introduction

In the article, on the one hand, it is talked mainly about the Influence and Benefits of Technology as a Strategy in Organizations, and for this, it is necessary to make a small description of where organizations come from. The organizations are born from the need of people to group themselves, these groups, gather certain characteristics such as: individuals with common interests, the same objective, the need for investment together, among other characteristics. The organizations demand an order that allows to reach their objectives. This order is related to the structure, administrative processes, and the constant technological updating within the organization. On the other hand, the article presents a description of the main characteristics to consider for the acquisition and integration of new technology.

One of the strategies of companies is to constantly seek ways to remain within the market, so it is necessary to perform different processes such as, the update of human resources with which the organization has and the acquisition of technology. The combination of these two it can result in the creation of a competitive advantage. As Porter (2009) says, today organizations of all kinds are forced to compete to provide value, understood as the ability to meet or exceed the needs of customers effectively, any organization needs a strategy to offer superior value to its customers.It is said that only organizations that are competitive are those that survive in the market.

This document is structured as follows. In the first place: there is the approach to the problem, which is what gives direction to the investigation. Second, the justification is located, which is what gives reason to the investigation. Third, there is the objective, the question and the hypothesis; these give meaning to the research process. Fourth, Structure, which allows to show information about the influence and benefits of technology as a strategy in organizations. In fifth place, is the theoretical Framework, which contains the review of the theorists that support the concept of research. In sixth place is the methodology used to obtain the information. In eighth place the results are presented, to reach the conclusions, and possible lines of future research.

The document is presented as follows, in a first part the problem statement, with the justification of the study, objectives, questions and hypotheses. Second partconsist theoretical framework and methodology. Third parthas the results and conclusions.

Statement of the problem

It is said that the adoption and use of technology influence a key element within organizations. This contributes to a competitive advantage strategy that allows companies to be placed in some position within the market. In order to achieve this competitive advantage, it is necessary to have a well-prepared and competent team in the use and management of the technology, as well as in the process of updating the necessary processes. To achieve the above, it is necessary to plan different strategies, that allow to create awareness and to create in the personnel a positive attitude with respect to the adoption and updating of the technology, within their daily activity.

According to Stern, (2002) technologies are a tool that allows different strategies to be developed within organizations, with the aim of making the organization more competitive.

Justification of the study

Currently, technologies are part of the daily life of most individuals and organizations (businesses, schools, churches, among others), are seen as necessary for the case of companies, the stay and permanence within the market. Therefore, organizations must include constant training and the acquisition of technologies that allow them to be more competitive. The acquisition and use of technologies, is favorable to organizations, can reduce the possibility of being out of the market, increases the possibility of being more competitive.

The adoption of the use of technology, leads to the change within the organization. It is necessary to have sufficient trained personnel in the new practices of the company with respect to the adoption of technology, with the sole objective of being more competitive within the market. The use of technology increases the possibility of being able to carry out new business, optimize processes and then increase the economic growth of the organization.

Hence, there is need to investigate the influence and benefits of technology as a strategy in the organizations.

Study objective

The objective of this article is to identify, through documentary information, the influence and benefits of technology as a strategy in organizations. This can be a support for the companies, because it can allow them to establish the relationship between the influence, adoption and acquisition of technology, with respect to the benefits and economic gain obtained from the application of the use of technology.

Research questions

Is there a relationship between the acquisition and use of technology with respect to the benefits obtained from this application in the Organizations?

Hypotheses *H1: The Acquisition and Use of Technology in Organizations are a positive influence that is reflected in economic benefits.*

H2: The Acquisition and implementation of Technology is a competitive strategy of organizations.

H3: The Acquisition and implementation of Technology positively influences organizations that allow them to stay within the market.

Structure of the research work

The purpose of the document is to offer information to facilitate decision-making in the acquisition of new technology, through documentary evidence about the processes to be followed.

The processes of acquisition of new technology in organizations are a key piece for these, because they are considered as the option that allows keeping organizations as competitive companies within the market. In the publication The Time (2014) in an interview with Brennan, vice-president at that time of the SMEs worldwide affirms that the mission of the companies that provide technology of any kind is to help SMEs to get more results in the business from its investments in technology. Technology allows organizations to offer different products, solutions and services, among others.

For Belloch, C. (2012) ICTs are the set of technologies that allow access, production, processing and communication of information presented in different codes (text, image, sound, Leavit, (1965) define ICT in three categories,

A. Processing techniques

B. Application of statistical and mathematical methods for decision making

C. Simulation of higher order thinking through computer programs.

ICTs are expressed in the use of computers, equipment that allows storing, retrieving, transmitting and manipulating data in the context of business. ICT also includes television, telephones, hardware, software, the internet, e-commerce and computer services.

The acquisition or investment of technology is generally related to different processes that are expected to positively influence companies and how it should be adopted to obtain maximum benefits. It is presumed that the integration of technologies in companies allows:

Online ISSN : 0975-1432 | Print ISSN : 0975-153X

A. Improve administrative processes

B. Facilitate information management.

C. Reduces costs

D. Increase competitiveness.

Especially in the current environments that have become very competitive, organizations are looking for more options that allow them to obtain this advantage with respect to other companies. Porter (2003) calls competitive advantage the value that a company is able to create for its customers.

The organizations in order to achieve the economic advantage, are able to adopt and modify anything within the company, from the structure, administrative processes, personnel update, technological advances, in short, adopt any change according to the preferences according to their consumers. Villaseca and Torrent (2001), cite the OECD (1998), which mentions that technological innovation has changed the economic structure of advanced economies from several dimensions and that in turn fosters the synergy that it generates over the rest of the economy. Thasos (2018), argues that technology has been an important factor in economic expansion throughout the history of mankind. Feeney, (2007), affirms that it is necessary to develop a technological leadership strategy that allows the creation of an economic and institutional regime that allows providing an efficient creation and application of knowledge to the economic process of the company.

However, technology alone cannot achieve success, it is necessary to make a series of adjustments within the company, rely on all possible tools to achieve the efficient use of technologies. The organization has structure, administrative processes, goals and objectives to be achieved, which are directly linked to the constant updating of technology. A consequence of the acquisition, implementation and use of technology allows to improve the administration processes.

Therefore, the organizations are aware of the need to invest in the acquisition of state-of-the-art technology that allows them to appear in the market in a good position and at the same time allows them to perfect their administrative processes with the ultimate goal of achieving greater success. From the above it is argued that it is advisable to rely on the following theories:

Theoretical framework

Dynamic capacities

According to Rivera and Figueroa, referring to Ahenkora and Adhei (2012), Dávilas (2013), Ellonen et al., (2011) and argue that companies develop dynamic capacities that allow them to generate sustainable competitive advantages. They also say that dynamic capacities are developed as a route that allows the continuous exploration of competencies according to the transformations in the environment.

- Miranda, (2015), presents the model of dynamic capabilities in organizations, where he cites Oregan and Ghobandian, (2004) as those who argue that resources are defined as the set of knowledge, physical assets, human capital and others tangible and intangible factors that organizations own and control, which allow them to produce efficiently and effectively to offer their products and services to the market. And he says that these resources serve as a source of competitive advantage in the long term, when they can be evaluated, rare, difficult to imitate and not substitutable and dynamic capabilities allow the resources of the organization to have these attributes and be superior to those of the competition (Eisenhardt and Martín, 2000).
- Garzón, (2015) in his article the dynamic capacities in the organizations, he mentions that the dynamic capacities show common characteristics for several organizations; likewise he maintains that the dynamic capacities will be source of competitive advantage of the

organizations. It also says that the theory of dynamic capabilities is aimed at achieving greater understanding about why some organizations build and maintain a competitive advantage, despite the changes that occur today.

Neo-institutionalist theory

- According to Vargas, (2015) neo-institutionalism studies the features of the economic institutional structures that enable the development of peoples. According to Arias Pineda (2008), he mentions that neo-institutionalism helps to study administrative phenomena systemically and in context, establishes relationships between cultural and social factors, as well as the various forms of human association, in order to understand the process organizational.

While Tijerina (2008) in his article of "The neo institutionalism of Duglas ..., states that organizations are conceived as groups of individuals with common identities and objectives for-profit companies, political bodies, economic bodies, social bodies, educational bodies. It talks about the transaction costs defined by the cost of acquiring information. He also mentions that they are jointly determined by incentives, the behavior of state agencies and technology, among others. Esquinca (2011), states that neo-institutionalism aims to carry out actions according to reality without departing from the legal norm. These are to give organizations a certain degree of freedom without falling into legal contradictions.

Network theory

Salazar López (2016) suggests that the modeling of networks allows the resolution of multiple mathematical programming problems through the implementation of special algorithms. Presents the following basic concepts in network theory.

1. Graphic; represented by a series of points called nodes, joined by lines called branches.
2. Network; graph with some type of flow in its branches. Symbols representing the nodes and branches are used.
3. Chain; Series of branch elements
4. Route; the nodes that constitute a chain.
5. Cycle; a cycle corresponds to the chain that links a node to itself.
6. Tree; It is a graph in which there are no cycles.

- Although the conception of network theory focuses on solving mathematical programming problems, the existence of different types of networks is known:

1. Social.
2. Transportation.
3. Electric.
4. Biological.
5. Internet, and
6. Information.

The theory of social networks according to González (2014), who says that the idea of social network began to be nuanced in the social sciences, since the thirties of the last century. He points out that social networks arise from the process of social interaction and cites Madariaga& Sierra, (2000), who defines it as the process by which a group of people are oriented towards others and act accordingly to the behaviors of one another. The importance of networks is the possibility of establishing connections to any part of the world with any person that is of our interest. At this time in the world there is a mega conglomerate of networks, which allows, facilitate and promote connectivity between different organizations, people and devices that may or may not be in different countries.

The theory of networks takes importance within organizations, by the evolution in the way that organizations, organizations that haveintroduced technologies, which allow a better interaction between people, with greater speed and efficiency, this in turn generates relationships that allow the creation of a support network between organizations. However, the introduction of technologies has become a challenge for companies that have a rigid structure, and if they want to survive they must adapt to this new social environment, where it is very important to know how communication mechanisms work between people, how to access information, the necessary change in decision making, transmission and dissemination of messages, ideas, promotion of collaboration, drive innovation to compete in the market.

Therefore, it is important to recognize the existence of types of networks, and consider the way in which information circulates in these networks.

First, the type of computer networks according to Apser (2015) specialized in platform design is presented:

Table 1: Types of computer networks

Types of Computer Networks		
According to its use	Shared Networks	Unites a large number of users.
	Exclusive Networks	Connect two or more points exclusively. (Security, speed or absence of other types of networks).
According to your property,	Private Networks	They are managed by companies, individuals or associations. (owners only)
	Public Networks	belong to state agencies and are open to anyone who requests it.
Depending on your location and service coverage	Local Area Networks (Lan):	Connected computers are at small distances, for example, those that connect home or office equipment
	Metropolitan Area Networks (MAN)	More extensive than the previous ones, they are formed by several LANs connected to each other.
	Wide Area Networks (WANs)	Cover a large area, often even a whole country or continent.
Depending on the type of access	Wired:	Computers connect to the network through electromagnetic waves transmitted by air (Wi-Fi).
	Wireless:	computers connect to the network through electromagnetic waves transmitted by air (Wi-Fi).
	Combination of the previous two: the network has both WAP wireless access points and cable connections.	

Source: Own elaboration, based on the information of Apser (2015).

For this case, it is important to present the classification of type of business tools, presented by ANTENNA communications (2016), and are centralized and decentralized networks.Centralized: the communication revolves around a single person, who is in charge of directing the whole process and works as a link or main axis for the other Decentralized members: the participants interact constantly without there being a leader or prominent member in the chain.

From the above it is necessary to consider Robinson's social network analysis (2014), who says that it is a methodology imported from the field of sociology and widely used in Social Sciences as well as in Natural and Exact Sciences, which allows to identify underlying structures of the relationship between different actors and the situations of power and subordination that exist between them. It is based on the theory of networks that conceives the object of analysis not as independent units, but as members of a network in which relationships are established among themselves. And in this sense, the analysis allows the identification of collaboration groups, the power relations among the collaborators themselves.

For this case it is important to present the classification of type of business tools, presented by ANTENNA communications (2016), and are centralized and decentralized networks.

Knowledge management theory

Nonaka (1999) argues that knowledge management is a system that facilitates the search, coding, systematization and dissemination of individual and collective experience of the human talent of the organization, to turn them into knowledge, with the objective of generating competitive advantage in a dynamic environment.

Rodríguez Rovira, (1999) affirms that information professionals can help today, the top management of companies and all types of corporations, to understand the determining role that knowledge management can play to guarantee the future of their organizations through the Influence and competitive advantages. Competitive advantages of Knowledge Management:

1. Improvement of quality in products and services.
2. Improvement of customer service.
3. Improvement of relations with suppliers.
4. Create conditions to improve the work environment.
5. Better interpersonal communication.
6. It improves the information and the communication; it stimulates the participation of the workers.
7. Reduction in the number of management / production processes.
8. Simplification of management / production processes.
9. It allows greater efficiency in the use of resources.
10. It provides better tools for managing management.

Knowledge management involves different components, mainly learning, human capital, and intellectual, all this aims to raise and strengthen the areas of companies through increased learning, with the ultimate goal of increasing competitiveness. With this, being leaders in the market, to have new business opportunities, improvement in communication between the members of the organization, generation of a network of collaborators.

However, to achieve an efficient knowledge management it is necessary to consider the possibility of having documentary evidence, for constant consultation and to be able to share it with the members of the organization. It is of no use if it is not distributed. This is where the technologies take an important role, because they provide the possibility of facilitating access to information through different tools, such as 1) Creation of databases. 2) Software. 3) Internal platform and everything that facilitates access to this information, which allows a timely consultation for its application and administration.

For organizations, knowledge management promotes communication among collaborators. Something that cannot be ignored is that globalization covers all areas, markets and technological progress, said globalization forces economies to seek cost reduction in the production of goods and services offered to the customer.As a result of the above requires companies to an increase in the use, application and implementation of technology, to be able to figure within the market.

From the above it was considered necessary to consult the 2014 economic censuses of INEGI, to obtain information that may reflect at least the heading of the introduction of technologies, specifically the use of computer equipment in several sectors and it was obtained that in the manufacturing area, business and services; with respect to the items of:

1) Banking and financial operations.

2) Procedures or governmental procedures.

3) Purchase-sale of services or products.

4) Information search.

5) Perform business management.

With the following results expressed in percentages:

In Greater application of computer equipment in the heading of manufactures:

Search for information with 91.2%

Business management with 65.4%

Banking and financial operations 62.7%

The two remaining items below 50. %

In Greater application of computer equipment in the commerce area:

Search for information with 83.2%

Business management with 65%

Banking and financial operations 51.2%

The two remaining items below 40%

In Greater application of computer equipment in the field of services:

Search for information with89.9%

Business management with 62.9%

The three remaining items below 42%

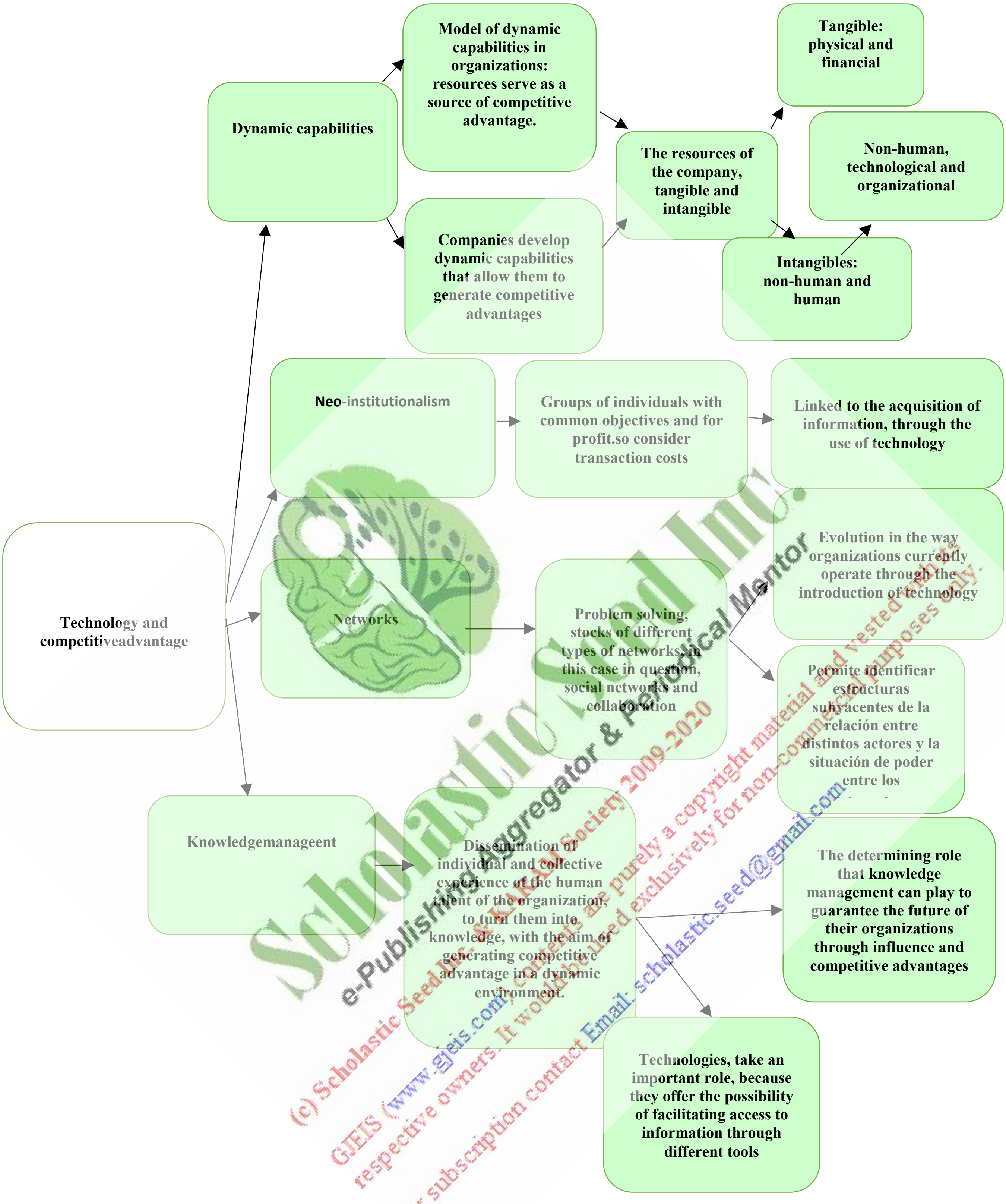
These three items are those that make it possible to demonstrate the use of technology in activities within organizations INEGI (2014). This gives us a small idea of how it is present, the use of technology in the life of organizations.

Methodology (Method)

It is based on documentary information obtained mainly from studies conducted about organizations, technology, strategy, technology acquisition, competitive advantage, which are the main variables, as well as knowledge management and different theories that can allow a review and analysis, about the influence and benefits of technology as a strategy in organizations (Hernández, Baptista and Fernández, 2010).

Results

An own elaboration scheme is presented based on the theories addressed in the document, which allows to visualize, how these theories intertwine and show interest in the central variables, technology and competitive advantage, mainly.Hence, it is considered that technologies are a positive influence in organizations and that they are used as a strategy, to figure and remain valid and within the market.



Source: Own elaboration.

Figure 1: Technology and its relation to competitive advantage

Discussion, Conclusion and Future Research

Miranda, (2015) affirms that the competitive advantage is one of the most studied topics in the field of strategic management, and cites Teece, Pisano and Shuen (1997), which explains how the combination of skills and resources can be developed by employees and oriented to achievement of competitive advantage.

It is concluded that, with the documentary information obtained from different sources, it allowed to show where, as the technologies and the competitive advantage are manifested and that is evidently a strategy and influence within the organizations, as well as the benefits and economic gain obtained from the application of the use of technology.

The Acquisition and implementation of technology in organizations generate a positive influence, because it allows its members to develop communication skills.

The introduction of technologies in organizations allows developing new strategies that increase competitiveness.

In conclusion, the acquisition and implementation of technology has a positive influence on the organizations that allow them to stay within the market.

Proposal for future studies

The analysis of information about the influence and benefits of technology as a strategy in organizations will serve as a framework for conducting deeper theoretical and empirical studies on the specific relationships between economic benefits and technology.

1. Identify the level of technological management in organizations and consider the characteristics of the organization in which the study will be conducted.
2. Clearly identify the dimensions of technology adoption capacity.
3. Apply measurements to each variable.
4. Apply qualitative methodologies in the case study.

In summary, the document is an important contribution that presents an extensive review of specialized bibliography.

References

1. Ahenkora, K.; Adjei, E. (2012). A Dynamic Capabilities Perspective on the Strategic Management of an Industry Organisation. *Journal of Management and Strategy*, 3 (3), pp. 21-27.
2. ANTENA comunicaciones (2016). Tipos de redes de comunicación empresarial, consultado el 02 de mayo de 2018. Recuperado de http://www.antennacomunicaciones.com/tipos-redes-comunicacion-empresariales/
3. APSER. (2015). Las redes informáticas: que son, tipos y topologías, *Cloud Computing para Negocio y CEO`S, Servicios Gestionados.* Consultado el 02 de mayo de 2018, recuperado de http://www.apser.es/blog/2015/06/20/las-redes-informaticas-que-son-tipos-topologias/
4. Arias, P. A. A. (2008). El Neo-institucionalismo y sus aportes a la teoría de la organización, *Gestión y Región. Universidad católica de Pereira* num.6. consultado el 1 de mayo 2018. Recuperado de http://biblioteca.ucp.edu.co/ojs/index.php/gestionyregion/article/view/902
5. Belloch, C. (2012) *Las Tecnologías de la Información y la Comunicación (TIC) en el aprendizaje*, Universidad de Valencia.
6. Dávila L., J. C. (2013). Capacidades organizacionales: dinámicas por naturaleza. *Cuadernos de Administración*, Bogota, Colombia, v. 26 no.47. pp. 11-33. Consultado el 26 de mayo. Recuperado de: http://www.redalyc.org/html/205/20531182002/index.html
7. Eisenhardt, K. & Martin, J. 2000. Dynamic Capabilities: What are They?.Strategic Management. *Strategic Management Journal*. No.21
8. El tiempo. (2004). La importancia de la tecnología en las empresas. Consultado el 30 de abril de 2018. Recuperado de http://www.eltiempo.com/archivo/documento/MAM-1532000
9. Ellonen, H.; Jantunen, A.; Kuivalainen, O. (2011). The Role Of Dynamic Capabilities In Developing Innovation-Related Capabilities. LappeenrantaUniversity of Technology.
10. Esquinca, A. J. (2011). El Neo-institucionalismo. *Gestiopolis.* Consultado el 26 de mayo de 2018. Recuperado de: http://www.gestiopolis.com/el-neoinstitucionlismo/

11. Farfán, B. D.Y. y Garzón, C. M.A. (2006). La gestión del conocimiento. *Documentos de Investigación.* No. 29.pp 107.Consultado el 28 de abril de 2018. Recuperado de https://www.researchgate.net/publication/27627446_La_gestion_del_conocimiento

12. Feeney, R. (2007), Innovación y Desarrollo económico en Latinoamérica, *Boletín de estudios económicos*, Bilbao, v.62, iss. 190, pp. 61-80

13. Garzón, C.M.A. (2015). Modelo de capacidades dinámicas. *Revista Dimensión empresarial*. Vol. 14, no.1, pp.111-131, consultado el 25 de mayo de 2018, recuperado de: www.scielo.org.co/pdf/v13n1/v13n1a07.pdf

14. González, B.N. (2014). La teoría de redes sociales y las políticas públicas. Una aproximación al debate teórico y a las posibilidades de intervención en realidades sociales. *FORUM.* Revista Departamento de Ciencia Política. No. 6. Consultado el 15 de abril de 2018, recuperado de file:///C:/Users/May/Downloads/Dialnet-LaTeoriaDeRedesSocialesYLasPoliticasPublicasUnaApr-6119901.pdf

15. Hernández, S. R., Baptista, L. P. y Fernández, C. O, (2010) *Metodología de la investigación.*5a Ed. México, McGraw-Hill

16. INEGI (2014). Uso de equipo de cómputo e internet en las empesas, *Censos económicos*, consultado el 08 de mayo de 2018, recuperado de internet.contenidos.inegi.org.mx

17. Leavitt, H. J. (1965) Applied organizational change in industry: Structural, technological and humanistic approaches in En J. G. Marzo (ed), Handbook of organizaciones. pp.1144-1170. Editores Rand McNally

18. Madariaga, C., & Sierra, O. (2000). Redes sociales y pobreza. Psicología desde el Caribe(5), 127-156.

19. Miranda, T.J. (2015). El modelo de las capacidades dinámicas en las organizaciones. *Investigación Administrativa.* No.116. pp 81-93. Consultado el 28 de abril de 2018. Recuperado de: http://www.redalyc.org/pdf/4560/456044959005.pdf

20. Nonaka, Ikujiro y Takeuchi, Hirotaka (1999). La organización creadora del conocimiento, Editorial Oxford Press, México D.F.

21. O Regan, N. &Ghobadian, A. (2004). The importance of capabilities for strategic direction and performance.*Management Decision*. 42: 292-312.

22. OCDE (1998). Relaciones con los medios de comunicación. Consultado el 28 de abril de 2018. Recuperado de: http://www.oecd.org/centrodemexico/46440894.pdf

23. Porter, M. E. (2003). *Ventaja competitiva*: creación y sostenimiento de un desempeño superior México: Continental, 2003. pp. 165-201.

24. Porter, M. E. (2009) Ser Competitivo, ed. Actualizada y aumentada, edit. Deusto S. A. Ediciones. 624 p.

25. Rivera, R. H.A., Figueroa, G. L. S. (2003). Capacidades dinámicas, una fuente de ventaja competitiva, *Criterio libre journal*. v. 11, no. 19., Bogotá Colombia. Pp. 245-261

26. Robinson, G. N. (2014). El análisis de redes sociales. Definición y aplicación, consultado el 2 de mayo de 2018. Recuperado de https://nrobinsongarcia.wordpress.com/2014/01/13/el-analisis-de-redes-sociales-definicion-y-aplicaciones/

27. Rodríguez R. J.M. (1999). La gestión del conocimiento: una gran oportunidad. *El profesional de la información.* Consultado el 10 de mayo de 2018. Recuperado de http://www.elprofesionaldelainformacion.com/contenidos/1999/marzo/la_gestion_del_conocimiento_una_gran_oportunidad.html

28. Salazar, C.L.B. (2016). Teoría de redes. *Ingeneriaindustiralonline.com.* consultado el 18 de abril de 2018, recuperado de https://www.ingenieriaindustrialonline.com/herramientas-para-el-ingeniero-industrial/investigaci%C3%B3n-de-operaciones/teor%C3%ADa-de-redes/

29. Stern, C. (2002). *A strategy for Development.*The world, Washington, D.C.

30. Tasos, V. (2018). Las ventajas y desventajas de la tecnología en nuestra economía, consultado el 17 de mayo de 2018, recuperado de: http: //www.cuidatudinero.com

31. Teece, D., Pisano, G. &Shuen, A. (1997). Dynamic Capabilities and Strategic Management.Strategic Management Journal. 18: 509-533.

32. Tijerina, G. E. (2008). *El neoinstitucionalismo de Douglass C. North: una exposición crítica*. Universidad Autónoma Metropolitana. Unidad Iztapalapa consultado el 10 de abril de 2018. Recuperado de http://www.laisumedu.org/desin/fronteras/Tijerina.pdf

33. Vargas, H. J. G. (2015). Teoría Institucional y Neo-institucional en la administración internacional de las organizaciones. *Sistema de información científica*, Red de Resvistas científicas de América Latina y el Caribe, España y Portugal, http://www.UAEM, redalyc.org.

34. Villaseca, R. J. and Torrent, S. J. (2001). Tecnología y economía: una aproximación a la interpretación económica del conocimiento, consultado el 28 de abril de 2018, recuperado de http://www.uoc.edu/web/esp/art/one/0104013/one04.html

GJEIS Prevent Plagiarism in Publication
The Editorial Board had used the ithenticate plagiarism [http://www.ithenticate.com] tool to check the originality and further affixed the similarity index which is 6% in this case (See Annexure-I). Thus the reviewers and editors are of view to find it suitable to publish in this Volume-10, Issue-3, July-Sep, 2018

Annexure 1

Jose

ORIGINALITY REPORT

SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
6%	1%	1%	6%

PRIMARY SOURCES

1	Submitted to Laureate Higher Education Group	Student Paper	2%
2	Submitted to Northcentral	Student Paper	<1%
3	Submitted to The Hong Kong Polytechnic University	Student Paper	<1%
4	Submitted to Pacific University	Student Paper	<1%
5	www.emeraldinsight.com	Internet Source	<1%
6	Submitted to University of Bradford	Student Paper	<1%
7	researchleap.com	Internet Source	<1%
8	Submitted to Desert Mountain High School	Student Paper	<1%
9	Submitted to Bournemouth University	Student Paper	<1%
10	"Managing Innovation in Highly Restrictive Environments", Springer Nature, 2019	Publication	<1%
11	www.aph.gov.au	Internet Source	<1%
12	Submitted to Coventry University	Student Paper	<1%
13	Submitted to Leeds Metropolitan University	Student Paper	<1%
14	Submitted to De Montfort University	Student Paper	<1%

Citation
José G. Vargas-Hernández and María Teresa Alcantara Salcedo
"The Influence and Benefits of Technology as a Strategy in Organizations"
Volume-10, Issue-4, Oct-Dec, 2019. (www.gjeis.com)

https://doi.org/10.18311/gjeis/2018
Volume-10, Issue-4, Oct-Dec, 2019
Online ISSN : 0975-1432, **Print ISSN** : 0975-153X
Frequency : Quarterly, Published Since : 2009

Google Citations: Since 2009
H-Index = 96
i10-Index: 964

Source: https://scholar.google.co.in/citations?user=S47TtNkAAAAJ&hl=en

Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Scholastic Seed Inc.

www.gjeis.com

global Journal of ENTERPRISE INFORMATION SYSTEM

Ethical organizational culture-A way to employee engagement

– **Amandeep Nahar***

Assistant Professor, Department of Commerce, Sri Aurobindo College (Evening)., University of Delhi, amandeepn55@gmail.com

– **Rajesh Kumar Nigah**

Assistant Professor, Department of Commerce, Sri Aurobindo College (Evening), University of Delhi, rnigah76@gmail.com

ARTICLE HISTORY

Paper Nomenclature: Empirical Research Paper (ERP)

Paper Code (DOI): V10N4OD2018ERP2

Originality Test Ratio: 19%

Submission Online: 14-Aug-2018

Manuscript Acknowledged: 17-Aug-2018

Originality Check: 3-Feb-2019

Peer Reviewers Comment: 22-March-2019

Blind Reviewers Remark: 4-April-2019

Author Revert: 10-April-2019

Camera-Ready-Copy:

Editorial Board Citation: 01-Aug-2019

Published Online First: 30-June-2019

EDITORIAL BOARD EXCERPT Initially at the Time of Submission (ToS) submitted paper had a 19% plagiarism, which is an accepted percentage for publication. The editorial board is of an observation that paper had a successive close watch by the blind reviewer's which at a later stages have been rectified and amended by the author (Amandeep and Rajesh) in various phases as and when required to do so. The reviewer's had in a preliminary stages remark with minor revisions which at a short span were restructured by the authors. The comments related to this manuscript are tremendously noticeable related to **Ethical organisational culture-A way to employee engagement** both subject wise and research wise by the reviewers during evaluation and further at blind review process too. The authors have crafted the paper in a structured manner. As the paper suggests that employee engagement is crucial to the success of any organisation. Ethical organisation culture is proved to be an important determinant of employee engagement. The paper contributes significantly in assessing the impact of ethical culture on the employees engagement. Overall the paper promises to open newer facets of studies. All the comments had been shared at a variety of dates by the author in due course of time and same had been integrated by the author in calculation. By and large all the editorial and reviewer's comments had been incorporated in paper at the end and further the manuscript had been earmarked and decided under **"Empirical research paper".**

ABSTRACT **Purpose:** Employee engagement is crucial to the organization. Engaged employees are dedicated to the work, work with vigor and get absorbed in the work they do. Employee Engagement is a very important issue in fashionable organizations because it is expounded to organizational performance. There are many important factors that affect employee engagement. However, the literature, mostly from developed countries confirms to the key role played by culture towards increased employee engagement. Thus, the study aims to explore the ethical component of culture and its relationship and impact on employee engagement among the teachers.

Design/ Methodology/Approach: The research design of the study is quantitative in nature. Data is collected from 110 respondents including both male and female participants of the refresher course at CPDHE, New Delhi.

Findings: Ethical Organizational culture has been proved an important determiner of Employee Engagement.

Proposed Implications: The organizations will get better understanding of relationship between employee engagement and culture.

Originality value: The study focuses on how culture in organizations impacts employee engagement.

KEYWORDS Ethical Organizational Culture | Employee Engagement | Organizational culture

*Corresponding Author

https://doi.org/10.18311/gjeis/2018

Volume-10 | Issue-4 | Oct-Dec, 2018 | Online ISSN : 0975-1432 | Print ISSN : 0975-153X

Frequency : Quarterly, Published Since : 2009

Introduction

An engaged worker is one who has the fervor, involvement and commitment towards work and doesn't recoil from 'going an additional mile' for the success of the organization.

A high level of employee engagement is very crucial to the organization. Engaged employees are dedicated to the work, work with vigor and get absorbed in the work they do. Employee Engagement is a very important issue in fashionable organizations because it is expounded to organizational performance.

Engagement, contributes to the well-being of the employees, engaged staff additionally bring substantial edges to a company like low turnover rate, high organizational commitment, raising productivity and performance, (Vance,2006; Lewis, R., Feilder, & Tharani, 2011; Rasheed, Khan, & Ramzan, 2013).

There are several factors like leader behavior and availability of resources affect employee engagement. However, the literature, mostly from developed countries confirms to the key role played by culture towards increased employee engagement

As Alfes et al. (2013) recommend, 'more analysis is required to explore the options of the operating surroundings that will be relevant in guiding and focusing individuals' levels of engagement in positive ways in which. It's found that ethical organizational culture is one such option.

But, is the necessity of having engaged employees limited to business organizations only and not in vital sector like education?

In the words of Dr. Pranab Mukherjee, Former President of India,

'Teachers influence the lifetime of students by being their role models. They're the beacons of sunshine who guide and inspire students throughout their tutorial life and, many times, even on the far side. Republic of India nowadays wants more competent and willing lecturers to dedicate themselves to up the quality and quality of education being presently imparted.'

Thus, this paper aims to explore relationship between of ethical work culture and employee engagement among the teachers

Employee Engagement:

Employee engagement is defined by Schaufeli et al. (2007) as an optimistic, rewarding, work-related frame of mind described by vigor, dedication and absorption.

Vigor is incontestable through showing hyped levels of drive and mental resilience at the work place likewise as a want to devote effort in what one is doing at work and their disposition to beat issues.

Dedication refers to robust participation in the work that one does and getting a experiencing a feeling of meaning, zeal, stimulation, challenge and pride.

Absorption is being able to fully concentrate as well as engross oneself to the work and one finds that time passes very fast and one has difficulties disengaging for work.

Ethical Organizational culture

Hofstede (2003) defined culture as principles and applications of an organization which differentiates it from others. The principles and applications of anywhere of labor verify however staff carry themselves with one another and with the external parties and so choose a way to become involved in productive assignments. He declared that domestic and regional factors have an element to play in influencing a culture of any organization and eventually impact the actions of staff therein organization.

Ethical Organizational culture as a collection of values, norms and techniques plays a significant role in made performance of corporations. The Organizational culture is one amongst the most issues of workers concerning the standards of their work.

Review of Literature

Ethical Organizational Culture

Sims and Brinkmann (2003) described Enron's ethics as "the ultimate contradiction between words and deeds, between a deceiving glossy facade and a rotten structure behind". Enron executives created an organizational culture that valued profits (the bottom line) over ethical behavior which eventually led to the collapse of Enron. This paper clearly demonstrates how the organizational culture effects ethics of its employees.

Positive Ethical organizational cultures buffer ill effect of bad news during change processes French & Holden (2012). This means that once workers understand an Ethical Organizational Culture as positive, they reply to modification and build change management attainable. Findings of this research states that developing an organizational culture that values positive organizational behavior can transform the way that "bad news" messages are crafted and received in the workplace and would eventually help in having a good work culture.

Carsten and Uhl-Bien (2013) posit that employees must be trained to exhibit and display moral behaviors. They must also be encouraged to take a stand in the face of ethical violations. Authors asserts that if leaders need their organizations to run ethically, then it's up to them to model that moral behavior. Such an ethically junction rectifier organization will function a model for ethical \ leadership to alternative organizations and even the community. Ethical Leadership cultivates believability and respect, for the leaders and also the organization.

Van (2013) concludes that employees drive innovation and move the organization forward where they perceive the Ethical Organizational culture as supportive. Supportive organizational cultures reduce negative work-home spill overs and provide flexible work home arrangements that attract and retain high quality employees concurs.

Riivari et al. (2017) examined how the ethical culture of organizations is related to organizational innovativeness. A positive link was found in the ethical culture of an organization and organizational innovativeness. Ethical culture was found important to behavioral, strategic and process innovativeness. It is suggested that congruency of management, discussability and supportability are the organizational virtues which can most effectively enhance organizational innovativeness, specifically behavioral, strategic and process innovativeness in practice.

Employee Engagement

Arnold Bakker and Wilmar Schaufeli (2008) introduces and defines the concept of employee engagement. It defines it to be a positive, fulfilling, affective motivational state of work-related well-being that is characterized by vigor, dedication, and absorption. The most often used instrument to measure engagement is the Utrecht Work Engagement Scale, a self-report instrument that has been validated in many countries across the world. Research have done intensive work on how engagement differs from related concepts like workaholism, organizational commitment, and has focused on the most important predictors of work engagement. The paper says that work engagement is a very unique concept and is best predicted by job resources like autonomy, supervisory coaching, performance feedback and personal resources like optimism, self-efficacy, self-esteem. Therefore, the paper concludes that it is very important to have a healthy workplace culture that would lead to employee engagement and eventually gives best results from the employees.

Gallup research (2012) examined 49,928 business or work units and included about 1.4 million employees in 192 organizations, across 49 industries, and in 34 countries makes clear that employee engagement strongly relates to key organizational outcomes in any economic climate. This research was basically done to see how the employee engagement affects the business organizations in different economic times. And to know whether it has increased or decreased effect on productivity after the great recession of 2007 to 2009. Results indicate that business or work units that score in the top half of their organization in employee engagement have nearly double the odds of success when compared with those in the bottom half. It also concludes that Employee engagement affects nine performance outcomes including: absenteeism, turnover, shrinkage, safety incidents, quality incidents (defects), customer metrics, productivity and profitability.

Mahatmya et al., (2012) discusses student engagement within specific developmental periods by putting certain the developmental tasks, opportunities, and challenges that are unique to early childhood, middle childhood, and adolescence. Student engagement has been defined on 3 bases: Behavioral engagement, cognitive engagement and emotional engagement. Developmental tasks vary from physical to societal expectations depending on the age. Linking developmental tasks and engagement, there comes out a positive relationship between them. This suggests that in order to adequately capture the multidimensional construct of student engagement, it is necessary to observe the extent to which children and adolescents are involved with their schoolwork and extracurricular activities while also assessing whether one believes that the activities are relevant to their current and future goals

Anitha J (2013). finds out the determinants of employee engagement and its impact on employee performance. Working environment and team and coworker relationship were found to have the major impact on employee engagement which eventually affects employee performance.

Van Allen (2013) further asserts that engaged employees' performance is consistently levels and this drives invention which moves the organizations forward.

Naidoo and Martins (2014). investigated the relationship between organizational culture and work engagement. Work engagement is said to be linked to a range of business success outcomes thereby making it important. the results conclude that all the dimensions of organizational culture correlate positively with work engagement dimensions. And leadership, management processes and goals, and objectives are important for predicting the dimensions of work engagement. Therefore, it becomes important for the organizations to work on their workplace cultures and on increasing the employee engagement for having better results and higher productivity.

Parent & Richard Lovelace (2015) study examines the connection between employee engagement, positive organizational psychology and an individual's ability to adapt to ongoing organizational change. It concludes that a positive work culture enhances employee engagement and also increases adaptability. It also suggests that organization change can be more difficult for an individual who has a high job engagement because changes might disturb their source of engagement. It also mentions the role of positive psychology in enhancing a good work culture in management and its members. This paper proposes a model that helps in understanding the interrelationships of the elements that are critical to the employee engagement and workplace success.

Ethical Organizational culture and Employee Engagement

Despite the fact that employee engagement is seen as a relatively new field, there are some studies that have been conducted to study the effect of Ethical Organizational culture on employee engagement.

Alarcon (2010) conducted a study in the context of information technology sector (IT), where employee engagement has been identified as being important to employee productivity and performance, study explored how employee engagement affects perceived job satisfaction. Results indicate that employee engagement had a significant and positive correlation with job satisfaction.

A multilevel investigation by Krog (2014) carried out in 35 Norwegian organizations showed that in order to have a better understanding of factors influencing work engagement overall organizational context in which it is operating must be taken into consideration. Study examined the role of four organizational culture types in facilitating work engagement of employees. It was assumed that the relationship between organizational culture and work engagement would differ depending on culture type. The study found partly significant results for a positive relationship between the clan culture type and work engagement. The findings indicate that clan culture is a moderate predictor of work engagement.

Reis, Trullen& Story (2016) The main factor under study in this paper is the role of authenticity at work. For this the authors have done tests on it using 4 types of perceived organizational culture. These are hierarchical, clan, market, and adhocracy. The purpose was to see how it influence employee's authenticity and how it would affect the employee engagement at work. The sample includes 208 professionals working in a variety of industries in Brazil. Results indicate that environments that are perceived to be more inclusive and participative, and that incentivize autonomy (i.e. clan and adhocracy cultures) neither nurture nor inhibit authenticity. Whereas, cultures perceived to emphasize stability, order, and control (i.e. hierarchy and market cultures) are negatively related to authenticity. In addition, employees who behave more authentically at work are more engaged with their jobs.

Scope of the Study

Scope of this study is restricted to the teacher participants of the refresher course at CPDHE, New Delhi. Centre for Professional Development in Higher Education (UGC-HRDC) is committed to produce opportunities for professional and career development to academics across the varied universities of India. CPDHE organizes workshops for schools concerned in university and school administration and Orientation/ Refresher courses for academics. Goal of CPDHE is to realize excellence in Higher Education.

This study is being conducted to test an association between ethical Organizational culture and employee engagement among teacher participants of the refresher course at CPDHE, New Delhi.

Objectives of the study

- To study the relationship of perceived ethical organizational culture and employee engagement among the teacher participants of the refresher course at CPDHE, New Delhi
- To study the impact of perceived ethical organizational culture and employee engagement among the teacher participants of the refresher course at CPDHE, New Delhi
- To examine the association between demographic variables (age, gender and work -experience) and perceived ethical organizational culture among the teacher participants of the refresher course at CPDHE, New Delhi

Hypothesis of the Study

H1: Ethical Organizational culture have a significant positive relation with "Vigor" dimension of employee engagement among the teacher participants of the refresher course at CPDHE, New Delhi.

H2: Ethical Organizational culture have a significant positive relation with "Dedication" dimension of employee engagement among the teacher participants of the refresher course at CPDHE, New Delhi

H3: Ethical Organizational culture have a significant positive relation with "Absorption" dimension of employee engagement among the teacher participants of the refresher course at CPDHE, New Delhi.

H4: Ethical Organizational culture have a significant impact on employee engagement among the teacher participants of the refresher course at CPDHE, New Delhi.

H5: There is no significant difference between the levels of perceived Ethical organizational culture among the teacher participants of the refresher course at CPDHE, New Delhi with regard to age.

H6: There is no significant difference between the levels of perceived Ethical organizational culture among the teacher participants of the refresher course at CPDHE, New Delhi with regard to gender.

H7: There is no significant difference between the levels of perceived Ethical organizational culture among the teacher participants of the refresher course at CPDHE, New Delhi with regard to work experience.

Research Methodology

Research Design

The research design of the study is quantitative in nature.

The study being empirical in nature relies both on secondary and primary data.

Secondary source: -The secondary sources include data from various journals, books, online sources and previous researches related to the topic etc.

Primary source: - Standardized questionnaires are used to ask questions from the respondents to explore and collect the information about their perceived behavior towards ethical organizational culture and employee engagement.

Instruments for Data Collection

Individual beliefs about Organizational Ethics scale by Froelich &Kottke(1991).

Utrecht Work Engagement scale (UWES) by Wilmar Schaufeli and Arnold Bakker (2003).

Sample Size

Data is collected from 110 respondents including both male and female participants of the refresher course at CPDHE, New Delhi.

Results of the Study

Table-1

Descriptive Statistics		Frequency	Percentage
Gender	Male	65	59.0%
	Female	45	41.0%
Age	25-30	27	24.5%
	31-35	34	30.9%
	36-40	29	26.4%
	41-45	20	18.2%
	46-50	0	0.0%
	Total	110	100.0%

The above table describes the frequency distribution of the respondents for gender and age category. The total number of respondents are 110, out of which 59% respondents are male and 41% respondents are female. From the total number of respondents 24.5% belongs to the age category of 25 to 30 years,30.9% of respondents belong to the age category of 31 to 35years,26.4% of respondents belong to the age category of 36 to 40 and 18.2% belongs to the age category of 41 to 45 years.

Table-2

Correlation between Ethical Organizational culture and Dimensions of Employee Engagements

Correlations				
		Vigor	Dedication	Absorption
Ethical Organizational culture	Pearson Correlation	.465**	.356**	.286**
	p-value	.000	.000	.002
	N	110	110	110
**Correlation is significant at the 0.01 level (2- tailed).				

It is hypothesized that Ethical Organizational culture have a significant positive relation (r=.465) with "Vigor" dimension of Employment Engagement among the teacher participants of the Refresher course at CPDHE, New Delhi. Correlation analysis reveals that there is a significant and positive relationship between both. Thus Hypothesis-1 is accepted. The analysis also shows a significant and positive relationship (r=.356) between Ethical Organizational culture and "Dedication" dimension of Employee Engagement which make the Hypothesis-2 accepted. When Hypothesis-3 is analyzed then there is found positive and significant relationship (r=.286) between Ethical Organizational culture and "Absorption" dimension of Employee Engagement which clears that Hypothesis-3 is also accepted.

Table-3

Regression

Dependent Variable: Employee Engagement

Model Summary				
Model	R	R-Square	Adjusted R Square	Std. Error of the Estimates
1	.495	.245	.238	10.70032

The table shows the multiple regression model summary and overall fit statistics for the dependent variable Employee Engagement. We find that adjusted R square of model 1 is 0.238 with the R^2 0.245. This means that the model explains the 24.5% of the variation in the dependent variable Employee Engagement.

ANOVA						
Model		Sum of Squares	df	Mean Square	F-value	P-value
1	Regression	4006.241	1	4006.241	34.990	.0001**
	Residual	12365.659	108	114.497		
	Total	16371.900	109			

In the ANNOVA table tests whether the overall regression model is a good fit for the data. The table shows that the independent variable statistically and significantly predicts the dependent variable Employee Engagement with F=34.990 which was found to be significant at 1% level of significance.

 Online ISSN : 0975-1432 | Print ISSN : 0975-153X

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t-value	p-value
		B	Std. Error	Beta		
1	(Constant)	18.726	4.376		4.279	.0001**
	Ethical Organization Culture	.331	.056	.495	5.915	.0001**

An unstandardized coefficient explains how much the dependent variable varies with an independent variable when all other independent variables are held constant. The unstandardized coefficient, B_1 for Ethical Organizational Culture is equal to 0.331. This means that increase in the Ethical Organizational Culture leads to the increase in Employee Engagement with the value of .331 times. Looking at the P value of the t-test for predictors, it can be said that Ethical Organizational Culture contributes to the model. The regression equation for Employee Engagement (Y) and Ethical Organizational Culture (X) is

$$Y=18.726+0.331X.$$

Table-4

One Way ANOVA

Descriptive				
Age Group		N	Mean	Std. Deviation
Vigor	25-30	27	17.5926	6.02086
	31-35	34	14.0882	5.38442
	36-40	29	17.1379	4.90426
	41-45	20	14.7000	5.75006
Dedication	25-30	27	15.5926	5.91777
	31-35	34	14.6765	6.59532
	36-40	29	16.0690	5.33808
	41-45	20	13.6000	7.00676
Absorption	25-30	27	12.5926	4.49152
	31-35	34	12.2647	4.15830
	36-40	29	14.1379	3.76757
	41-45	20	12.9500	5.21612
Ethical Organizational culture	25-30	27	75.7407	21.03220
	31-35	34	73.2941	18.39718
	36-40	29	79.4138	15.34489
	41-45	20	75.9000	18.69956
	Total	110	75.9818	18.29823

ANOVA						
		Sum of Squares	df	Mean Square	F-value	p-value
Vigor	Between Groups	262.052	3	87.351	2.893	.039*
	Within Groups	3200.902	106	30.197		
	Total	3462.955	109			
Dedication	Between Groups	84.796	3	28.265	.735	.533
	Within Groups	4076.622	106	38.459		
	Total	4161.418	109			
Absorption	Between Groups	60.320	3	20.107	1.061	.369
	Within Groups	2009.534	106	18.958		
	Total	2069.855	109			
Ethical Organizational	Between Groups	588.885	3	196.295	.579	.630
	Within Groups	35907.078	106	338.746		
	Total	36495.964	109			

It is hypothesized that there is no significant difference between the levels of perceived Ethical Organizational culture among the teacher participants of the Refresher course at CPDHE, New Delhi with regard to age. Dimension wise findings reveal that vigor is higher in 25-30 and dedication and absorption are found higher in 36-40 age group rather than other age groups. However, the F-value results are found to be significant in vigor. Thus, there is a significant difference between the levels of vigor among the teacher participants of the refresher course at CPDHE, New Delhi with regard to age. Therefore Hypothesis-5 is rejected for vigor.

Table 5

Gender Difference on Ethical Organizational culture

	Gender	N	Mean	Std. Deviation	t- value	p-value
Ethical Organizational Culture	Male	65	75.15	18.34	0.569	.571
	Female	45	77.17	18.36		

It is hypothesized that there is no significant difference between the levels of perceived Ethical Organizational culture among the teacher participants of the Refresher course at CPDHE, New Delhi with regard to gender. Value of Ethical Organizational culture is found little higher in female respondents (mean= 77.21) as compared to male respondents(mean = 74.74). However, the difference is not found significant. So, it can be said that there is no significant difference in the levels of perceived Ethical Organizational culture among the teacher participants of the Refresher course at CPDHE, New Delhi with regard to gender. Thus, Hypothesis-6 is further accepted.

Table-6

Work Experience

Descriptive					
Work experience		N	Mean	Std. Deviation	Std. Error
Vigor	5-10	30	13.2333	5.85858	1.06963
	10-15	29	16.3103	6.59060	1.22384
	15-20	27	17.2593	4.75227	.91457
	20-25	19	16.7368	4.40760	1.01117
	>25	5	18.2000	1.30384	.58310
Dedication	5-10	30	11.8667	6.45800	1.17906
	10-15	29	14.5517	6.22544	1.15604
	15-20	27	15.9630	3.35676	.64601
	20-25	19	17.4737	6.31901	1.44968
	>25	5	23.4000	3.91152	1.74929
Absorption	5-10	30	11.7333	4.36233	.79645
	10-15	29	12.5172	4.57962	.85041
	15-20	27	12.5926	3.62957	.69851
	20-25	19	14.4737	3.99122	.91565
	>25	5	19.2000	1.48324	.66332
Ethical Organizational culture	5-10	30	66.6333	15.81244	2.88694
	10-15	29	79.1724	20.26268	3.76269
	15-20	27	77.6667	14.85572	2.85898
	20-25	19	84.0000	20.57777	4.72086
	>25	5	74.0000	6.20484	2.77489
Employee engagement	5-10	30	36.8333	13.84417	2.52759
	10-15	29	43.3793	13.13777	2.43962
	15-20	27	45.8148	6.91730	1.33123
	20-25	19	48.6842	8.14489	1.86857
	>25	5	60.8000	4.32435	1.93391

It is hypothesized that there is no significant difference between the levels of perceived Ethical Organizational culture among the teacher participants of the Refresher course at CPDHE, New Delhi with regard to work experience. Dimension wise findings reveal that Dedication is higher in respondents with more than 25-year work experience. However, the F-value results are found to be significant in all the dimensions and with organizational culture, these dimensions also had significant interlinks. Thus, Hypothesis-7 is not accepted.

Suggestions:

- There must be clearly define code of ethics in the form of ethical policies and these ethical policies must be easily accessible and communicated to each and every employee in the organization. Employees must be encouraged to do ethical decision making.
- Work ethics assessment should be there, that may reveal the employee orientation and attitude about ethics.
- There must be counselling and training sessions for the employees who are facing ethical dilemmas.
- Employees behavior must be made ethics sensitive by conducting ethical discourses on "what is right" and "what is wrong" in the context of a particular situation or situations.

ANOVA						
		Sum of squares	df	Mean square	F-value	p-value
Vigor	Between groups	307.712	4	76.928	2.560	.043*
	Within Groups	3155.243	105	30.050		
	Total	3462.955	109			
Dedication	Between Groups	793.879	4	198.470	6.188	.0001**
	Within Groups	3367.539	105	32.072		
	Total	4161.418	109			
Absorption	Between Groups	292.691	4	73.173	4.323	.003**
	Within Groups	1777.163	105	16.925		
	Total	2069.855	109			
Ethical Organizational culture	Between Groups	4234.859	4	1058.715	3.446	.011*
	Within Groups	32261.105	105	307.249		
	Total	36495.964	109			
Employee engagement	Between Groups	3467.926	4	866.982	7.055	.0001**
	Within Groups	12903.974	105	122.895		
	Total	16371.900	109			

Limitations

1. The present study has taken for teachers. The same study can be conducted for other level of employees of the organizations

2. Large sample of respondents can be facilitating in validating the findings.

3. The study can be replicated elsewhere in a different geographical area for further generalization.

4. More dimensions of Ethical Organization Culture and Employee Engagement can be taken to study further on the same topic.

5. The relationship between various variables could further be explored by comparing the service and manufacturing organizations.

Conclusion

By summing up, it can be said that Ethical Organizational culturehas been proved as an important determiner of Employee Engagement Understanding the essence of the culture of organization and its values always facilitate the adaptation of the organizations in a time of global economy and tumultuous economic environment. Positive Ethical organizational cultures buffer ill effect of bad news during change processes. This means that when employees perceive an Ethical Organizational culture as positive, they respond to change better and make change management possible.

References: -

- Alarcon, G., Lyons, J.B. and Tartaglia, F. (2010). Understanding predictors of engagement within the military. *Military Psychology*, *22*, 301-310.
- French, S. L.and Holden, T. Q. (2012). Positive Organizational Behavior: A Buffer for Bad News. *Business Communication Quarterly*, 75(2), 208-220.
- Hofstede, G. (2003). Cultures and Organisations: Intercultural Cooperation and Its Importance for Survival: Software of the Min*d*, London-UK, Profile Books Ltd.
- Hofstede, G., Hofsted, J.G. and Minkov, M. (2010). *Cultures of Organzations Software of the mind* (3rd Ed.) McGraw.
- Jiao,C., Richards,D. A.and Zhang,K. (2011). Leadership and Organizational Citizenship Behavior: OCB-Specific Meanings as Mediators. *Journal of Business Psychology, 26,*11-25. DOI 10.1007/s10869-010-9168-3.
- Krog, A. (2014), The relationship between Ethical Organizational culture and Work engagement: A multilevel investigation, University of Oslo.
- Mahatmya, D., Lohman, B. J., Matjasko, J. L. and Farb, A. F. (2012). Engagement across developmental periods. In S. L. Christenson, A. L. Reschly, & C. Wylie (Eds.), *Handbook of Research on Student Engagement* (45-63).
- Markos (2016). Determinants of employee engagement and their impact on employee performance. Int J Prod Perf Manage, 63: 412-13.
- Parent, J. D. and Lovelace, K. J. (2015). The Impact of Employee Engagement and a Positive Ethical Organizational culture on an Individual's Ability to Adapt to Organization Change. *2015 Eastern Academy of Management Proceedings: Organization Behavior and Theory Track*, 1-20.
- Reis, G., Trullen, J. and Story, J. (2016). Perceived Ethical Organizational culture and engagement: the mediating role of authenticity, *Journal of Managerial Psychology*, 31,6, 1091-1105.
- Richman A., Civian J., Shannon L., Hill J. and Brennan R. (2008). The relationship of perceived flexibility, supportive work-life policies, and use of formal flexible arrangements and occasional flexibility to employee engagement and expected retention. Commun Work Fam 11: 183-197.
- Riivari, E., Lamsa, A.M., Kujala, J. and E. Heiskanen. 2012. The ethicalculture of organizations and organizational innovativeness. European Journal of Innovation Management 15 (3): 310-331.
- Robbins, S. and Judge, T. (2012). *Essentials of Organizational Behavior* (11th Ed.) Upper Saddle River, NJ: Pearson Prentice Hall.
- Robinson, D., Perryman, S. andHayday, S. (2004). The drivers of employee engagement: Institute of Employment Studies Report 408. London.

- Schaufeli W. andSalanova M. (2007). *Work Engagement: An Emerging Psychological Concept and Its Implications for Organizations*. Information Age Publishing.
- Shuck, B. andWollard, K. (2010). Employee engagement and HRD: A seminal review of thefoundations. *Human Resource Development Review*, *9*(1), 89-110.
- Van Allen, S. (2012). Engagement at Work: Its effects on performance continues in tough economic times: Key Findings from Gallup's Q12 Meta-Analysis of 1.4 million employees, *Gallup, Inc.*

Undertaking and Acknowledgement
I (Amandeep Naher), the undersigned author(s) of the manuscript entitled" Ethical organizational culture-A way to employee engagement"hereby declare that the above mentioned manuscript which is submitted for publication in the Global journal of Enterprise information system in its Volume-10, Issue-4, Oct-Dec, 2019 is my original research work and ongoing study. The present research work is a sequel to my old research and linked with my previous first hand information collected in due course which is a prerequisite for this study. Thus some of the contents might be overlapped and may be a necessity for accomplishing this paper hence would be affect the originality in a petty manner and its percentages

GJEIS Prevent Plagiarism in Publication
The Editorial Board had used the urkund plagiarism [http://www.urkund.com] tool to check the originality and further affixed the similarity index which is 19% in this case (See Annexure-I). Thus the reviewers and editors are of view to find it suitable to publish in this Volume-10, Issue-3, July-Sep, 2018

Annexure 1

URKUND

Urkund Analysis Result

Analysed Document:	Ethical organizational culture-a way to employee engagement FINAL.docx (D54653251)
Submitted:	8/1/2019 12:25:00 PM
Submitted By:	amandeepnahar@gmail.com
Significance:	19 %

Citation
Amandeep Nahar and Rajesh Kumar Nigah
"Ethical organizational culture-A way to employee engagement"
Volume-10, Issue-4, Oct-Dec, 2019. (www.gjeis.com)

https://doi.org/10.18311/gjeis/2018
Volume-10, Issue-4, Oct-Dec, 2019
Online ISSN : 0975-1432, **Print ISSN** : 0975-153X
Frequency : Quarterly, Published Since : 2009

Google Citations: Since 2009
H-Index = 96
i10-Index: 964

Source: https://scholar.google.co.in/citations?user=S47TtNkAAAAJ&hl=en

Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Scholastic Seed Inc.

global Journal of ENTERPRISE INFORMATION SYSTEM

www.gjeis.com

Dissecting Analysis of Online Shopping Stratagem - Intentions and Behaviour

– **Sonika Seth***

Assistant Professor, Galgotias University, sonika19seth@gmail.com

ARTICLE HISTORY

Paper Nomenclature: Empirical Research Paper (ERP)

Paper Code (DOI): V10N4OD2018ERP3

Originality Test Ratio: 6%

Submission Online: 14-Aug-2018

Manuscript Acknowledged: 17-Aug-2018

Originality Check: 3-Feb-2019

Peer Reviewers Comment: 22-March-2019

Blind Reviewers Remark: 4-April-2019

Author Revert: 10-April-2019

Camera-Ready-Copy:

Editorial Board Citation: 17-April-2019

Published Online First: 30-June-2019

EDITORIAL BOARD EXCERPT Initially at the Time of Submission (ToS) submitted paper had a 06% plagiarism, which is an accepted percentage for publication. The editorial board is of an observation that paper had a successive close watch by the blind reviewer's which at a later stages had been rectified and amended by the author (Sonika) in various phases as and when required to do so. The reviewer's had in a preliminary stages remark with minor revisions which at a short span were restructured by the author. The comments related to this manuscript are tremendously noticeable related to **Intention and Behaviour of Generation Y Regarding Online Shopping** both subject-wise and research wise by the reviewers during evaluation and further at blind review process too. The authors have crafted the paper in a structured manner. As the Information of the significant components influencing the electronic payment options can be of great help in augmenting and enriching the payment alternatives for various masses of consumers, the paper highlights the factors for the repeat and consistent usage of digital currencies for the generation Y. Overall the paper promises to open newer facets of studies. All the comments had been shared at a variety of dates by the author in due course of time and same had been integrated by the author in calculation. By and large all the editorial and reviewer's comments had been incorporated in paper at the end and further the manuscript had been earmarked and decided under "**Empirical Research Paper**" as it attempts to study the impact of different factors on overall electronic payment usage. The results are interesting and remarkable.

ABSTRACT **Purpose:** The research attempts to study the factors which are responsible for repeat and consistent usage of digital currency.

Design/methodology/Approach: Empirical study based on the data collected using a structured questionnaire. Analysis has been done through factor analysis using SPSS.

Findings: The rapid growth of e-commerce in India has paved the way for a total new experience of shopping among generation Y. The findings revealed that there are three key drivers affecting usage of electronic payment as a buying option for online shopping among Generation Y i.e. "Service delivery claims" , "potential safety" and "perceived benefits". The result also depicted that consumers are having less trust on service delivery claims and they are worried about safety concerns over electronic payment for buying online.

Proposed Implications: the study is helpful for online shoppers and also for online marketers.

Originality/Value: The study mainly focuses on the intention and behaviour of generation Y regarding online shopping and also highlights key drivers affecting digital payment usage.

KEYWORDS Digital Currency | Generation Y | E-commerce | Payment Options

***Corresponding Author**

https://doi.org/10.18311/gjeis/2018

Volume-10 | Issue-4 | Oct-Dec, 2018 | Online ISSN : 0975-1432 | Print ISSN : 0975-153X

Frequency : Quarterly, Published Since : 2009

Introduction to Electronic Payment

Digital or electronic payments are intangible ways of interchange of currencies and benefits among buyers and sellers, which manifests similar properties as those of tangible ones without having a physical existence. This system can be utilized for buying tangible goods and services. With the emergence of internet and specifically, smart phones in India, electronic payment is extensively replacing the tangible payment system.

Digital payments can be done in following ways:

- ATM/debit/credit card transactions
- Internet banking
- Payment through digital wallets (Like Paytm, Airtel Money, RuPay etc)

E-commerce and electronic payment

India has seen a surge in online buying since the past few years. It has been made possible specifically with the advantage of factors like reduced time consumption, availability of miscellaneous avenues, home delivery etc., has made e-commerce a perfect alternative to the traditional procurement and buying methods. With the infiltration of internet infrastructure, making a purchase and transaction over internet is becoming a day-to-day episode. Also, a large number of consumers are now opting for electronic payment mechanisms with the help of e-commerce websites.

A major cause of rationale for customers opting and trusting e-commerce these days are the abundant **secure payment gateways** available. Only when a consumer is fully persuaded by the secure payment gateways and mechanisms and the non-laxity of trust on them that he would opt for such methods. Prematurely, majority of websites were having only debit and credit card payment option. But now, they have augmented and offered a vast variety of payment options like mobile wallets, e-banks, Paytm bank transfers through net banking, e-wallets, prepaid shopping cards, digital currencies, all types of cards like Credit, Debit, MasterCard, Visa etc.

Introduction to Generation Y

They are also called millennials or the net generation. It is used to signify part of the population who reached adulthood in the 21st century. Born in the 20th century and subsequently, these people have been raised in an atmosphere and surrounding where they have witnessed internet, social media, electronic, mobile and internet boom around. Thy can also be characterized by qualities like, moneyed, prosperous, well-to-do, literate, informed, knowledgeable, culturally and racially assorted.

Review of Literature

Automated remittance and clearance mechanism in India is contemplated as a recent episode but the study conducted by **Humphrey, D.B., Pulley, L.B., Vesala J.M., in 1996** revealed that 35% of US citizens found automated payment suitable and easy to use and they had already embraced this mechanism of clearance.

In **1996** itself, **Kane, E.J.** prognosticated in his findings that it is heuristic to envisage the preferment that will allow and elucidate complete and thorough change in banking anatomy, composition and role.

In **2001**, **Humphrey, D.B., Kin, M., and Vale, B.** envisaged that the development of automated clearance system and mechanism can markedly lower the communal price of a country' clearance mechanism. They contributed an approximation of the prospective reduction in communal price and diagnose the expeditiousness of gateway users when cost is utilized to expedite the replacement of electronic for paper-based payments.

Further in **2002, Van Der Heijden, H.** in his research paper, found the components which affect the customer adoptability and reception. These are the price, simplicity to operate, and the apprehended imperil.

In **2003 Mester, L.J.** battered automated clearance as a paperless and cashless means to operate financial transactions using electronic mean.

In **2003, Park, C.H.** and **Kim, Y.G.** introspected in their findings that statistical caliber, standard of user interface and risk recognition impacts data reparation and other benefits, which, in turn, are greatly associated to each customer's site commitment.

In **2005, Valcourt, E., Robert, J.M., and Beulieu, F.** defined automated payment as Internet based payment mechanisms, point of sale mobile payment method and payments for mobile commerce applications. They concluded that 76% of the consumers would buy a movie ticket on a mobile phone or internet, and 78% of the consumers would use a service where their bill would be generated electronically.

In **2006, Hung, S.Y., Chang, C.M., and Yu, T.J.** in their study found the important factors as perceived usefulness, ease of use, perceived risk, trust, compatibility, external influences, interpersonal influence, self efficacy and facilitating condition.

Mallat, N., 2007, suggested that the barriers to adoption of electronic payment are premium rate estimation, complications, a lack of interpretative bulk, and apprehended uncertainty.

In **2010, Kim, C., Mirusmonov, M., and Lee, I.** focused their research of automated payment on mobile payments only and they made a suggestion that the deliberateness to use mobile-payment are considered to be easy to use and serviceable. They found that the affinity of mobile payment was not the main rationale for any consumer to embrace it. Their study predicted that early users merit usage convenience, whereas forthcoming users answer affirmatively to the benefits of m-payment, specially its reach to prospective consumers and ease of usage.

In **2014, Martins, C., Oliveira, T., and Popovie, A.,** defined factors such as execution and accomplishment anticipation, attempt anticipation, social influence, and also the importance of chance as a prophet of purpose.

Need of the Study

Because of the fact that many of the electronic payment mechanisms are governed on the electronic-commerce websites and gateways, it will be beneficial for e-commerce sites to address the needs and wants of the Generation Y. Information of the important components influencing the electronic payment options can be of great help in augmenting and enriching the payment alternatives for various masses of consumers. This will help to multiply new consumer base, retention of the existing consumer base, faith building, repeated buying and selling through websites and ultimately high revenue to the organization.

Scope of the Study

In this paper, I have considered and observed the cognizance of Generation Y which includes citizens of the age group of 16 to 40 years. IT professionals, academicians and service class citizens have been chosen randomly from amongst them. This research can be supplemented for different age groups. I have emphasized on the payment preference on those e-commerce portals and websites that offer more than one product lines. This study can be further enhanced to specific e-commerce portals (like IRCTC, Lenskart, travel portals etc). This research has been specifically conducted on Indian millennials only.

Objectives of the Study

- To study about the key drivers affecting the usage of electronic payment in online shopping among youth (Generation Y).
- To study about the effect of different factors obtained on overall electronic payment usage.

Research Methodology

Collection of primary data has been done based on structured questionnaire consisting of Likert scale. Respondent sample is taken as convenient random sampling. Collected response is tested through Factor analysis in SPSS. The reduced variables, extracted factors and their loading effects are analyzed for studying key drivers of digital payment options.

Analysis

Response has been taken from 100 respondents in which 9 responses were not filled properly or were totally biased towards one ranking. So, 91 questionnaires have been finally considered.

As per rotated component matrix, variables were reduced in three factors. The cumulative loading of three factors is 61.054%. It means total variance explained by three factors combined is 61.054%.

Component	Initial Eigen values			Rotation sums of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1.	4.608	28.798	28.798	4.264	26.652	26.652
2.	3.053	19.083	47.881	3.341	20.879	47.531
3.	2.108	13.173	61.054	2.164	13.523	61.054
4.	1.746	10.911	71.966			
5.	1.240	7.752	79.717			
6.	.990	6.190	85.907			
7.	.837	5.232	91.193			
8.	.550	3.435	94.574			
9.	.334	2.089	96.662			
10.	.276	1.732	98.385			
11.	.162	1.015	99.400			
12.	.054	.340	99.740			
13.	.031	.191	99.932			
14.	.011	.068	100.00			
15.	-4.273E-16	-2.671E-15	100.00			
16.	-2.133E-15	-1.333E-14	100.00			

Extraction Method: Principal Component Analysis.

Rotated component matrix			
	Component		
	1	2	3
Electronic payments sometimes have website trust issues	-.907	.004	.025
Electronic payment is easy to use	-.874	.199	-.126
Charges for electronic payment is affordable	.755	-.412	-.078
Electronic payment enable easy refunds in case of cancellation of order	.738	-.008	-.192
Electronic payment enables avoiding cash handling	.621	.064	-.169
Electronic payment is processed quickly	.179	-.845	.064
Electronic payment has the risk of password getting hacked	.195	.755	-.062
This payment method may lead to some false transaction without the information of user	-.342	.749	-.027
A user generally have bad experience in paying through electronic payment	-.585	.648	.006
It has the option of converting the payments into EMIs	-.196	-.555	-.336
The user has the fear of being placed in mass mailing list and spasm	-.124	.447	-.202
Loyalty points earned on shopping encourages for the usage of Electronic payment	.109	.105	.823
It helps in tracking the expenses through account/card statements	.605	.210	.634
In Electronic payment method, the bank has enough security checks to ensure security	-.214	-.209	.554
Attractive online promotional offers like discounts and freebies encourages for the use of Electronic payment	-.198	-.089	.516
Internet payments leads to more expenses in case of cancellation of order due to cancellation charges	.364	.498	-.512

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Based on above matrix, variables are reduced in factors based on their explained loadings as follows:

	Variables	Loading
	Electronic payments sometimes have website trust issue	-.907
Factor 1	Electronic payment is easy to use	-.874
	Electronic payment is affordable	.755
"service delivery claims"	Electronic payment enable easy refunds in case of cancellation of order	.738
	Electronic payment enables avoiding cash handling	.621
	Electronic payment is processed quickly	-.845
	This payment method may lead to some false transaction without the information of user	.749
Factor 2	Electronic payment has the risk of password getting hacked	.755
	A user generally have bad experience in paying through electronic payment	.648
"potential safety"	It has the option of converting the payments into EMIs	-.555
	The user has the fear of being placed in mass mailing list and spasm	.447
	Loyalty points earned on shopping encourages for the usage of Electronic payment	.823
Factor 3	It helps in tracking the expenses through account/card statements	.634
	In Electronic payment method, the bank has enough security checks to ensure security	.554
"perceived benefits"	Internet payments leads to more expenses in case of cancellation of order due to cancellation charges	-.512
	Attractive online promotional offers like discounts and freebies encourages for the use of Electronic payment	.516

Among these three factors, factor 1 ("service delivery claims") explains 26.65% of the overall variance. In this factor, most important variable is "trust issues" as claimed by the service providers. It has negative value; it means customers still have less trust on all the websites while using electronic payment as opposed to what service providers claim.

Factor 2 ("potential safety") explains 20.87% of the variance. In this factor highest loading variable is "Quick process". It has negative value and the highest value, it means the "process is not the quickest and it is a major concern for security while using an electronic payment".

Factor 3 ("perceived benefits") explains 13.52% of variance. In this factor "loyalty point earned" has the highest loading.

Conclusion

As per this study, we found three key-drivers affecting usage of electronic payment as a buying option for online shopping among Generation Y. they are "Service delivery claims", "potential safety" and "perceived benefits". Consumers are having less trust on service delivery claims and they are wary about safety concerns over electronic payment for buying online. The benefit that they see in electronic payment is as benefit for earning loyalty and cash back points.

References

1. Comegys, C., & Brennan, L. M. (2003). Students' online shopping behavior: A dual-country
2. perspective. *Journal of Internet Commerce*, *2*(2), 69-87.

3. Comegys, C., Hannula, M., & Vaisanen, J. (2006). Longitudinal comparison of Finnish and

4. US online shopping behaviour among university students: The five-stage buying decision process. *Journal of Targeting, Measurement and Analysis for Marketing*, *14*(4), 336-356.

5. Cowart, K. O., & Goldsmith, R. E. (2007). The influence of consumer decision-making styles on online apparel consumption by college students. *International Journal of Consumer Studies*, *31*, 639-647. Davis, F. D. (1989). Perceived usefulness perceived ease of use and user acceptance of information technology. *MIS Quarterly*, *13*(3), 319–340.

6. Dillon, T. W., & Reif, H. L. (2004). Factors influencing consumers' E-commerce commodity

7. purchases. *Information Technology, Learning, and Performance Journal*, *22*(2), 1-11.

8. Fibre2fashion News Desk. (2015). *Ecommerce may further grow in Indian market this year.*

9. Foucaut, B. E., & Scheufele, D. A. (2002). Web vs. campus store? Why students buy textbooks online. *Journal of Consumer Marketing*, *19*(5), 409-423.

GJEIS Prevent Plagiarism in Publication
The Editorial Board had used the ithenticate plagiarism [http://www.ithenticate.com] tool to check the originality and further affixed the similarity index which is 6% in this case (See Annexure-I). Thus the reviewers and editors are of view to find it suitable to publish in this Volume-10, Issue-3, July-Sep, 2018

Annexure 1

SONIKA

ORIGINALITY REPORT

6%	5%	3%	6%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Harper Adams University College Student Paper	1%
2	etheses.dur.ac.uk Internet Source	1%
3	www.scribd.com Internet Source	1%
4	www.tandfonline.com Internet Source	1%
5	Submitted to University of Glamorgan Student Paper	1%
6	repository.up.ac.za Internet Source	<1%
7	ieeexplore.ieee.org Internet Source	<1%
8	Submitted to Indian Institute of Management, Bangalore Student Paper	<1%
9	www.emeraldinsight.com Internet Source	<1%
10	e-journal.uajy.ac.id Internet Source	<1%
11	Submitted to HELP UNIVERSITY Student Paper	<1%

Citation
Sonika Seth
"Dissecting Analysis of Online Shopping Stratagem - Intentions and Behaviour"
Volume-10, Issue-4, Oct-Dec, 2019. (www.gjeis.com)

https://doi.org/10.18311/gjeis/2018
Volume-10, Issue-4, Oct-Dec, 2019
Online ISSN : 0975-1432, **Print ISSN** : 0975-153X
Frequency : Quarterly, Published Since : 2009

Google Citations: Since 2009
H-Index = 96
i10-Index: 964

Source: https://scholar.google.co.in/citations?user=S47TtNkAAAAJ&hl=en

Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Scholastic Seed Inc.

Scholastic Seed Inc.

www.gjeis.com

global Journal of ENTERPRISE INFORMATION SYSTEM

Consumer Awareness Index (CAI): An Innovative Tool for Measuring Consumer Awareness

– Rojalin Pradhan*

Research Scholar, Bharti School of Telecommunication Technology and Management, IIT Delhi, rosalinrosy13@gmail.com

– Shreyans Singh

Researcher, Department of Management Studies, IIT Delhi

– Arbuda Sharma

Fellow, Xavier School of Management, Jamshedpur

ARTICLE HISTORY

Paper Nomenclature: Empirical Research Paper (ERP)

Paper Code (DOI): V10N4OD2018ERP4

Originality Test Ratio: 14%

Submission Online: 26-Nov-2018

Manuscript Acknowledged: 30-Nov-2018

Originality Check: 03-Dec-2018

Peer Reviewers Comment: 22-Dec-2018

Blind Reviewers Remark: 05-Jan-2019

Author Revert: 05-Jan-2019

Camera-Ready-Copy: 15-March-2019

Editorial Board Citation: 31-Mar-2019

Published Online First: 01-June-2019

EDITORIAL BOARD EXCERPT Initially at the Time of Submission (ToS) submitted paper had a 36% plagiarism and after rectification it was reduced to 14%, which is an accepted percentage for publication. The editorial board is of an observation that paper had a successive close watch by the blind reviewer's which at a later stages had been rectified and amended by the authors (Rojalin, Shreyans & Arbuda) in various phases as and when required to do so. The reviewer's had in a preliminary stages remark with minor revisions which at a short span were restructured by the authors. The comments related to this manuscript are tremendously noticeable related to **Consumer Awareness Index** both subject-wise and research wise by the reviewers during evaluation and further at blind review process too. The authors have crafted the paper in a structured manner. The paper explores the factors governing the level of consumer awareness and to introduce the Consumer Awareness Index (CAI). Overall the paper promises to open newer facets of studies. All the comments had been shared at a variety of dates by the authors' in due course of time and same had been integrated by the authors in calculation. By and large all the editorial and reviewer's comments had been incorporated in paper at the end and further the manuscript had been earmarked and decided under "**Empirical Research Paper**". The results of the study are interesting and striking as CAI will work as an innovator tool to decide and judge the consumers level of awareness

ABSTRACT **Purpose:** The purpose of this paper is to introduce the Consumer Awareness Index (CAI), an Innovative tool for measuring the level of consumer awareness.

Design/Methodology/Approach: Factors of consumer awareness are found out using exploratory research and grounded theory and then Consumer awareness index (CAI) is developed.

Findings: Consumer driven weights have been obtained and a mathematical model has been proposed to evaluate the consumer awareness in a given region.

Proposed Implications: CAI will be an important tool from managerial point of view as well as for policy planners as they can design consumer awareness campaign with the help of CAI.

Originality/Value: A lot of work has been done on consumer's behavior, grievances, and satisfaction and dissatisfaction responses but there is not such framework to measure consumer awareness Index.

KEYWORDS Consumer Awareness | Consumer Knowledge | Grounded Theory | Awareness Index

*Corresponding Author

https://doi.org/10.18311/gjeis/2018
Volume-10 | Issue-4 | Oct-Dec, 2018 | Online ISSN : 0975-1432 | Print ISSN : 0975-153X
Frequency : Quarterly, Published Since : 2009

Introduction

Consumer awareness plays a very significant role in educating the society and to reduce unethical practices followed by the marketers and so there is a necessity for consumer awareness to help in the welfare of the society. Consumer awareness from marketing perspective can be defined as "*an awareness of marketing P's, which consist of products or services and it characteristics, place to buy, price, and promotion*". Or, alternatively it is defined as "*making the consumer conscious of their fundamental rights and duties*". Consumer awareness is to fathom the perceptions of three kinds of information, they are (i) existing consumer protection statues, regulations, and standards; (ii) possible channels of recourse; and (iii) relevant product and service characteristics (Dickinson & Shaver, 1982).

A consumer is a key figure in the market and all actions are carried around this individual. Consumer is considered to be the king of the market. The consumer always find themselves to be at the center of all marketing activities (Walters, 1979), but never in the focus when it concerns their protection. Consumers are characteristically discontented with the current market trends with the supply of merchandises and services (Holton, 1967; Kotler, 1972). Andreason and Best (1977) in their study found dissatisfaction with the customers, where they were dissatisfied with at least one purchases in a maximum of five purchases made by them. Similarly dissatisfaction was found out with about one out of ten purchases made by consumer (Westbrook, Newman, & Taylor, 1978). Moreover unaware dissatisfied consumer does not take any action due to lack of information or carelessness. It was shown that ninety one percent of all dissatisfied consumers do not return to the retailers (Peters, 1988). Customer's involvement must be considered by seller's who need to raise their benefit by boosting customers buying trends and activities (Choubtarash, Mahdieh, & Marnani, 2013).

Therefore the consumer has to be protected from high prices, unsafe product, misleading advertisements, and poor quality of goods and services. Protection and promotion of consumer's awareness, rights and interests are the primary responsibility of the Government of any economy.

Productive buying requires a sophisticated knowledge of content of goods, their resources and their use. The need for authorization of the consumers as a class cannot be overemphasized, which is already well acknowledged all throughout the globe. Liberalization and globalization of the economy and the push towards privatization of the market has intensified awareness in the consumer which is further amplified by the availability of information and media exposure. Despite the best efforts made during the course of using a product, the consumer could face many problems with it. Liberalization helped market-drive economy to maximize the profits for manufacturers (Çelik & Basdas, 2010). As a result, manufacturers disregard the impact of goods and services on health of people and environment. Also they seemed to be unconcerned about the quality of goods and services that they supply. Instead of the consumer directing the producer about what should be produced, it is the producer who guides it with the use of advertising techniques. Consumers are often burdened with the problem of choosing between too many products with too less information (Westbrook, 1977). Lack of information search occurs due to difficulty in obtaining information or the consumer may not care (Newman, 1977). As markets become more and more monopolists it becomes essential to educate the consumer about their rights so as to maintain the required standards regarding the purchase of goods or services for which they have already paid.

A study has shown that consumer's need is of knowledge (Bitner, Booms, & Tetreault, 1990). Consumer education not only enhances skills or aid homemakers in better management of resources, but also keeps them alert from being cheated by shopkeepers, vendors etc. (Bonner, 1992). Educating the consumer on how to evaluate their requirements and resources will help them to rectify this concern and will make them take an informed purchase in this market. Various campaigns are launched by the government to make consumer more aware about their right and duties. Regrettably even after several steps taken by the government, (i.e. the several laws and regulations), to protect the customers rights and seek redressal of their grievances, the government is still not able to utilize the customers knowledge. This is due to their unfortunate conditions or is simply because they are insensitive towards the issue (Gupta & Ogale, 1988). Coupling with lack of awareness, it is the case that often relevant laws which are framed in highly technical language that makes easy comprehension a difficult task (Shiv & Huber, 2000).

Consumer education program is to be successful measurement of its impact and feedback of consumers is required to assess its success or failure (Brown & Dimsdale, 1973). In rural areas, monopolistic market and dissatisfied consumer has no choice but to voice hence consumer awareness is actually the need of the hour (Singh, 1991). With increasingly large number of new products coming into the market there is crucial need for community education. Consumer awareness program should be framed in a way to break the barriers of consumer ignorance. As a result of the present situation, consumer protection which is as old as consumer exploitation, demands greater attention and has assumed greater relevance and importance.

This study focuses on developing a tool through which consumer awareness will be measured in a region as well as the impact of various campaigns. The principal objective of this research is to *identify the factors of consumer awareness* and develop a consumer awareness index (CAI).

Literature Review

Information search, price consciousness, bargains hunting, product knowledge, complaint handling and general consumer knowledge was considered as criteria for assessing the level of consumer awareness which was tested in South Africa (Rousseau, 1991). The above model has been followed and pilot testing of the model was done in Zimbabwe and also concluded that different awareness in consumers was due to different attributes of the consumer such as education, age, gender, income, and area (Rousseau &Venter, 1995).

Consumer awareness has positive impact on responsible consumer behavior. Advertisement has strong effect on consumer awareness and has tested in the Spanish auto mobile market (Barroso & Llobet, 2012). One of the study examines the relationship between consumer awareness and consumer behavior and have found out that awareness has positive impact on consumer behavior and lack of awareness make the consumer exploit by sellers about their rights (Ishak & Zabil, 2012). Consumer knowledge and education has major role in consumer awareness. Media has great impact on consumer awareness (Ates & Lusk, 2016). Advertisement make consumer more informed about the varieties and raises the awareness (Honka, et al. 2016).

A model has been developed to measure adult's awareness about consumer protection rights and laws (Dickinson & Shaver, 1982). The process included development of mini case studies followed by content validation, construct validation and finally initial reliability testing. Consumer's awareness and understanding of various functions of consumer protection agencies has been studied and concluded that consumers pursued manufacturer and retailer primarily for redressal of their unsatisfactory purchases (Haefner & Leckenby, 1975). A survey has been conducted to check the level of awareness about energy labels of the appliance by the purchaser between the consumers who are aware and those who are not aware and found out that there is considerable difference between them in terms of their demographic and their purchase behavior

(Dyer & Maronick, 1988). (Rousseau &Venter, 2000) followed the model given by (Rousseau, 1991) and did the pilot testing of the model in Eastern Cape. Results suggested low level of consumer awareness among the population demanding an urgent need of campaigns to promote consumer education and hence the level of consumer awareness. When the consumer is conscious of his rights, then a consumer driven marketing strategy leads to an alliance between corporate values and the corporate itself (Amba-Rao, 1993). An index of consumer well-being should be developed with consumer advocacy being one of the four components of the index (Mayer, 2008).

Education has significant role on consumer awareness (Bitner, Booms, & Tetreault, 1990). Consumer awareness is strongly influenced by their demographic characteristics (Warland, Herrmann, & Willits, 1975). A study shows that consumers with higher income, higher education and those subscribing magazine are more aware consumers whereas lower income, lower education and elderly are disadvantaged consumers (Halstead, Jones, & Cox, 2007; Broadbridge & Marshall, 1995; Aaker & Day, 1982; Thorelli, 1971). Research further supports the assumption that a more informative consumer is more aware and their knowledge grows with their interest (Bourgeois and Barnes, 1979).

Less work has been done on consumer awareness in past decade, in fact there is hardly any work done to evaluate the level of consumer awareness, though much work has been done on consumer behavior, consumer grievances and consumer satisfaction and dissatisfaction responses. In fact, the consumer awareness research work has not mentioned in any such frame of reference to measure consumer awareness. Hence our research focuses to address this gap by developing a Consumer Awareness Index (CAI) and to identify the factors of consumer awareness as perceived by the consumers. This study is of academic and practical significance which will aid policy planners and industries to identify and respond to different level of consumer awareness all across the globe to identify the impact of various consumer awareness campaigns and growth in awareness of consumers.

Methodology

The purpose of study is to explore the factors that govern the level of consumer awareness and develop a consumer awareness index for measuring the consumer awareness. Grounded theory method has been used to explore the factors. Interviews of 18 consumer experts employed in various institutions across India were conducted.

Grounded Theory Method

The grounded theory framework was used in analyzing the contents of the interview where it begins with the area of interest of the study, which allows constructs and the inter-linkages that emerge from the area of study rather than beginning with them and then seek their proof (Corbin & Strauss, 1990).

Grounded theory strength lies in carving the factors from the data collected from the respondents (Glaser & Strauss, 1967; Strauss & Corbin, 1998). It analyses the data with no presumed hypothesis and explores the possibilities in the actual world (Glaser & Strauss, 1967). Thus,grounded theory appeared to be an appropriate choice since the objective is to explore the criteria used to measure consumer awareness.

- **Application of Grounded Theory Approach**

Instead of requesting the experts to select from a group of options we have used the grounded theory methodology to determine the factors (Glaser & Strauss, 1967; Strauss & Corbin, 1998). Grounded theory methodology does not require to use the literature review as (Glaser & Strauss, 1967) pointed out "*the author must have a perspective that will help him see relevant data and abstract significant categories from his scrutiny of data*".

Generally, there are two approaches towards grounded theory methodology. First, Glaser's approach (1967) researcher has to entirely depend upon the understanding of the participant to trust in the identification and specification of the research issue. Second, Strauss and Corbin's (1998) approach that requires the researcher to select in advance the focused area and then draft interviews around the area and thus data pertaining to that area would be collected. In our work, we have considered the Strauss and Corbin's (1998) approach as we have a specific research outline and we have followed the steps as mentioned below:

***Step 1**:* As the "raw data" meaning actual activities or incidents as reported or observed can't be used to theory (Corbin & Strauss, 1990). Thus, coding at different levels in a data is needed in identifying theory from data. "*Coding represents the operation by which data are broken down, conceptualized and put back together in new ways*" (Strauss & Corbin, 1998). The principal step is that of open coding wherein the transcriptions are organized as "*thought units*" which at times can contain phrases or can contain several sentences. For open coding the interviews conducted on the consumer experts were broken into thought units ranging from a phrase to 3–4 sentences. The Codes that were identified for our work are mentioned below:

A	*Awareness Factor*
1, 2, 3, 4	*Respondent Number*
N	*Not a criterion for consumer awareness*
Y	*Perceived as a criteria for consumer awareness*
i, ii, iii, iv…	*Number of reasons given by that respondent*

Here, A3Yi means that respondent three '3' comprehends criteria among consumers 'A' (possibly caused by any factor/reason) that affects its level of awareness 'Y' and the first reason 'i' that they give it.

***Step 2**:* The second element in grounded theory, categories, as defined by (Corbin and Strauss, 1990) is higher in level and is more abstract than the concepts they are representing. This is done by axial coding where the thought units are regrouped to emerge as categories (Baskerville & Pries-Heje, 1999) which in our study represent as factors of consumer awareness.

Table 1: Research Process

Research Method	Process Flow
Grounded Theory	• To Identify the factor Contributing toward Consumer Awareness • Open Coding • Categories Identification
Factors and Classification	• Pre Purchase • Purchase • Post Purchase
Questionnaire Development	• Initially 60 items along with 10 consumer experts for content validity) • Five Point Likert Scale (From "Completely Agree" to "Completely Disagree") • Three Point Lawshe Scale • 41 Qualified in Questionaire • Stratified Random Sample [n = 350] considered from New Delhi and Meerut District, UP, India
Factor Analysis	• Varimax Rotation to get maximum inter correlation between the factors • Factors with loading greater than 0.5 and eigenvalue greater than 1 chosen for Consumer Awareness Index • Cronbach Alpha Check
CAI Construct	• Questionnaire Responses gave average score which were used to calculate relative weights

- **Findings of Grounded Theory and Interpretation:**

From the above outlined process, firstly the open codes are identified. Then, these open coding (statements) are grouped into various categories. These categories are the factors responsible for describing consumer awareness. Fourteen factors were recognized and they were denoted as F1 to F14, details of which are mentioned below:

Consumer's Knowledge (F1)

The primary set of responses was regarding the consumer's knowledge. This is one of the most basic factors which have been recorded in many responses concerned about the level of knowledge in consumers. Typical responses to be selected for this category are as mentioned below: (Note: Arguments/ thought coding are the values mentioned within parenthesis).

- Consumers buying any good or services are completely aware of the product quality, (AnYi);
- In recent times no consumer has the awareness to check for expiry dates or to receive cash memo after purchases, (AnYii);
- Most knowledgeable consumers are protected consumers, (AnYiii);
- You don't have any right to complaint in case you don't have any prior knowledge, (AnYiv);
- Knowledge is the key to awareness and means to fight exploitation, (AnYv);

Product Evaluation and Inspection (F2)

The responses were regarding the product evaluation and inspection. Special focus was given on words like product information, inspection etc. This category can be considered as a subset of previous category. Typical responses were:

- Half of the complaints of defective electronic products can be resolved if the buyer ask for proper demonstration, (AnYix);
- Every mechanism of redressal is meaningless if proper inspection of product is not done while purchasing it, (AnYx);
- A smart consumer should always try to take out all information regarding the purchase of a product or availing any service from the seller, (AnYxi);

Right Awareness (F3)

The responses were regarding the right awareness. Consumer right awareness implies making consumers aware of their rights and duties, so that they can protect themselves from exploitation and maximization of consumer welfare can take place simultaneously taking care of quality of life of people and social welfare. Awareness can be generated by various processes like campaigns, advertisements, word of mouth etc. Typical responses were:

- You just cannot rely on awareness of consumer rights; you need to practice them as well, (AnYxiv).
- Half of the population doesn't know anything about the consumer rights and duties. Most of consumer awareness campaigns are targeted towards right awareness, (AnYxv);

Performance Query (Product/ Seller) (F4)

The responses were regarding the performance query (product/seller). This factor includes both dimensions, i.e., performance of the product as well as of the seller. Performance includes qualitative aspects like quality, history, efficiency etc. Typical responses were:

- One should be informed about the past performance of the product as protection is better than cure, (AnYxviii);
- Consumer should avoid buying products from a seller with bad reputation, (AnYxix);

Awareness of Redressal Mechanism and Willingness to utilize it (F5)

The responses were regarding the awareness of redressal mechanism and willingness to utilize it. Redressal mechanism means procedure for setting things right in case of any problem with quality of the products or performance or durability etc. Typical responses were:

- Even the highly educated elite class doesn't know the redressal mechanism, (AnYxxi);
- Most of the dissatisfied consumers either adopt exit strategy or continue with same product, (AnYxxii);
- Assumption breaking in our society about going to consumer courts is must, (AnYxxiii);

Price Awareness (F6)

The responses were regarding the price awareness. Price awareness means knowledge in the mind of consumer whether the price of the product is in the level or not. Typical responses were:

- I believe poor and middle class consumers are more aware than high income group consumers, they are more price conscious, (AnYxxv);
- In today's time of high inflation, one should switch to unbranded items, (AnYxxvi);
- Most of the consumer exploitation happens by pricing the same product/service differently in different market/scenario, (AnYxxvii);

Purchase Negotiation (F7)

The responses were regarding the purchase negotiation and augmentation. This factor includes components like bargaining, discount etc. Typical responses were:

- No one understands that bargaining is a duty of every consumer, (AnYxxix);
- Why to buy any product on MRP if you can avail discount coupons from various websites, (AnYxxx);
- A consumer just cannot rely on bargaining to make a smart purchase, (AnYxxxi);

Risk Perception (F8)

The responses were regarding the risk perception. This factor implies amount of risk (in terms of satisfaction, efficiency etc.) consumer is ready to accept for the product. Typical responses were:

- Very few consumers take risk into account while making a purchase, be it the financial risk or the social risk, (AnYxxxiv);
- Patients buy drugs without proper prescription risking their lives, (AnYxxxv);

Participating in Consumer Movement (F9)

The responses were regarding the participating in consumer movement. This factor means support and involvement from consumer towards mass consumer awareness. Typical responses were:

- Without the support of consumers no consumer awareness campaign can be successful, (AnYxxxviii);
- Every consumer should come forward and make and join consumer related organizations and NGO's, (AnYxxxix);

Environmental Compliance (F10)

The responses were regarding the environmental compliance. Environmental compliance means awareness about environmental friendly usage, green environment etc. Typical responses were:

- Green consumerism is the new agenda of consumer awareness campaigns, (AnYxliii);
- Low income group consumers don't find any reason to buy eco- friendly products, (AnYxliv);

Identifying the Market (F11)

The responses were regarding the point of purchase and the characteristic responses were:

- An aware consumer always compares prices of same product in different markets, (AnYxlvii);
- Point of purchase should be identified before you go to shopping; otherwise it will lead to unplanned purchase and hence increases your chances to get exploited, (AnYxlviii);

Identify the Financing (F12)

The responses were regarding the identifying the financing and the characteristic responses were:

- Opportunity cost should be taken into account before making a purchase, (AnYlii);
- Higher income group people never take source of finance into account, (AnYliii);

Consumption Culture (F13)

The responses were regarding the consumption culture. This factor includes way in which the money is spent. Typical responses were:

- Being aware is not enough; you should be a smart consumer i.e. sustainable consumption, (AnYlvi);
- In this modern age value of money has decreased so much that people buy out luxury goods even if not needed right away, (AnYlvii);

Product Usage (F14)

The responses were regarding the product usage. This is a post-purchase factor which means knowledge in customer about the best usage process of products. Typical responses were:

- Handle your product with care, fewer defects, less complaints and a better buyer-seller relationship, (AnYlix);
- Tell me who keeps cash memo and guarantee card safely after purchasing the product, (AnYlx);

All the purchase cycles can be divided into three phases i.e. Pre-purchase, Purchase and Post-purchase, whereas all factors regarding consumer awareness have been divided into three categories; Pre-purchase; Purchase and Post-purchase as shown in *Table 2, Table 3* and *Table 4*.

Table 2: Pre Purchase Factors of Consumer Awareness

Factor	Source
Right Awareness	Grounded Theory
Performance Query (Product/Seller)	Grounded Theory
Risk Perception	Assael (1984) & Grounded Theory
Identify the Market	Andreasen (1985) & Grounded Theory
Identify the Financing	Grounded Theory
Consumption Culture	Grounded Theory

Table 3: Purchase Factors of Consumer Awareness

Factor	Source
Price Awareness	Assael (1984) & Grounded theory
Purchase negotiation and augmentation	Grounded theory
Product evaluation and inspection	Rousseau (1991) & Grounded theory
Environmental compliance	Walters and Bergiel (1989) & Grounded theory
Consumer knowledge	Grounded theory

Table 4: Post Purchase Factors of Consumer Awareness

Factor	Source
Awareness of redressal mechanism and Willingness to utilize it	Hawkins, Best and Coney (1986) & Grounded theory
Participating in consumer movement	Grounded theory
Product usage	Grounded theory

Construction of Consumer Awareness Index (CAI)

The steps as mentioned above are followed for construction of CAI. First, a set of factors for measuring consumer awareness index are identified, consisting of three categories: Pre purchase; Purchase; Post purchase. These parameters are listed in *Table 2, Table 3 and Table 4*. Subsequent steps are as follows:

- **Development of Questionnaire**

Various factors are identified and then grouped under various categories. Then, the next step is to obtain relevant details to process all these factors in a systematic way. A questionnaire is made having 60 questions, giving importance to all factors. Five point Likert scale was considered to collect information from the respondents. Responses are then recorded with value '5' meaning "*completely agree*" and value '1' meaning "*completely disagree*". A panel of 10 consumer experts was formed from various geographical location of the country to avoid any kind of biased result and for better validation of content.

Extent of overlap of items in the questionnaire was determined by (Lawshe, 1975) and then the domain is constructed. For every item in the questionnaire Lawshe's CVR was calculated. C.V.R. value of '1' meant that all raters indicated the item as essential, value of '0' meant when half of the respondents indicated the item as essential, and value of '-1' meant when none of the raters indicated it as essential. Minimum C.V.R. value for ten panelists was 0.62. After following this procedure, 41 items qualified.

- **Sample**

A hierarchical random sample [N = 350] was considered from New Delhi and Meerut District, Uttar Pradesh in India. The sample was grouped according to their age, gender, family size, education and their income distribution.

The sampling was done by two field workers and the questionnaire was made in both the languages English and Hindi for better results. For data collection, respondents were approached not only in markets but also in their houses also. It is made sure that each question was filled properly by taking necessary care. The descriptive statistics of the sample are as shown in *Table 5*.

Table 5: Descriptive Statistics of the Sample

Sample Group	Sample Value	Values [N=255]
Gender	Male	134 (53 %)
	Female	121 (47 %)
Age	Below 25	84 (33%)
	25-40	95 (37%)
	41-55	64 (25%)
	Above 55	12 (5%)
Education	Postgraduate	53 (21%)
	Graduate	152 (60%)
	Passed Senior Secondary	30 (12%)
	Passed High school	20 (8%)
Income (Rs.)	Below 60, 000	34 (13%)
	60,000 – 1,50, 000	58 (23%)
	1,50, 000 – 5,00, 000	71 (28%)
	5,00, 000 – 10,00, 000	68 (27%)
	Above 10,00,000	24 (9%)
Household Size	5 or more than 5	69 (27%)
	4	98 (38%)
	3	54 (22%)
	2	18 (7%)
	1	16 (6%)
Place of stay	Metro	106 (41%)
	City	97 (38%)
	Town	38 (15%)
	Village	14 (6%)

- **Data Analysis**

The most important thing of concern after data collection is reliability of the content. In order to ensure this, Cronbach's alpha is also calculated along with the factor analysis. Factor analysis is considered to check for reliability in the content and indicate the items having large loading will be considered for evaluating value of Cronbach's alpha. Factor analysis is the most widely used analytic tools techniques in the current marketing research (Stewart, 1981).

Using SPSS 17.0, factor analysis was performed to lower down the factors responsible for CAI (George, 2011). To get maximum inter-linkages between the factors Varimax rotation method is used. *Table 6* shows the result obtained from factor analysis. The factors having a loading value higher than '0.5' and an Eigen value greater than '1' are only considered for CAI construction.

It is reported in 29 articles only 26 articles from the journal of "*The Journal of Agricultural Education*" that Cronbach's alpha should be used to measure of internal consistence (Warmbrod, 2001). Cronbach's alpha value generally lies in the range from 0 to 1. However, the lower limit value can actually go beyond than this. The value of Cronbach's alpha is proportional to the internal consistency of the items. As per George and Mallery (2003) these are the following rule of the thumb: "_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor and _ < .5 – Unacceptable".

Factors having high loading values are used for calculation of Cronbach's alpha and the data obtained are mentioned in Table 7. Only 9 factors qualify the above criteria. Then, consumer awareness index is calculated with the help of these 9 factors. *Table 6* displays factor means score for demographic variables.

Table 6: Factor Analysis and Eigen Values

- General consumer knowledge
- Purchase negotiation and augmentation
- Right Awareness
- Risk perception
- Participating in consumer movement
- Price Awareness
- Willingness to redress complaints and awareness of channels of complaint handling
- Environmental compliance
- Performance query (product/seller)

Questions	A	B	C	D	E	F	G	H	I
You check expiry dates on the products brought	0.585								
You ask for demonstration regarding how to operate while buying a product.	0.527								
You enquire about after-sales service and ensure availability, phone number, address and email of service	0.507								
You insist for approved sale bill with serial number, address, Phone number, etc.	0.751								
You look for guarantee on expensive products before purchase.	0.775								
You look for quality marks such as ISI, Agmark etc. while buying a product.	0.632								
You use products as per instruction given in user manual.	0.716								
You keep cash memo and guarantee card safely.	0.744								
You check newspapers for bargains.		0.788							

Questions	A	B	C	D	E	F	G	H	I
You check newspaper and magazines for specials before deciding where to shop.		0.701							
You investigate "specials" advertised on radio and TV		0.723							
You use coupons for getting best deal.		0.722							
True or False Right to be Informed-About price, quality, purity			0.567						
True or False Right to be Heard- Consumers interest and welfare must be taken care?			0.666						
True or False Right to Consumer Education - Knowledge about goods and issues related to consumers			0.813						
True or False Right to seek Redressal-Protection against unfair trade practices and settling genuine grievances.			0.569						
You take risk related to the product life into account while making a purchase decision.				0.790					
You take risk as a factor affecting your purchase decision especially in drugs.				0.823					
You helped/consulted anyone in solving his problem related to consumer exploitation.					0.894				
You part of any consumer problem handling or consumer awareness organization					0.640				
You compare prices of same product available in different market before purchasing to take advantage of lowest priced						0.734			
Price is the most important factor in choosing an item.						0.762			
In case you came across a defective product or adulteration, you took some action or consulted any consumer problem handling organization.							0.575		

Questions	A	B	C	D	E	F	G	H	I
You know the procedure to file a case in the consumer court.							0.702		
Which option do you prefer out of these: Cheaper but non ecofriendly product. A bit expensive but ecofriendly product.								0.646	
You refuse taking polythene bags.								0.523	
Do you enquire about past performance of the product and service before purchasing?									0.551
Do you enquire about reputation of products/seller/service provider before purchasing?									0.543
Eigen Values	3.965	2.535	2.087	2.077	2.049	1.950	1.683	1.625	1.505

Table 7: Cronbach Alpha analysis of factors

Factor No	Factor	Cronbach's Alpha
1	Consumer knowledge	0.833
2	Purchase negotiation and augmentation	0.688
3	Right awareness	0.655
4	Risk perception	0.588
5	Participating in consumer movement	0.670
6	Price Awareness	0.578
7	Willingness to redress complaints and awareness of channels of complaint handling	0.659
8	Environmental compliance	0.612
9	Performance query (product/seller)	0.589

Table 7 clearly shows that from a total of 13 factors only 9 factors are statically non-overlapping. Moreover consumer knowledge overlapped with Product evaluation & inspection and purchase negotiation whereas factors such as identifying the financing or consumption culture are found to be insignificant with eigenvalue less than 1.

Table 8: Factor – Income Scores

Income	X1	X2	X3	X4	X5	X6	X7	X8	X9
Below 60,000	0.03	– 0.36	0.18	0.03	0.23	– 0.24	0.27	0.29	0.28
60,000-1,50,000	0.13	– 0.23	0.06	– 0.22	0.12	– 0.18	– 0.03	0.11	0.16
1,50,000-5,00,000	0.06	– 0.11	– 0.15	– 0.12	0.19	0.07	– 0.07	– 0.03	0.07
5,00,000-10,00,000	– 0.21	0.03	– 0.23	0.02	– 0.03	0.22	0.17	– 0.13	– 0.17
Above 10,00,000	– 0.32	0.12	– 0.11	0.09	0.04	0.27	0.12	– 0.22	0.11

In *Table 8* shows lower score suggests positive response and higher score represents a negative response. According to above table only high income groups have high consumer knowledge. Low income group people are more prices conscious etc.

- **Consumer-Driven Weights Derivation**

After obtaining data related to all relevant factors, the next step for development of CAI is to give proper weights to all these factors. The weights of these factors might vary from region to region.

The factors of consumer awareness used in the questionnaire along with the relative weights and average scores are mentioned in *Table 9*.

From the analysis of the data, it can be concluded that right awareness is the prominent factor for consumer awareness followed by consumer knowledge and performance enquiry. This also shows that majority of the samples were high on right awareness and low on participation in consumer participation. This also shows that majority of the samples were high on right awareness and low on participation in consumer participation. At same time we can concluded that for Delhi consumer awareness index (CAI) can be given by following equation:

$$CAI_{Score} = a_1X_1 + a_2X_2 + a_3X_3 + a_4X_4 + a_5X_5 + a_6X_6 + a_7X_7 + a_8X_8 + a_9X_9$$

Where $X_1 \ldots X_9$ are factors of consumer awareness (listed in Table 8)

Table 9: Average score & Weights of the Factors

Factor No	Factor	Average Score	Weights
1	Consumer knowledge	4.09	0.13
2	Purchase negotiation and augmentation	2.76	0.09
3	Right awareness	4.41	0.15
4	Risk perception	3.33	0.11
5	Participating in consumer movement	2.15	0.07
6	Price Awareness	2.91	0.10
7	Willingness to redress complaints and awareness of channels of complaint handling	3.12	0.10
8	Environmental compliance	3.56	0.12
9	Performance query (product/seller)	3.97	0.13

And a_1........a_9 are consumer driven weights of each factor.

In our case CAI is given by

$$CAI_{Score} = .13X_1 + .09X_2 + .15X_3 + .11X_4 + .07X_5 + .10X_6 + .10X_7 + .12X_8 + .13X_9$$

So the total score of any individual living in that region can be evaluated with the help of above calculated weights.

Limitations

The quest for universal parameters of consumer awareness is very challenging. The factors may vary a lit bit from country to country. Marketers or policy makers can evidently classify cohorts of region surrounded in near similar cultural ethical norms. In these circumstances, CAI parameters weight will fluctuate and consequently each cohort will have its own weights.

Conclusion

Consumer awareness index can prove to be a cutting edge tool for both industries and policy planners. For example say a policy maker wants to check the impact of consumer awareness campaign in a particular region; so that they can derive the consumer driven weights by the above methodology and then conducts a survey prior to commencement of the campaign. They can very well calculate the mean consumer awareness index in the area. Now after the campaign is over the policy maker will again conduct a survey in the same region to check whether the mean consumer awareness has increased or not (using the same CAI equation).

CAI will work as an innovator tool as its weights decide the weaker factor of consumer awareness in the given region and hence a consumer awareness campaign focused on that particular factor of consumer awareness can be designed. Similar to Human Development Index being used to judge any nations development, CAI could also be used to judge awareness of consumers. Hence, CAI has the aptitude to become the future foundation for the consumer movement.

References

1. Dickinson, V. H., & Shaver, J. P. (1982). A test of consumer awareness for adults. *Journal of consumer affairs*, *16* (2), 241-260.
2. Assael, H. (1984). *Consumer behavior and marketing action*. Kent Pub. Co.
3. Andreasen, A. R. (1985). Consumer responses to dissatisfaction in loose monopolies. *Journal of Consumer Research*, *12*(2), 135-141.
4. Walters, C. G., & Bergiel, B. J. (1989). *Consumer behavior: A decision-making approach*. South-Western Pub.
5. Hawkins, D. I., Best, R. J., & Coney, K. A. (1986). Consumer Behavior: Implications for Marketing Strategy 3rd eds. *Tex: Business Publications*.
6. Amba-Rao, S. C. (1993). Multinational corporate social responsibility, ethics, interactions and Third World governments: An agenda for the 1990s. *Journal of Business Ethics*, *12*(7), 553-572.
7. Kotler, P. (1972). A generic concept of marketing. *Journal of Marketing*, *36*(2), 46-54.
8. Rousseau, G. G., & Venter, D. J. L. (2000). The relationship between nostalgia and consumer preference: Replication and extension. *SA Journal of Industrial Psychology*, *26*(2), 32-36.
9. Walters, C. G. (1979). Consumer behavior: An appraisal. *Journal of the Academy of Marketing Science*, *7*(4), 273-284.
10. Holton, R. H. (1967). Government Consumer Interest: Conflicts and Prospects. *Changing Marketing Systems*, 15-17.
11. Andreasen, A. R., & Best, A. (1977). Consumers complain-does business respond. *Harvard business review*, *55*(4), 93-101.
12. Westbrook, R. A., Newman, J. W., & Taylor, J. R. (1978). Satisfaction/dissatisfaction in the purchase decision process. *Journal of Marketing*, *42*(4), 54-60.
13. Peters, T. (1988). Thriving on Chaos, New York, NY. *Alfred A Knopf.*
14. Choubtarash, N., Mahdieh, O., & Marnani, A. B. (2013). The study of the relationship between consumer involvement and purchase decision (Case study: Cell phone). *Interdisciplinary Journal of Contemporary Research in Business*, *4*(12), 276.
15. Çelik, S., & Basdas, U. (2010). How does globalization affect income inequality? A panel data analysis. *International Advances in Economic Research*, *16*(4), 358-370.
16. Westbrook, R. A. (1977). A study of consumer dissatisfaction before purchase. *NA-Advances in Consumer Research Volume 04.*
17. Newman, J. W. (1977). Consumer external search: Amount and determinants. *Consumer and industrial buying behavior*, 79-94.

18. Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990). The service encounter: diagnosing favorable and unfavorable incidents. *The Journal of Marketing*, 71-84.
19. Bonner, P. A. (1992). Consumer Competency: A National Status Report. ERIC Digest No. 1.
20. Gupta, M., & Ogale, N. (1988). Educational needs of consumers regarding consider protection laws. *Journal of Research. H. A. U. Hissar*, *18*(3), 236-241.
21. Shiv, B., & Huber, J. (2000). The impact of anticipating satisfaction on consumer choice. *Journal of Consumer Research*, *27*(2), 202-216.
22. Brown, S. W., & Dimsdale, P. B. (1973). Consumer information: Toward an approach for effective knowledge dissemination. *Journal of Consumer Affairs*, *7*(1), 55-60.
23. Singh, J. (1991). Industry characteristics and consumer dissatisfaction. *Journal of Consumer Affairs*, *25*(1), 19-56.
24. Rousseau, D. (1991). Identifying criteria of consumer awareness: A pilot study. *SA Journal of Industrial Psychology*, *17*(3), 4-12.
25. Rousseau, G. G., & Venter, D. J. L. (1995). Measuring consumer awareness in Zimbabwe. *SA Journal of Industrial Psychology*, *21*(1), 18-24.
26. Barroso, A., & Llobet, G. (2012). Advertising and consumer awareness of new, differentiated products. *Journal of Marketing Research*, *49*(6), 773-792.
27. Ishak, S., & Zabil, N. F. M. (2012). Impact of consumer awareness and knowledge to consumer effective behavior. *Asian Social Science*, *8*(13), 108.
28. Ates, A. M., & Lusk, J. L. (2016). Impacts of Food Safety Events on Consumer Awareness and US Meat Demand. In *2016 Annual Meeting, July 31-August 2, 2016, Boston, Massachusetts* (No. 235552). Agricultural and Applied Economics Association.
29. Honka, E., Hortaçsu, A., & Vitorino, M. A. (2016). Advertising, consumer awareness, and choice: Evidence from the US banking industry.
30. Haefner, J. E., & Leckenby, J. D. (1975). Consumers' use and awareness of consumer protection agencies. *The Journal of Consumer Affairs*, 205-211.
31. Dyer, R. F., & Maronick, T. J. (1988). An evaluation of consumer awareness and use of energy labels in the purchase of major appliances: A longitudinal analysis. *Journal of Public Policy & Marketing*, 83-97.
32. Mayer, R. N. (2008). Measuring what really matters to consumers. *Journal of Consumer Affairs*, *42*(1), 113-122.
33. Warland, R. H., Herrmann, R. O., & Willits, J. (1975). Dissatisfied consumers: Who gets upset and who takes action. *Journal of Consumer Affairs*, *9*(2), 148-163.
34. Halstead, D., Jones, M. A., & Cox, A. N. (2007). Satisfaction theory and the disadvantaged consumer. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, *20*, 15.
35. Broadbridge, A., & Marshall, J. (1995). Consumer complaint behaviour: the case of electrical goods. *International Journal of Retail & Distribution Management*, *23*(9), 8-18.
36. Aaker, D. A., & Day, G. S. Consumerism: search for the consumer interest, 4th Ed. *New York: The Free Press*; 1982.
37. Thorelli, H. B. (1971). Concentration of information power among consumers.*Journal of Marketing Research*, 427-432.
38. Bourgeois, J. C., & Barnes, J. G. (1979). Viability and profile of the consumerist segment. *Journal of Consumer Research*, *5*(4), 217-228.
39. Corbin, J. M., & Strauss, A. (1990). Grounded theory research: Procedures, canons, and evaluative criteria. *Qualitative Sociology*, *13*(1), 3-21.
40. Glaser, B. G., & Strauss, A. L. (1967). The discovery of grounded theory: Strategies for qualitative research. Aldine, New York, NY.
41. Strauss A, Corbin J. Basics of qualitative research techniques. Thousand Oaks, *CA: Sage Publications*; 1998.
42. Baskerville, R., & Pries-Heje, J. (1999). Grounded action research: a method for understanding IT in practice. *Accounting, Management and Information Technologies*, *9*(1), 1-23.
43. Lawshe, C. H. (1975). A quantitative approach to content validity1.*Personnel psychology*, *28*(4), 563-575.
44. Stewart, D. W. (1981). The application and misapplication of factor analysis in marketing research. *Journal of Marketing Research*, 51-62.
45. George, D. (2011). *SPSS for windows step by step: A simple study guide and reference, 17.0 update, 10/e.* Pearson Education India.
46. Warmbrod, J. R. (2001). Conducting, interpreting, and reporting quantitative research. Research Pre-Session, New Orleans, Louisiana.

GJEIS Prevent Plagiarism in Publication
The Editorial Board had used the ithenticate plagiarism [http://www.ithenticate.com] tool to check the originality and further affixed the similarity index which is 14% in this case (See Annexure-I). Thus the reviewers and editors are of view to find it suitable to publish in this Volume-10, Issue-3, July-Sep, 2018

Annexure 1

ORIGINALITY REPORT

14%	7%	10%	7%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Bramh Dev Sharma. "Residential Estate Valuation Index (REVI): A Consumer Perspective", Management and Labour Studies, 2015 Publication	3%
2	www.emeraldinsight.com Internet Source	2%
3	www.citehr.com Internet Source	1%
4	International Journal of Pharmaceutical and Healthcare Marketing, Volume 6, Issue 4 (2012-11-24) Publication	1%
5	Submitted to National Law University New Delhi Student Paper	<1%
6	Kanika Tandon Bhal. "Exploring Cognitive Moral Logics Using Grounded Theory: The Case of Software Piracy", Journal of Business Ethics, 09/2008	<1%
14	www.iceg.net Internet Source	<1%
15	Submitted to Nasarawa State University Student Paper	<1%
16	Submitted to University of Westminster Student Paper	<1%
17	www.webmeets.com Internet Source	<1%
18	ummu.ac.id Internet Source	<1%
19	www.i-scholar.in Internet Source	<1%
20	www-pub.iaea.org Internet Source	<1%
21	www.mdpi.com Internet Source	<1%
22	www.icrm-iitd.in Internet Source	<1%
23	VIRGINIA H. DICKINSON. "A Test of Consumer Awareness for Adults", Journal of Consumer Affairs, 03/04/2005 Publication	<1%
24	Submitted to California Lutheran University Student Paper	<1%
25	www.emrbi.org Internet Source	<1%
26	Submitted to Universiti Malaysia Sabah Student Paper	<1%
27	Submitted to CVC Nigeria Consortium Student Paper	<1%
28	openaccess.city.ac.uk Internet Source	<1%
29	iilm.edu Internet Source	<1%
30	Submitted to The University of Manchester Student Paper	<1%
31	aaltodoc.aalto.fi Internet Source	<1%
32	wings.buffalo.edu Internet Source	<1%
33	Sachin Wasuja, Mahim Sagar, Sushil. "Cognitive bias in salespersons in specialty drug selling of pharmaceutical industry", International Journal of Pharmaceutical and Healthcare Marketing, 2012 Publication	<1%
34	Submitted to University of Huddersfield Student Paper	<1%
35	Submitted to Universiti Teknologi MARA Student Paper	<1%
36	Mohamed Khalifa, Vanessa Liu. "Online consumer retention: contingent effects of online shopping habit and online shopping experience", European Journal of Information Systems, 2017 Publication	<1%
37	www.agba.us Internet Source	<1%
38	Submitted to Strathmore University Student Paper	<1%
39	Submitted to Grand Canyon University Student Paper	<1%

Citation

Rojalin Pradhan, Shreyans Singh and Arbuda Sharma
"Consumer Awareness Index (CAI): An Innovative Tool for Measuring Consumer Awareness"
Volume-10, Issue-4, Oct-Dec, 2018. (www.gjeis.com)

https://doi.org/10.18311/gjeis/2018
Volume-10, Issue-4, Oct-Dec, 2018
Online ISSN : 0975-1432, **Print ISSN** : 0975-153X
Frequency : Quarterly, Published Since : 2009

Google Citations: Since 2009
H-Index = 96
i10-Index: 964

Source: https://scholar.google.co.in/citations?user=S47TtNkAAAAJ&hl=en

Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Scholastic Seed Inc.

Scholastic Seed Inc.

www.gjeis.com

global Journal of ENTERPRISE INFORMATION SYSTEM

Introducing Educational Technologies in Distance Education Teaching Learning: IGNOU Experiences

– Ravi Ayyagari*

DY. Director, Electronic Media Production Centre, IGNOU, raviayyagari@ignou.ac.in

ARTICLE HISTORY

Paper Nomenclature: Case Based Study (CBS)

Paper Code (DOI): V10N4OD2018CBS1

Originality Test Ratio: 32%

Submission Online: 2-April-2019

Manuscript Acknowledged: 5-April-2019

Originality Check:

Peer Reviewers Comment: 20-April-2019

Blind Reviewers Remark: 2-May-2019

Author Revert: 15-May-2019

Camera-Ready-Copy:

Editorial Board Citation: 18-May-2019

Published Online First: 30 June 2019

EDITORIAL BOARD EXCERPT Initially at the Time of Submission (ToS) submitted paper had a 32% plagiarism, which is an accepted percentage for publication as some of the work depict are overlapped by the author's past research which the author had already communicated and undertook. The editorial board is of an observation that paper had a successive close watch by the blind reviewer's which at a later stages had been rectified and amended by the author (Ravi) in various phases as and when required to do so. The reviewer's had in a preliminary stages remark with minor revisions which at a short span were restructured by the author. The comments related to this manuscript are tremendously noticeable related to **Educational Technologies in Distance Education** both subject-wise and research wise by the reviewers during evaluation and further at blind review process too. The authors have crafted the paper in a structured manner. Considering the need and demand between the conventional methods of education the use of multimedia in education is considered as a powerful weapon for the aspiring learner community in distance teaching and learning. The introduction gives a clear perspective on the need for the research. Overall the paper promises to provide a strong base for future studies. All the comments had been shared at different dates by the authors' in due course of time and same had been integrated by the author in calculation. By and large all the editorial and reviewer's comments had been incorporated in paper and the manuscript had been earmarked and decided under "**Case Based Study**" category it focuses on the various technologies used in distance education.

ABSTRACT **Purpose:** The main purpose of the study is to explore the technological interactive communication applications used in distance education and also to highlight its merit and demerits.

Design/Methodology/Approach: Theoretical approach

Findings:- In the year 1986 the National policy on education expressed the role and usage of all available media for educational purpose. Distance teaching- learning process is being identified as multi-multiple media learning system. The basic vision of Open and distance learning (ODL),cater education to all irrespective of demographic location and time. The introduction of various educational technologies offers flexibility to the learner to absorb knowledge, concepts at their own pace anytime anywhere. Since it is interactive, it facilitates the continuous evolution of knowledge of distant learner utilizing the available. Information Communication Technologies (ICT).

Proposed Implications: the study mainly highlights the technological applications used in distance educations which will help the policy makers of education sector.

Originality/Value: The study mainly focuses how digital platform is promoting knowledge among global learners.

KEYWORDS Distance Learning | Education | ICT | Teaching | Technology

*Corresponding Author

https://doi.org/10.18311/gjeis/2018

Volume-10 | Issue-4 | Oct-Dec, 2018 | Online ISSN : 0975-1432 | Print ISSN : 0975-153X

Frequency : Quarterly, Published Since : 2009

Introduction

Open Distance Learning (ODL) owes its origin largely to the fast pace of socio-cultural, political and technological growth of modern era. Thus,considering the need and demand between the conventional method of education and the aspiring learner community forced to the use of Multimedia as a powerful weapon for distanceteaching learning. Print is dominant media compared to the other medium like audio, radio, video, television, and teleconferencing, used as complimentary and to supplement the print.

The National Policy on Education (1986) expressed the integration of all available media for educational purpose. Distance teaching- learning process is being identified as multi-multiple media learning system, i.e., learning through multimedia like audio-video, radio, television, and teleconferencing, and other electronic media. “The technology meditation helps in overcoming space and time limitations and designs educational process based on learner’s needs. The mismatch between supply and demand, and other quality issues, can be balanced through technology interference. The basic concept of ODL, being its availability anywhere, everywhere and all time education, the whole ICT (Information Communication Technology)issue should not be seen as a religious practice or as a dogma. On the contrary, it should be viewed as one of the important tools to practice teaching-learning process” (Satyanarayana, 2002). In the year 1993 ISRO initially used video and audio from teaching end audiowas integrated both teaching and receiving ends targetedfor school and collegiate educational purposes and in-service training. The system, named as the Training Development and Communication Channel (TDCC) is a regular operating system since 1995.

As per India 2011 Census with population of 1.21 billion people which is more than a sixth of the world’s population and it is reported thatIndiawill be the world’s most populated country by 2025 and has a great demand for higher education. The conventional system of education alone is not able to meet the continuously growing demand. There is an immense development in delivery mode of broadcast. This provides for an ample scope for utilization of multimedia in ODL.

Dolmen (1977) views ODL as of “systematically organized form of self-study in which student Counselling, the presentation of material and securing and supervising of students” are monitored by a group of teachers, with distinct responsibilities. Use of ICT in a systematic way will overcome thechallenge

Integration of Technologyfor Distance Learner

In the beginning we didn’t have the technological support in the education systems. After the technological advancements, the doyens of the distance education explored the possibilities of technology mediation for interactive methods of teaching-learning in ODL. One of the famous educationists Jim Taylor (2001:3)

Table 1: Types of Distance Education Institutes Based on the Prevailing Media

S. No.	Media	Elements
1	First Generation Providers (the correspondence model)	Print
2	Second Generation Providers (the multimedia model)	Print, Audiotape, Videotape, Computer-based learning, Interactive video (disc and tape)
3	Third Generation Providers (the Tele-learning model)	Audio teleconferencing, Video-conferencing, Audio graphic Communication, Broadcast TV/Radio and audio-teleconferencing
4	Fourth Generation Providers (the flexible learning model)	Interactive multimedia (IMM) online, Internet based access to WWW resources, Computer mediated communication
5	Fifth Generation Providers (The Intelligent Flexible Learning Model)	Interactive Multimedia (IMM) online, Internet based access to WWW resources, Computer mediated communication, using automated response systems, Campus portal access to institutional process and resources

Source: Adapted from Taylor, Jim (2001:3)

Table 2: The various technological interactive communication applications in distance education

Media	Technologies	Distance Education Applications	
		One way	Two- way
Text &graphics	Print	Self-learning Materials (Course Units and supplementary readings)	Correspondence tutoring fax
Audio	Cassette Radio Telephone	Audio cassette programmes Radio Broadcast ----- -----	Audio Conferencing ------ Telephone Tutoring
Video	Broadcasting Video Cassette Cable TV Satellite TV	TV Broadcasting Video Cassette Programmes Cable TV Broadcasting Satellite TV Broadcasting	Interactive TV Video Conferencing ---- ----
Computing	Computers, Telephone, Satellite, Fiber Optics, ISDN, CD-ROM	Computer assisted learning/instruction, computer-based training, DVDs, CD-ROM, Computer data bases	Emails, Interactive Multi-media, computer conferencing, interactive databases.

Source: Bates (1995-2005)

Merits and Demerits of Media and Technologies used Distance Education

The use of Various technology in ODL provides immense support to the teaching/learning process by increasing the interactivity, improving the structure and organization of materials, overcoming the cost and distance barriers, providing access to remote databases and the knowledge pool, apart from providing rapid feedback that enhances Counselling and evaluation considering the Cost, access interactivity the strengths and weaknesses are different.

Table 3:Merits anddemerits of Media and Technologies used in Distance Teaching education

Media	Access	Costs		Teaching		Interactivity	Social	Organization	Speed
		Large	Small	Presentation	Skills	Learning materials			
One-way media and technologies									
Print	Good	Good	Average	Average	Average	Average	Poor	Poor	Poor
Radio	Good	Good	Poor	Poor	Poor	Poor	Poor	Average	Good
Audio cassette	Good	Good	Average	Average	Good	Good	Poor	Good	Average
Educational broadcast TV	Average	Poor	Poor	Good	Average	Poor	Poor	Poor	Poor
Pre-recorded ITV	Poor	Good	Poor	Average	Average	Average	Average	Average	Poor
Video cassettes	Good	Average	Poor	Good	Good	Good	Poor	Average	Poor
Computer-based learning	Average	Poor	Poor	Average	Average	Good	Poor	Poor	Poor
Multimedia	Poor	Poor	Poor	Good	Good	Good	Poor	Poor	Poor
Two-way media and technologies									
Audio conferencing	Good	Poor	Good	Poor	Average	Poor	Good	Good	Good
Live interactive TV	Poor	Poor	Poor	Poor	Poor	Poor	Average	Average	Good
Video conferencing	Poor	Poor	Average	Poor	Average	Average	Average	Average	Good
CMC	Average	Average	Good	Poor	Good	Average	Good	Good	Good

Source: Bates (1995)

Table 4: Evolution of Development in Satellite based Teleconferencing in India

Year	Organization	Development
1975-76	ISRO	Satellite Instructional Television Experiment (SITE)
1979	ISRO-Posts and Telegraph Department	Satellite telecommunication Experiment (STEP)- Seminar in teleconferencing mode for professionals using Franco-German satellite .
1983	ISRO	Testing and impact in terms of knowledge through teleconferencing technology for education
1983	UGC , NCERT	Country wide class room(CWCR) and Programmes for children by NCERT by using Indian national satellite system (INSAT)
1991	Department of Adult Education Gujarat and Gujarat Vidhyapeeth	Training Programme with the use of INSAT-1B
1991	UGC	Talk back experiment for under graduate students in science
1992	IETE	Skill development Programmefor maintenance engineers at six locations.
1993	IGNOU-ISRO	Teleconferencing for Distance education experiment
1995	ISRO-IGNOU-AIMA-NCERT-NIPCCED	Use of INSAT 2c - Training and Development Channel TDCC one way video two way audio teleconferencing for IGNOU and other agencies on regular basis
2001	IGNOU-NIEPA-ICAL-NCERT-RCL	Launching of Gyan Darshan dedicated Educational Television channel GD-2 for teleconferencing
2003	DPEP-DEPSSA	Judicious mix of teleconferencing with other media ,for the successful implementation of the project
2004	ISRO	Launch of EDUSAT – Dedicated to meet the need for education

Source: Four Decades of Distance Education: Reflections and Policy and Practice by SureshGarg, Venkayya santosh, Panda and Puranki

Role of Video Teleconferencing in Education

The best option for our education system to reach the learners in widely dispersed remote areas of the country and the possibility for supply to meet the demand of teacher is through video conferencing. "Tele-Counselling /Teleconferencing is another method which provides an opportunity for learner-teacher interface. Teleconferencing is an electronic means which can bring together learners in groups at different locations and discuss their problems with the teacher /tutor stationed at a different location. This could be either in audio or audio/video mode" (Satyanarayana, 2004). "The growth of distance education, both quantitatively and qualitatively, has been phenomenal during the last two decades, particularly after the introduction of single mode and dedicated Open Universities in the country. Further, the application of ICT (Information and Communication Technology) gave a major fillip to the accelerated development of distance education. The scope of distance education is going to be more and more predominant in the coming decades "(Garg et al, 2006).

According to Y.K. Singh distance learning refers to the learning beyond the classroom walls. Courses are offered via satellite and internet which link students directly to peers, professors, programmers and the change agents,in recent day's universities for award of degree or certificate through distance mode become a practice

Application of Multimedia Electronic Media Production Centre at IGNOU

IGNOU adopts "blended learning" approach for teaching-learning at a distance. This involves use of a mixture of different technologies for creating the appropriate learning environments. The traditional classroom teaching methods are combined with the modern state-of-the art-technology such as video teleconferencing session (Murthy& Satyanarayana, 2006)

The University follows the multiple media approach for its instructional purpose. TV and Radio broadcasts as well as audio-video programmes are used as an integral part of the instruction to supplement, enrich, support, demonstrate or otherwise strengthen the learning experiences of courses. The instructional system of the University consists of:

- Printed course material as a master teaching material.
- Interactive radio programmes and audio conferences through Gyan Vani FM Radio to supplement the course units; which is well known to the public at large.
- Produced programmes available on audio tapes CD,DVD, which are either broadcast on AIR or on the Gyan Darshan TV channel,web casting and available at Audio video library of EMPC and at study centres and on swayam platform.
- Video teleconferencing sessions through Gyan Darshan
- Several projects are using the multimedia technologies to meet the target groups.

New Trendsand government of initiatives in Education

Ministry of Human Resources Development (MHRD) government of India designed and developed "Study webs of active learning for young aspiring minds" (SWAYAM) is an integrated IT platform using the information communication technology. It is a platform for the massive open online course (MOOC) for higher education; skill development courses are available at nominal cost to the students. It is a one stop web location for e-content along with interactivity for the students of primary to higher education. It also provides for peer group interaction, discussion mandatory and certification.

Recent development in educational broadcast is a SWAYAM PRABHA is a bouquet of 32 DHT channels dedicated to educational programmes on 24X7 bases using the GSAT – 15 satellites.

Conclusion

Open and distance education is a technology enabled learning process which include all possible multimedia tools for teachinglearning at a distance otherwise defined as "Any meaningful communication is an education, if it is written or produced in multiple media; then it is called open Distance Education" Ravi Ayyagri and Rampelli Satyanarayana(2014). The technology plays a pivotal role in Open and Distance Learning. In this process, learners must take the advantage of the available technologies were used by the educational institutions to gain the knowledge from any place any time. The recent growth of Massive Open Online Courses (MOOCs) is revolutionizing traditional higher education worldwide. On one hand it reaches to global learners and on the other hand it promotes knowledge to huge enrolments with the help of a digital platform.

References

- Government of India, National Policy on Education 1986, New Delhi: Ministry of Human Resources Development, 1986.
- The Government of India Central Advisory Board of Education Committee Report The national policy on Education (1986)
- The National Task Force on Human Resource Development in information Technology (2000) Government of India
- Bates, A. W. (1995). Technology, Open Learning and Distance Education, London: Routledge, pp.29-31
- Dohmen, G. (1977). Quoted Keegan, D. (1991). Foundations of Distance Education 2nd (ed).London: Routledge Limited.
- Satyanarayana Rampelli,Ravi Ayyagari (2013), IGNOU STRIDE UNIT 6: Media and ICT in Teaching Learning: IGNOU Experiences, New Delhi.
- Satyanarayana P (Ed.) (2002), Distance Education in Andhra Pradesh, Policies: Practices: Perspectives, Booklinks, Hyderabad.

- Satyanarayana Rampelli (2004), Student Support Services and Open Learning, Mittal, New Delhi.
- Taylor, JC (2001) Distance Education Technologies: The Fourth Generation, Australian Journal of Educational Technology, 11, 2, pp. 1–7.
- Venkaiah, Chambi and Rausaria (2009) Changing Nature of Academic Programmes at a Distance: The Indian Perspective. in Suresh Garg et. al., (eds) Four Decades of Distance Education in India: Reflections on Policy and Practice. Viva Books Private Limited, New Delhi.
- V.V. Subrahmanyam, Ms.Swathi (2016), **MOOCs in the Digital Age Learning – An Indian Perspective** in the Proceedings of Open, Online and Flexible Learning: The key to Sustainable Development held on 27- 30 Nov, 2016 at Kaulalumpur, Malaysia.

Undertaking and Acknowledgement

I (Ravi Ayyagari), the undersigned author of the manuscript entitled" Introducing Educational Technologies in Distance Education in Teaching Learning: IGNOU Experiences" hereby declare that the above mentioned manuscript which is submitted for publication in the Global journal of Enterprise information system in its Volume-10, Issue-4, Oct-Dec, 2019 is my original research work and ongoing study. The present research work is linked with my previous first hand information collected in due course which is a prerequisite for this study. Thus some of the contents might be overlapped and may be a necessity for accomplishing this paper hence would be affect the originality in a pretty manner and its percentages.

GJEIS Prevent Plagiarism in Publication

The Editorial Board had used the ithenticate plagiarism [http://www.ithenticate.com] tool to check the originality and further affixed the similarity index which is 32% in this case (See Annexure-I). Thus the reviewers and editors are of view to find it suitable to publish in this Volume-10, Issue-3, July-Sep, 2018

Annexure 1

32% SIMILARITY INDEX | 31% INTERNET SOURCES | 11% PUBLICATIONS | 12% STUDENT PAPERS

PRIMARY SOURCES

1	iujharkhand.edu.in	Internet Source	13%
2	webserver.ignou.ac.in	Internet Source	10%
3	Stephen James Marshall. "Chapter 16 Using Evidence to Guide Sense-Making", Springer Nature, 2018	Publication	4%
4	www.gate2017exam.com	Internet Source	1%
5	www.idrc.ca	Internet Source	1%
6	www.ignou.ac.in	Internet Source	1%
7	users.ugent.be	Internet Source	1%
8	cemca.org	Internet Source	1%
9	www.drrajkumaracademy.com	Internet Source	<1%
10	www.teindia.nic.in	Internet Source	<1%
11	Lawrence A. Tomei. "chapter 12 Delivering Instruction to the Distance Learner", IGI Global, 2010	Publication	<1%
12	Aras Bozkurt. "chapter 16 From Distance Education to Open and Distance Learning", IGI Global, 2019	Publication	<1%
13	Submitted to University of Southampton	Student Paper	<1%
14	"Technology for Efficient Learner Support Services in Distance Education", Springer Nature America, Inc, 2018	Publication	<1%
15	Shweta Pandey, Satyam Prakash Tripathi. "chapter 2 Exploring a New Learning Environment Through Massive Open Online Course", IGI Global, 2018	Publication	<1%

Citation

Ravi Ayyagari
"Introducing Educational Technologies in Distance Education Teaching Learning: IGNOU Experiences"
Volume-10, Issue-4, Oct-Dec, 2019. (www.gjeis.com)

https://doi.org/10.18311/gjeis/2018
Volume-10, Issue-4, Oct-Dec, 2019
Online ISSN : 0975-1432, **Print ISSN** : 0975-153X
Frequency : Quarterly, Published Since : 2009

Google Citations: Since 2009
H-Index = 96
i10-Index: 964

Source: https://scholar.google.co.in/citations?user=S47TtNkAAAAJ&hl=en

Scholastic Seed Inc.

Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Scholastic Seed Inc.

www.gjeis.com

global Journal of ENTERPRISE INFORMATION SYSTEM

Role of Socio-Demographics in Profiling Environment Conscious Consumer of 21st Century- A Review

– Naveen Gupta*

Adjunct Professor, School of Business Studies, Sharda University, Greater Noida, India, dr_naveengupta@yahoo.com

– Riju A. Singh

Research Scholar, School of Business Studies, Sharda University. Greater Noida, India, riju.agarwal@sgei.org

ARTICLE HISTORY

Paper Nomenclature: Case Based Study (CBS)

Paper Code (DOI): V10N4OD2018CBS2

Originality Test Ratio: 10%

Submission Online: 5-May-2019

Manuscript Acknowledged: 10-May-2019

Originality Check: 25-May-2019

Peer Reviewers Comment: 28-May-2019

Blind Reviewers Remark: 6-April-2019

Author Revert: 5-May-2019

Camera-Ready-Copy:

Editorial Board Citation: 15-May-2019

Published Online First: 30-June-2019

EDITORIAL BOARD EXCERPT Initially at the Time of Submission (ToS) submitted paper had a 20% plagiarism and after rectification it was reduced to 10%, which is an accepted percentage for publication. The editorial board is of an observation that paper had been rectified and amended by the authors based on the reviewer's remarks and revisions at various stages. The comments related to this manuscript are noticeable related to **Profile of Environment Conscious Consumer** both subject-wise and research-wise. Considering the increasing levels of consumerism leading to deterioration of environment and global warming, the choice of the title is the need of the hour and the authors have crafted the paper in a structured manner. The introduction gives a clear perspective on the need for the research. Empirical investigation could have been added to authenticate the secondary literature. Overall the paper promises to provide a strong base for future studies. All the comments had been shared at different dates by the authors' in due course of time and same had been integrated by the author in calculation. By and large all the editorial and reviewer's comments had been incorporated in paper and the manuscript had been earmarked and decided under "**Case Based Study**" category as it presents the empirical research findings of sixty five papers with relation to Socio-demographic profile of Environment Conscious Consumer in 21st century. The results are interesting and noteworthy.

ABSTRACT **Purpose:** This study is an attempt to understand the profile of environment conscious consumer of the twenty-first century, with due focus to Asian consumers as well, to be able to help marketers understand them and serve them better. A review of sixty five empirical articles related to relationship between selected socio-demographic variables and environment conscious consumers' attitude and behavior has been done.

Design/Methodology/Approach: Review based Approach

Findings: The findings show that the environment conscious consumer of twenty-first century is more likely to be educated, and is more likely a woman.

Proposed Implications: The study will help marketers in formulating marketing strategies for environment conscious consumers

Originality/Value: The study is basically on the attitude and behavior of environment conscious consumers who are more concerned about environmental issues.

KEYWORDS Environment Conscious Consumer | Consumers' Attitude towards Environment | Environment Conscious Consumer Behavior | Socio-demographic | Green Consumer

*Corresponding Author

https://doi.org/10.18311/gjeis/2018

Volume-10 | Issue-4 | Oct-Dec, 2018 | Online ISSN : 0975-1432 | Print ISSN : 0975-153X

Frequency : Quarterly, Published Since : 2009

Introduction

Environmentalism is becoming a salient concern in the twenty-first century as consumers across the world are becoming increasingly environment conscious and are considering the environmental impact of their actions. Many researches indicate the growing interest of consumers in environment friendly products (Menon, Menon, Chowdhury, & Jankovich, 1999; Charter & Polonsky, 1999; Prakash, 2000; Moisander, 2007).

This trend is serving as a new market opportunity for marketers (Charter & Polonsky, 1999; Straughan & Roberts, 1999; Prakash, 2000). However, not all the consumers are equally environment conscious (Diamantopoulos, Schlegelmilch, Sinkovics, & Bohlen, 2003; Jain & Kaur, 2006). To be able to effectively target environment conscious consumers, companies need an effective basis of segmenting these consumers.

In the past, the socio-demographics characteristics of environment conscious consumers had been widely studied as the basis for segmentation, but, the results are mostly equivocal (Kilbourne & Beckmann, 1998; Diamantopoulos et al., 2003). Though, recently the researchers have started focusing on alternate ways of profiling environment conscious consumer, businesses still depend primarily on demographics, as a lot of published information including their media usage is more readily available, is more easily applicable as segmentation basis compared to other variables, and hence, is the most practical way of segmenting environment conscious consumer (Myers, 1996; McDonald & Dunbar, 1998; Wedel & Kamakura, 2000). Hence, the role of socio-demographic profile of environment conscious consumer in twenty-first century is a matter to be explored further.

India followed by China, the largest growing Asian economies, ranked the highest among the most environment conscious consumers, and the environment conscious behavior among Indian consumers has increased since 2012 according to a world-wide survey of eighteen countries conducted by National Geographic and Globescan (Greendex, 2014). Surely, marketers can benefit by understanding the profile of environment conscious consumer of Asian countries. But, majority research on environment conscious consumer is done in western context, with little focus on Asian countries (Chan, 2000; Jain & Kaur, 2006; Bhattacharya, 2011; Asrul & Aisyah, 2016).

These observations necessitates a study that explores the socio-demographic characteristics of environment conscious consumers of western as well as Asian countries, in the twenty-first century through relevant review of literature.

Methodology

This study aims to review empirical articles on the relationship between environment conscious consumers' attitude and behavior in twenty-first century and the various socio-demographic variables, published in reputed academic journals.

The methodology adopted for this study involved identification of relevant research articles through a systematic search procedure. Relevant articles in English language were searched electronically in social science and business journals from databases such as, Google Scholar, Emerald, JSTOR, DOAJ, SSRN, Research Gate, EBSCO host, Oxford, CORE. The key words used (in different combinations) were: "socio-demographic characteristics/ profile", "environment conscious consumer", "green consumer", "consumer's attitude towards environment", and "environment conscious consumer behavior".

The searched articles were reviewed and the content analysis of the abstracts was done, to confirm whether the articles were relevant for the study. The article was considered relevant for the study if, firstly, it dealt with the role of socio-demographic variables in influencing environment conscious consumers' attitude and purchase behavior; secondly, was published during 2000-2017; and lastly, was empirical in nature. The empirical articles were selected as they provide a truer picture and are less prone to bias. The socio-demographic variables selected were age, gender, education & family income and the environment consciousness variables selected were consumers' attitude and their purchase behavior with respect to environment, these being the most frequently studied ones. As a result sixty five articles were selected, thirty four from Asia, twenty five from western countries (Europe, America, and Australia), five from Africa, and one global.

Results

A taxonomic summary of the results of the review of selected articles from 2000 to 2017, on the relationship between various socio-demographic variables on environment consciousness of consumer are presented in Table 1. The selected articles are arranged chronologically, and the name of author(s); location- city, country, continent; sample size and type are also included in the summary.

Table 1: Studies on the relationship between various socio-demographics and consumers' attitude and behavior towards environment

S No	Pub. Yr	Name of Researcher	Location		Sample		Age		Gender		Education		Income	
			City, Country	Continent	Size	Type	Attitude	Behavior	Attitude	Behavior	Attitude	Behavior	Attitude	Behavior
1	2000	Chan	Hong Kong, China	Asia	704	Public		Insig.		Insig.		+ve		
2	2001	Laroche et al.	Montreal, Quebec, Canada	America	907	Public			F					
3	2003	Diamantopoulos et al.	UK	Europe	1697	Public	-ve	Insig.	F	F	Insig.	Insig.		
4	2003	Tindall et al.	British Columbia, Canada	America	381	Forest conservation organizations				F				
5	2005	Budak et al.	Turkey	Europe	240	University Students	Insig.	-ve	F	Insig.	Insig.	+ve		
6	2005	Tilikidou & Delistavrou	Thessaloniki, Greece	Europe	419	Public		Inv U		F		+ve		
7	2006	Jain & Kaur	Delhi, India	Asia	206	Professors, students & their parents, spouses & friends	-ve	Insig.	F	F	-ve	Insig.	Insig.	Insig.
8	2007	D'Souza et al.	Victoria, Australia	Australia	155	Public- Residential directory	+ve							
9	2007	Mostafa	Egypt	Africa	1093	University Students			M					
10	2008	Gan et al.	New Zealand	Australia	600	Public		-ve		Insig.		+ve		Insig.
11	2008	Lee	Hong Kong, China	Asia	6010	High School Students		Insig.		F		Insig.		
12	2008	Luo & Deng	Hunan, China	Asia	438	Public- National forestry park visitors	+ve		F		+ve			
13	2008	Shen & Saijo	Shanghai, China	Asia	1200	Public	+ve		M		+ve		+ve	
14	2009	Alibeli	Bahrain, Jordan, Qatar, & S. Arabia	Asia	1282	University Students	-ve		M		+ve			

S No	Pub. Yr	Name of Researcher	Location		Sample		Age		Gender		Education		Income	
			City, Country	Continent	Size	Type	Attitude	Behavior	Attitude	Behavior	Attitude	Behavior	Attitude	Behavior
15	2009	Han et al.	Hong Kong, China	Asia	-	Public- hotel	+ve		F					
16	2009	Lee	Hong Kong, China	Asia	6010	High school students			F	F				
17	2009	Oikonomou et al.	Macedonia & Thrace, Greece	Europe	800	Public	+ve		F		Insig.		+ve	
18	2009	Paco & Raposo	Portugal	Europe	887	Public	Inv U	Inv U			+ve	+ve	+ve	+ve
19	2009	Singh	Haryana, India	Asia	-	Public		-ve		F		-ve		-ve
20	2010	Banyte et al	Lithuania	Europe	105	Public- Mall Intercept		Inv U				+ve		Inv U
21	2010	Chen & Chai	Malaysia	Asia	200	University Students			Insig.					
22	2010	Hirsh	Germany	Europe	2690	German Socio-Economic Panel Study (long. household poll)	+ve		F				-ve	
23	2010	Xiao & Hong	China	Asia	5073	Chinese General Social Survey, 2003	+ve	-ve	M	Insig.	+ve	+ve		Insig.
24	2011	Awad	Bahrain, S. Arabia	Asia	241	University Students		-ve		Insig.		-ve		+ve
25	2011	Plombon	US	America		5th wave data of World Values Survey (2005-08)- 77000 responses from 54 countries	+ve		Insig.		+ve		+ve	
26	2011	Plombon	Uruguay	America	-		Insig.		Insig.		Insig.		+ve	
27	2011	Plombon	Sweden	Europe	-		Insig.		Insig.		+ve		Insig.	
28	2011	Plombon	Morocco	Africa			Insig.		Insig.		+ve		+ve	
29	2011	Shammot	Jordon, Arab	Asia	-			+ve		F				
30	2011	Sinnappan & Rahman	Malaysia	Asia	-	Public		-ve				Insig.		Insig.
31	2011	Wahid et al.	Penang Valley, Malaysia	Asia	-	Public				F		+ve		+ve
32	2011	Wells et al.	Cardiff, Wales, UK	Europe	1513	Public		+ve		F		+ve		

S No	Pub. Yr	Name of Researcher	Location		Sample		Age		Gender		Education		Income	
			City, Country	Continent	Size	Type	Attitude	Behavior	Attitude	Behavior	Attitude	Behavior	Attitude	Behavior
33	2012	Ali & Ahmad	Rawalpindi & Islamabad, Pak	Asia	377	University Students	+ve		M		-ve			
34	2012	Arttachariya	Bangkok, Thailand	Asia	399	University Students		Insig.		Insig.				Insig.
35	2012	Irawan & Darmayanti	Jakarta, Indonesia	Asia	200	University Students			Insig.	Insig.				
36	2012	Rajput & Bajaj	Pune, India	Asia	244	University Professors, Admin. & Students			M	M				
37	2012	Ramly et al	Malaysia	Asia	319	Public		+ve		F		+ve		Insig.
38	2012	Shahnaei	Malaysia	Asia	-	-		Insig.		Insig.		+ve		
39	2013	Beer	28 countries	Europe	26500	Flash Euro-barometer survey (no. 256) data, Gallup Org.	Inv U							
40	2013	Gul	Turkey	Europe	97	University Students				F				
41	2013	Gupta	Delhi, India	Asia	-	-	Inv U		Insig.		+ve			
42	2013	Gupta & Abbas	Delhi, NCR & Gorakhpur, UP, India	Asia	126	Public	-ve		Insig.		Insig.		-ve	
43	2013	Masouleh et al.	Iran	Asia	428	University Students		Insig.		F		Insig.		+ve
44	2013	Melgar et al.	29 countries	Global	38000	Int. Social Survey Prog. 2010 Env. III survey		-ve		F		+ve		
45	2013	Meyer-Hofer et al	Germany	Europe	300	Public- tea		Insig.		F		Insig.		Insig.
46	2013	Modi & Patel	Gujrat, India	Asia	152	Public		Insig.		F		Insig.		
47	2013	Pillai	Salem, India	Asia	325	Public				Insig.				
48	2013	Sankar	Kerala, India	Asia	150	Public	-ve		F		+ve			
49	2014	Anvar & Venter	Johannesburg	Africa	200	University Students			F	F				
50	2014	Ibok & Etuk	Nigeria	Africa	102	Green brigade- a voluntary association		+ve		M		+ve		Inv U

S No	Pub. Yr	Name of Researcher	Location		Sample		Age		Gender		Education		Income	
			City, Country	Continent	Size	Type	Attitude	Behavior	Attitude	Behavior	Attitude	Behavior	Attitude	Behavior
51	2014	McCright & Xiao	National	America		General Social Surveys- Gallup Poll (2000- 10)			F					
52	2015	Dagher et al.	Lebanon	Asia	326	Public			F	F				
53	2015	Das	Tripura, India	Asia	224	-	+ve	+ve	Insig.	Insig.	+ve	+ve	Inv U	Inv U
54	2015	Gikonyo & Berndt	Kenya	Africa	203	University Students	+ve		Insig.				Insig.	
55	2015	Roman et al.	Romania	Europe	150	Public		+ve		F				+ve
56	2015	Verma	Mumbai, India	Asia	150	University Students		+ve		Insig.				+ve
57	2016	Achchuthan & Thirunavukkarasu	11 State Universities	Asia	1325	University Students			F				+ve	
58	2016	Omar et al.	Klang Valley, Malaysia	Asia	150	Public- Mall Intercept	+ve		F		+ve		Insig.	
59	2016	Pillai & Junare	Ahmedabad	Asia	105	Public-white goods		-ve		F		+ve		-ve
60	2016	Stoimenova	Bulgaria	Europe	2018	Public	-ve				+ve			
61	2016	Tejpal	Punjab & Chandigarh, India	Asia	100	Public	-ve		Insig.				-ve	
62	2017	Apaydin & Szczepaniak	Poland, Turkey	Europe	250	Public	+ve		F		Insig.		Insig.	
63	2017	Preko	Ghana	Africa	1589	Public- sachet drinking water		+ve		Insig.		+ve		Insig.
64	2017	Morrison & Beer	28 countries	Europe	26500	Flash Euro-barometer survey no. 256, Gallup Org.	Inv U							
65	2017	Seyrek & Gül	Gaziantep, Turkey	Europe	410	Public		+ve		Insig.				+ve
Articles studying the effect of a particular demographic on consumers' attitude & behavior towards env.							50		59		39		32	

Key: Pub.- Publication; Insig.- Insignificant; +ve- positive; -ve- negative; Inv- Inverse; F- female; M- male; long.- longitudinal; Admin.- administration; Org.- organization; Int.- International; Prog.- Program; Env.- environment.

Findings and Discussion

A review of sixty five empirical articles on environment consciousness of consumers in terms of attitude and behavior revealed that the demographic profile of environment conscious consumer is relatively more consistent with respect to certain characteristics, but equivocal with respect to others. The greatest consistency is found in relationship with education, followed by gender and income. Findings with respect to different demographic variables are discussed as follows:

Age

Out of a total of fifty one studies on age and environment consciousness measures, twenty eight were on consumers' attitude towards environment, and twenty nine were on environment conscious consumer behavior as shown in Table 1. Out of twenty eight studies on age and consumers' attitude towards environment, thirteen studies found a positive relationship, i.e., older consumers tend to have relatively favorable attitude towards the environment; seven studies found a negative relationship; four studies found an inverse 'U' relationship, i.e., the middle aged consumers tend to have relatively favorable attitude towards the environment as compared to younger and older consumers. The rest four studies found an insignificant relationship between the two.

Out of twenty nine studies on age and environment conscious consumer behavior, nine studies found a positive relationship, i.e., older consumers tend to display more environment conscious behavior; an equal number of studies found an insignificant relationship; eight studies found a negative relationship; and the rest three found an inverse 'U' relationship.

The results show that though the attitude of older consumers tends to be more favorable towards the environment, as indicated by most of the studies with few exceptions, the results related to age and environment conscious consumer behavior tend to be equivocal.

Gender

Out of a total of fifty nine studies on gender and environment consciousness measures, thirty two were on consumers' attitude towards environment, and thirty five were on environment conscious consumer behavior. Out of thirty two studies on gender and consumers' attitude towards environment, eighteen studies found a negative relationship, i.e., females tend to have relatively favorable attitude towards the environment, and eleven studies found an insignificant relationship between the two. Only three studies found the relationship to be positive.

Twenty studies, on gender and environment conscious consumer behavior, out of thirty five, found a negative relationship between the two, i.e., females tend to have relatively environment conscious behavior. Thirteen studies found an insignificant relationship and two found the relationship to be positive.

The results show that females tend to have more favorable attitude and behavior towards environment, as indicated by most of the studies with few exceptions. This may be because females, are socialized to take up the ''caregiver'' role, as a result of which, they consider the health of family as their topmost priority, resulting in greater level of concern for environment, as compared to men, who are expected to be the "bread-winners" (Zelezny et al., 2000).

Education

Out of a total of forty studies on education and environment consciousness measures, twenty two were on consumers' attitude towards environment, and twenty eight were on environment conscious consumer behavior. Out of twenty two studies on education and consumers' attitude towards environment, thirteen studies found the relationship

 Online ISSN : 0975-1432 | Print ISSN : 0975-153X

to be positive and seven found it to be insignificant. Only two studies found the relationship to be negative.

Out of twenty eight studies on education and environment conscious consumer behavior, sixteen studies found the relationship to be positive and ten found it to be insignificant. Only two studies found a negative relationship between the two.

The results show that educated consumers tend to have more favorable attitude and behavior towards environment, as indicated by most of the studies with few exceptions, as they may be considered more capable of processing environment related information and understanding the adverse effects of being insensitive to the environment.

Income

Out of a total of thirty three studies on income and environment consciousness measures, sixteen were on consumers' attitude towards environment, and twenty two were on environment conscious consumer behavior. Out of sixteen studies on income and consumers' attitude towards environment, seven studies found a positive relationship, i.e., consumers with high income tend to have relatively favorable attitude towards the environment; five studies found an insignificant relationship; one study found an inverse 'U' relationship, i.e., consumers with moderate income tend to have relatively favorable attitude towards the environment; and the rest three studies found a negative relationship between the two.

Out of twenty two studies on income and environment conscious consumer behavior, nine studies found a positive relationship, i.e., consumers with high income tend to display more environment conscious behavior. Almost an equal number of studies found an insignificant relationship; three found an inverse 'U' relationship, and the rest two found the relationship between the two positive.

The results show that consumers having higher income tend to have more favorable attitude and behavior towards environment. This may be because consumers with higher income level can afford to bear the incremental costs involved in displaying environment conscious behavior.

Conclusion

The relationship of selected socio-demographics and environmental conscious attitude and behavior of consumers appears to be mixed. The greatest consistency in the results, with few exceptions, is found in the relationship with education, followed by gender. Based on the findings, the environment conscious consumer of twenty-first century can be considered to be more educated, and more likely a woman. The review also indicates that older consumers and consumers with higher income have a more positive attitude towards environment, but the results in relation with behavior are rather equivocal. Marketers seeking competitive advantage in terms of environment consciousness may benefit by targeting the educated, the affluent and women as their prime focus.

However, the research studies selected and included in the review, were not free from limitations. Many studies were based on a very narrow sample, both in terms of size and type, and were selected on the basis of convenience. Most of the research studies failed to investigate the relationship of socio-demographic variables with both environment conscious attitude and environment conscious behavior. Also, very few researches included all of the selected socio-demographic variables in their study. Future studies on profile of environment conscious consumer may benefit by addressing these limitations.

References

1. Achchuthan, S., & Thirunavukkarasu, V. (2016). Enhancing purchase intentions towards sustainability: the influence of environmental attitude, perceived consumer effectiveness, health consciousness and social influence. *Journal of Research for Consumers, 30*, 79-105.

2. Ali, A. & Ahmad, I. (2012). Environment Friendly Products: Factors that Influence the Green Purchase Intentions of Pakistani Consumers. *Pakistan Journal of Engineering Technology & Science, 2*(1), 84-117.

3. Alibeli, Madalla, A. & Johnson, C. (2009). Environmental concern: a cross national analysis. *Journal of International and Cross-Cultural Studies, 3*(1), 1-8.

4. Anvar, M., & Venter, M. (2014). Attitudes and purchase behaviour of green products among generation Y consumers in South Africa. *Mediterranean Journal of Social Sciences, 5*(21), 183-194. doi:10.5901/mjss.2014.v5n21p183.

5. Apaydin, F., & Szczepaniak, M. (2017). Analyzing the profile and purchase intentions of green consumers in Poland. *Ekonomika, 96*(1), 93-112.

6. Arttachariya, P. (2012). Environmentalism and green purchasing behavior: A study on graduate students in Bangkok, Thailand. *BU Academic Review, 11*(2), 1-11.

7. Awad, T. A. (2011). Environmental segmentation alternatives: Buyers' profiles and implications. *Journal of Islamic Marketing, 2*(1), 55-73.

8. Babones S. (2018). *India may be the world's fastest growing economy, but regional disparity is a serious challenge*. Retrieved from https://www.forbes.com/sites/salvatorebabones/2018/01/10/india-may-be-the-worlds-fastest-growing-economy-but-regional-disparity-is-a-serious-challenge/#41938e1953ac

9. Banyt□, J., Brazionien□, L., & Gadeikien□, A. (2010). Investigation of green consumer profile: A case of Lithuanian market of eco-friendly food products. *Economics and Management, 15*, 374-383.

10. Beer, B. (2013). Mid- life greenness: environmental consciousness among European consumers. PhD Thesis. Victoria University of Wellington. Available at: https://researcharchive.vuw.ac.nz/xmlui/bitstream/handle/10063/2646/thesis.pdf?sequence=2.

11. Budak, D. B., Budak, F., Zaimaglu, Z., Kekee, S. & Sucu, M. Y. (2005). Behaviour and attitudes of students towards environmental issues at faculty of agriculture, Turkey. *Journal of Applied Sciences, 5*(7), 1224-1227.

12. Chan, K. (2000). Market segmentation of green consumers in Hong Kong. *Journal of International Consumer Marketing, 12*(2), 7-24.

13. Charter, M., & Polonsky M. J. (1999). *Greener marketing- A global perspective on greening marketing practice* (2nd ed.). Sheffield: Greenleaf Publishing.

14. Chen, T. B., & Chai, L. T. (2010). Attitude towards the environment and green products: consumers' perspective. *Management Science and Engineering, 4*(2), 27-39.

15. D'Souza, C., Taghian, M., Lamb, P., & Peretiatkos, R. (2007). Green decisions: demographics and consumer understanding of environmental labels. *International Journal of Consumer Studies, 31*(4), 371-375.

16. Dagher, G. K., Itani, O., & Kassar, A. N. (2015). The impact of environment concern and attitude on green purchasing behavior: gender as the moderator. *Contemporary Management Research, 11*(2), 179-206.

17. Das, M. (2015). Consumer demographics and environmental responsibility: an empirical investigation of the consumers in Tripura. *Prabandhan: Indian Journal of Management, 8*(5), 43-55.

18. Diamantopoulos, A., Schlegelmilch, B. B., Sinkovics, R. R. & Bohlen, G. M. (2003). Can socio- demographics still play a role in profiling green consumer? A review of the evidence and an empirical investigation. *Journal of Business Research, 56*, 465-480. doi: 10.1016/S0148-2963(01)00241-7.

19. Gan, C., Wee, H. Y., Ozanne, L., & Kao, T. H. (2008). Consumers' purchasing behavior towards green products in New Zealand. *Innovative Marketing, 4*(1), 93-102.

20. Gikonyo, L., & Berndt, A. (2015). *Environmental buying decisions: A Kenyan perspective*. Retrieved from https://su-plus.strathmore.edu/bitstream/handle/11071/3451/Environmental%20buying%20decisions-%20A%20Kenyan%20perspective.pdf?sequence=1.

21. Gul, M. C. (2013). Long-term orientation, perceived consumer effectiveness, and environmentally conscious consumer behavior: The case of Turkey. *International Journal of Marketing Studies, 5*(5), 24-30.

22. Gupta, A. K., & Abbas, S. M. S. (2013). Green marketing and Indian consumer. *International Journal of Engineering Science and Innovative Technology, 2*(2), 481-487.

23. Gupta, S. (2013). A study on influence of demographic profile on green purchase intention of consumers in Delhi. *Global Research Analysis, 2*(12), 11-16.

24. Han, H., Hsu, L., Lee, J. (2009). Empirical investigation of the roles of attitudes toward green behaviors, overall image, gender, and age in hotel customers' eco-friendly decision-making process. *International Journal of Hospitality Management, 28*(4), 519-528.

25. Hirsh, J. B. (2010). Personality and environmental concern. *Journal of Environmental Psychology, 30*, 245-248.

26. Ibok, N. I., & Etuk, S. G. (2014). Socio- economic and demographic determinants of green consumption. *International Journal of Managerial Studies and Research, 2*(9), 47-56.

27. Irawan, R., & Darmayanti, D. (2012). The influence factors of green purchasing behavior: A study of university students in Jakarta. In. *Proc. 6th Asian Business Research Conference* (pp.1–11). School of Marketing, Bina Nusantara University.

28. Jain, S. K., & Kaur, G. (2006) Role of socio-demographics in segmenting and profiling green consumers: An exploratory study of consumers in India. *Journal of International Consumer Marketing, 18*(3), 107-117.

29. Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmnetally friendly products. *Journal of Consumer Marketing, 18*(6), 503-520.

30. Lee, K. (2008). Opportunities for green marketing: young consumers. *Marketing Intelligence & Planning, 26*(6), 573-586.

31. Lee, K. (2009). Gender differences in Hong Kong adolescent consumers' green purchasing behaviour. *Journal of Consumer Marketing, 26*(2), 87-96.

32. Luo, Y., & Deng, J. (2008). The new environmental paradigm and nature-based tourism motivation. *Journal of Travel Research, 46*, 392-402.

33. Masouleh, S. A., Koochaksaraei, H. M., Saeedi, N., & Mousavian, S. I. (2013). Investigation on selected factors (demographic and psychological) on ecological conscious consumer behaviour. *Journal of Basic and Applied Scientific Research, 3*(5), 622-630.

34. McCright, A. M., Xiao, C. (2014). Gender and environmental concern: Insights from recent work and for future research. *Society & Natural Resources, 27*(10), 1109-1113.

35. McDonald, M., & Dunbar, I. (1998). *Market segmentation- how to do it how to profit from it* (2nd ed.). London: Macmillan.

36. Melgar, N., Mussio, I., & Rossi, M. (2013). Environmental concern and behavior: Do personal attributes matter? Retrieved from https://EconPapers.repec.org/RePEc:ude:wpaper:0113.

37. Menon, A., Menon, A., Chowdhury, J., & Jankovich, J. (1999). Evolving paradigm for environmental sensitivity in marketing programs: a synthesis of theory and practice. *Journal of Marketing Theory and Practice, 7*(2), 1-15.

38. Meyer-Höfer, M. V., Wense, V. V., & Spiller, A. (2013). Characterizing convinced sustainable food consumers. *RTG 1666 Global Food Discussion Papers, No. 28*. Available at: http://www.uni-goettingen.de/globalfood.

39. Modi, A. G., & Patel, J. D. (2013). Classifying consumers based upon their pro-environmental behavior: an empirical investigation. *Asian Academy of Management Journal, 18*(2), 85-104.

40. Moisander, J. (2007). Motivational complexity of green consumerism. *International Journal of Consumer Studies, 31*(4), 404-409.

41. Morrison, P. S., & Beer, B. (2017). Consumption and environmental awareness: demographics of the European experience. *Socioeconomic Environmental Policies and Evaluations in Regional Science*, 81-102.

42. Mostafa, M. M. (2007). Gender differences in Egyptian consumers' green purchase behavior: the effects of environmental knowledge, concern and attitude. *International Journal of Consumer Studies, 31*(3), 220-229.

43. Myers, J. H. (1996). *Segmentation and positioning for strategic marketing decisions*. Chicago, IL: American Marketing Association.

44. National Geographic & Globe Scan. (2014). *Consumer choice and the environment- a worldwide tracking survey* (Greendex Report 2014). Retrieved from https://globescan.com/greendex-2014-consumer-choice-and-the-environment-a-worldwide-tracking-survey-full-report.

45. Oikonomou, S., Drosatos, G., Papadopoulos, T., & Oikonomou, M. (2009). Investigate via internet the consumer's willingness to pay for the sake of environment protection. In. *Energy and Climate Change, 2nd International Scientific Conference*. Promitheas. Available at: http://polis.ee.duth.gr/dros/files/ Promitheas1.pdf

46. Omar, N.A., Nazri, M. A., Osman, L. H., & Ahmad, H. S. (2016). The effect of demographic factors on consumer intention to purchase organic products in the Klang Valley: An empirical study. *Malaysian Journal of Society and Space, 12*(2), 68–82.

47. Paco, A. D., & Raposo, M. (2009). Green segmentation: An application to the Portuguese

consumer market. *Marketing Intelligence & Planning, 27(*3), 364-379.

48. Pillai, P., & Junare, S. O. (2016). A study on consumers' perception towards eco-friendly products in Ahmedabad. *International Journal of Research in IT and Management, 6*(7), 14-28.

49. Pillai, S. (2013). Profiling green consumers based on their purchase behaviour. *International Journal of Information, Business and Management, 5*(3), 15-29.

50. Plombon, E. (2011). Factors affecting pro-environmental attitudes. *Journal of Undergraduate Research, 24*, 1-14. Retrieved from https://www.uwlax.edu/urc/jur-online/PDF/2011/plombon.SOC.pdf.

51. Prakash, A. (2000). *Greening the firm- The politics of corporate environmentalism*. Cambridge: Cambridge Univ. Press, 2000.

52. Preko, A. K. (2017). Analysis of social cognitive model in the context of green marketing: A study of the Ghanaian environment. *Business Perspectives and Research, 5*(1), 86-99.

53. Rajput, N., & Bajaj, P. (2012). Gender differences and green purchase behavior: Effects of environmental knowledge, environmental concern and attitude in Pune region. *IMED Advances in Applied Science Research, 5*(1), 39-49.

54. Ramly, Z., Hashim, N. H., Yahya, W. K., & Mohamad, S. A. (2012). Environmentally conscious behavior among Malaysian consumers: An empirical analysis. *Jurnal Pengurusan, 35*, 111-121.

55. Roman, T., Bostan, I., Manolic□, A., & Mitrica, I. (2015). Profile of green consumers in Romania in light of sustainability challenges and opportunities. *Sustainability, 7*, 6394-6411.

56. Sankar, D. (2013). Role of socio-demographics in profiling green consumers. *International Journal of Development Research, 3*(5), 20-22.

57. Seyrek, I. H., Gül, M. (2017). Factors affecting green purchasing behavior: A study of Turkish consumers. *International Journal of Academic Research in Business and Social Sciences, 7*(1), 306-19.

58. Shahnaei, S. (2012). The relationship between demographic characteristics and green purchasing of Malaysian consumers. *Interdisciplinary Journal of Contemporary Research in Business, 4*(3), 234-251.

59. Shammot, M. M. (2011). Green marketing and Jordanian consumer behavior. *Research Journal of International Studies, 20*, 30-36.

60. Shen, J. Y., Saijo, T. (2008). Re-examining the relations between socio-demographic characteristics and individual environmental concern: Evidence from Shanghai data. *Journal of Environmental Psychology, 28*, 42-50.

61. Singh, N. (2009). Exploring socially responsible behaviour of Indian consumers- An empirical investigation. *Social Responsibility Journal, 5*(2), 200-211.

62. Sinnappan, P., & Rahman, A. A. (2011). Antecedents of green purchasing behavior among Malaysian consumers. *International Business Management, 5*(3), 129-139.

63. Stoimenova, B. (2016). Knowledge and attitudes about green consumption in Bulgaria. *Economic Themes, 54*(4), 499-515.

64. Straughan, R., & Roberts, J. (1999). Environmental segmentation alternatives: A look at green consumer behaviour in the new millennium. *Journal of Consumer Marketing, 16*(6), 558-575.

65. Tejpal, M. (2016). Green Marketing: awareness and acceptability of green products and green initiatives in Northern India. *MMU Journal of Management & Technology, 1*(1), 1-8.

66. Tilikidou, I., & Delistavrou, A. (2005). Pro-environmental purchasing behavior: the inhibiting influence of the materialistic values. In. *Marketing Contributions to Prosperity and Peace, Proceedings of the 9th International Conference on Marketing and Development*. Thessaloniki Greece: International Society of Marketing and Development,. Available at: http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.453.7667&rep=rep1&type=pdf

67. Tindall, D. B., Davies, S., & Mauboules, C. (2003). Activism and conservation behavior in an environmental movement: The contradictory effects of gender. *Society and Natural Resources, 16*, 909-932.

68. Verma, S. (2015). Ecological profiling of customers in Indian context: psychographic or demographic dilemma. In. *Proceedings of the 3rd Middle East Conference on Global Business, Economics, Finance and Banking*. Dubai. Available at: https://www.researchgate.net/publication/305617755.

69. Wahid, N. A., Rahbar, E., Shyan, T. S., & Ramayah, T. (2011). Relationship between environmental volunteers' demographic characteristics and their green purchase behaviour: Evidence from Penang (Malaysia). *International Journal of Global Environmental Issues, 11*(3/4), 299-309.

70. Wedel, M., & Kamakura, W. A. (2000). *Market segmentation- conceptual and methodological foundations* (2nd ed.). Boston: Kluwer.

71. Wells, V. K., Ponting, C., & Peattie, K. (2011). Behaviour and climate change: consumer

perceptions of responsibility. *Journal of Marketing Management, 27*(7-8), 808-833.

72. Xiao, C., & Hong, D. (2010). Gender differences in environmental behaviors in China. *Population and Environment, 32*, 88-104.

73. Zelezny, L., Chua, P. P., & Aldrich, C. (2000). Elaborating on gender differences in environmentalism. *Journal of Social Issues, 56*(3), 443-457.

GJEIS Prevent Plagiarism in Publication

The Editorial Board had used the ithenticate plagiarism [http://www.ithenticate.com] tool to check the originality and further affixed the similarity index which is 10% in this case (See Annexure-I). Thus the reviewers and editors are of view to find it suitable to publish in this Volume-10, Issue-3, July-Sep, 2018

Annexure 1

10%	7%	4%	6%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	waikato.researchgateway.ac.nz	Internet Source	3%
2	ttfi.org	Internet Source	1%
3	pezzottaitejournals.net	Internet Source	1%
4	www.nexoncn.com	Internet Source	1%
5	Submitted to Help University College	Student Paper	1%
6	www.youblisher.com	Internet Source	<1%
7	www.socialresearchfoundation.com	Internet Source	<1%
8	www.fearp.usp.br	Internet Source	<1%
9	core.ac.uk	Internet Source	<1%
10	www.sudanknowledge.org	Internet Source	<1%
11	Submitted to University of Sheffield	Student Paper	<1%
12	Elif Yolbulan Okan, Neva Yalman. "chapter 6 Anatomy of Green Marketing", IGI Global, 2014	Publication	<1%
13	Submitted to South Bank University	Student Paper	<1%
14	International Journal of Contemporary Hospitality Management, Volume 25, Issue 7 (2013-09-21)	Publication	<1%
15	Submitted to University of Birmingham	Student Paper	<1%
16	www.cothm.ac.cy	Internet Source	<1%
17	espace.curtin.edu.au	Internet Source	<1%
18	Nath, Vishnu, Rajat Agrawal, Aditya Gautam, and Vinay Sharma. "Socio-demographics as antecedents of green purchase intentions: a review of literature and testing of hypothesis on Indian consumers", International Journal of Innovation and Sustainable Development, 2015.	Publication	<1%
19	Melville Saayman, Waldo Krugell, Andrea Saayman. "Characterisation of cyclists' willingness to pay for green initiatives at Africa's largest cycle tour", South African Journal of Economic and Management Sciences, 2016	Publication	<1%
20	researcharchive.vuw.ac.nz	Internet Source	<1%

Citation

Naveen Gupta and Riju A. Singh
"Role of Socio-Demographics in Profiling Environment Conscious Consumer of 21st Century- A Review"
Volume-10, Issue-4, Oct-Dec, 2019. (www.gjeis.com)

https://doi.org/10.18311/gjeis/2018
Volume-10, Issue-4, Oct-Dec, 2019
Online ISSN : 0975-1432, **Print ISSN** : 0975-153X
Frequency : Quarterly, Published Since : 2009

Google Citations: Since 2009
H-Index = 96
i10-Index: 964

Source: https://scholar.google.co.in/citations?user=S47TtNkAAAAJ&hl=en

Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Scholastic Seed Inc.

Scholastic Seed Inc.

www.gjeis.com

global Journal of ENTERPRISE INFORMATION SYSTEM

Announcement Effects on Stock Returns

– **Madhulika P. Sarkar***
Associate Professor, IGNOU, New Delhi, madhulikalal@gmail.com

– **Parul Bhatia**
Assistant Professor, Apeejay School of Management, New Delhi,

ARTICLE HISTORY

Paper Nomenclature: View Point (VP)
Paper Code (DOI): V10N4OD2018CBS3
Originality Test Ratio: 17%
Submission Online: 25-Oct-2018
Manuscript Acknowledged: 10-Nov-2018
Originality Check: 5-Jan-2019
Peer Reviewers Comment: 11-Feb-2019
Blind Reviewers Remark: 15-March-2019
Author Revert: 24-April-2019
Camera-Ready-Copy:
Editorial Board Citation: 5-May-2019
Published Online First: 30-June-2019

EDITORIAL BOARD EXCERPT Initially at the Time of Submission (ToS) submitted paper had a 17% plagiarism which is an accepted percentage for publication. The editorial board is of an observation that paper had been rectified and amended by the authors (Madhulika & Parul) based on the reviewer's remarks and revisions at various stages. The comments related to this manuscript are noticeable related to **Announcement Effects on Stock Returns** both subject-wise and research-wise. The study elaborates the concept of announcement of corporate events and their probable impact on stock return.The authors have crafted the paper in a structured manner. Overall the paper promises to provide a strong base for future studies. All the comments had been shared at different dates by the authors' in due course of time and same had been integrated by the authors in calculation. By and large all the editorial and reviewer's comments had been incorporated in paper and the manuscript had been earmarked and decided under "**View Point**" as the study provides an insight over changing efficiency forms in markets in which can be tested with suitable statistical approaches.The results are interesting and remarkable.

ABSTRACT **Purpose:** The present work elaborates the concept of announcement of corporate events and their impact on stock returns. The magnitude of changeover in returns may vary from the relevance of any information which goes public. The expectations of investors play a vital role and if some event arises in the market whether it is company specific or change in any macro variable, there may be spill over effects. The study has discussed various such type of events and their probable impact on returns.

Design/Methodology/Approach: The previous literature related to events studied like bonus issue, stock split, merger and acquisitions etc have been reviewed and their excerpts have been used to infer the overall findings from different perspectives.

Findings: The major objective of all the studies undertaken in the area of events was to find out the presence/absence of random walk in the stock prices. Event study methodology has been majorly used by all authors for studying the impact of various events. Using CAPM, Market model, GARCH, OLS to name a few significant changes have been observed in abnormal returns.

Proposed Implications: The study provides an insight over changing efficiency forms in markets in India as well as abroad which can be tested with suitable statistical approaches.

Originality/Value: The events have been studied from various outlooks by many researchers. However, the area still has scope for further finding out the changing paradigm of stock price behaviour vis a vis events.

KEYWORDS Event Study | Event | Abnormal Return | Stock price

***Corresponding Author**

https://doi.org/10.18311/gjeis/2018
Volume-10 | Issue-4 | Oct-Dec, 2018 | Online ISSN : 0975-1432 | Print ISSN : 0975-153X
Frequency : Quarterly, Published Since : 2009

Introduction

Stock market is the mirror of a country's economy. It reflects each and every event which takes place inside a particular industry or any individual company. There may be different type of events which may affect the growth and performance of stocks listed at the popular stock exchanges. The announcement of information like mergers/ acquisitions, bonus issue, rights issue, management change, stock split, earnings, dividend etc. can produce a spontaneous reaction in stock prices.

Literature Review

There can be so many events/news which may have an influence on the abnormal stock returns for the industries in India. The effect may be more or less due to some particular events. There can be events which affect the stock returns drastically and there may be certain events which may not affect stock returns at all. Events which are majorly studied by international and national researchers so far are mergers, acquisitions, stock splits, bonus issues, tax effects, political news, management change, earnings announcement, dividend announcement etc.

Mohanty (1999) examined the impact of bonus and dividend policies for 200 Indian companies over a period of 15 years. *Dhar and Chhaochharia (2006)* have incorporated 90 stock splits and 82 bonus issues in their study from 2001 to 2007 of the stocks listed at BSE to understand the effect of such announcements in the market with the help of daily stock prices. *Fama et al. (1969)* revealed that stock splits are usually preceded by a period during which stock return rates are unusually high on the specific securities under split. *Grinblatt et al. (1984)* has inspected the effect of stock split and dividend announcement on the returns of stocks listed at Wall Street from 1967 to 1976. *Agrawal et al. (1992)* attempted to analyze the performance of post-merger of firms listed at NYSE and AMEX from 1955 to 1987. *Tuso et al. (2010)* investigated the usefulness of event studies to measure the effect of merger on the performance of stocks. *Shiller (1980)* has worked on finding out the difference between the stock price predicted as present value of future events and the real prices for the same time period. *Miller and Scholes (1982)* have used capital asset pricing model to find out after tax return effects due to dividend yield. *Denis et al (1994)* have integrated the effect of dividend yield, cash flow signaling and overinvestment for stock price reactions by using a sample of 6777 dividend changes for the period 1962-1988. *Bessler and Nohel (2000)* have assessed contagion effects in bank sector returns for money center banks and non-money center banks.

Examination of Announcements

Event study methodology has been the most common approach in performing research which relates to study of events and their possible impact on stock returns. The events have been studied in various windows to examine their effect in different situations. A variety of financial models are available to perform research on events. The most common in use by the pioneers in financial research are market model, GARCH model, FAMA-French model, Sharpe model, Capital Asset Pricing Model, constant mean return model etc.

Points of Discussion

Bonus issue is generally taken up by a company to adjust its free reserves and surplus profits appearing in the Balance Sheet Theoretically, it is a process of capitalization of reserves and affects the capital structure of the company causing a negative impact on the leverage. This is generally adopted by companies when they are planning a big capital budgeting decision which the market accepts as a positive signal to improve the bottom line of the income statement. The other possibility is the company is unable to tap the bond market because of negative market sentiments. The third possibility is large cash and cash equivalents in the Balance Sheet which the company is unwilling to shed. The last but not the least possibility is that the company does not want to lose the cash component of its assets and wants to maintain its liquidity ratio.

All the above mentioned possibilities are expected to result in a negative change in share prices/ the stock returns because investors may consider it as a signal of low earning per share in the near future due to increased and increase in the number of shares being traded in the market This will also normally increase the volatility of the stock. The share becomes risky for the investor with higher standard deviation. The clientele for the stock may undergo major changes involving closer scrutiny by regulators. Hence any bonus issue happens after careful thought by the Finance manager of the company. Not to mention the increased controlling power in the hands of existing shareholders, which may be a negative factor at the next annual general meeting? But, the effect in context to the literary studies has been found positive. Investors take bonus issue as"good news" because they receive additional number of shares without paying any extra price. Thus, it may result for more demand of shares in the market giving boost to the share prices. As a result, the stock returns may go abnormal for that particular time period. The stock analysts also spend lot of time predicting bonus issues of companies and investors buy shares of companies with impending bonus issues.

Stock split is an action by corporate in which the shares are converted into multiple holdings. This may be regarded as a significant event which may give a positive feeling to shareholders psychologically thereby stimulating the stock prices. It only generates more number of shares keeping the market capitalization of the company constant. Thus, theoretically there should be no change in the market price of the stock being the state of the existing investor remaining the same. But, there is a possibility of change in pre-split and post-split market price due to change in the face value of stock and investor expectations. The split may bring a positive change on stock prices on account of renewed interest of investors in the company. The possible reason for a company to go for stock split may be the increased market price which they want to alter for enabling new investors to come forward. Moreover, many of the companies go for stock split in order to regenerate the interest of old or existing investors.

On the contrary, stock prices will fall in books but its value remains constant. The company may take such an action to make the shares more affordable for small investors thus allowing its investor base to expand.

There may be a temporary effect on the stock price (increase) followed by a fall immediately after the split. It may be due to small investors demand for the stock which boosts up with the stock split. It may provide a signal to the stock market that this phenomenon shall continue in the future.

The marketability and liquidity created in the stock market due to stock split gives a favourable picture for the company. There are studies in this field which examined pre-split prices to be more positive as compared to post split prices. Also, from the angle of investor analysts it has been found that they behave positively towards a stock split as it may raise their commission in the market. The study strongly believed that investors rely on analyst's advice and when prices behave as per the prediction the investors are bound to believe more and act according to them. The number of stock splits has been quite less reducing the interest of Indian researchers.

Merger and acquisitions can be defined as restructuring of an organization for better growth and positing in the market. It may be called as a strategy where similar or different entities join together to produce synergy effect. There is a very minute difference between the terms "merger" and "acquisition" though they are used inter changeably. A merger is a union of two firms into one entity whereas acquisition refers to one company taking over the other where the former becomes the newly formed entity. The combined effect of mergers and acquisitions may stimulate many positive changes for the stakeholders. There has been a lot of research carried over on this issue that whether merger and acquisition as an event has an effect on abnormal stock returns or not.

The literary work done in this field provides opposite results than the expectations from merger news in the market. The studies suggest negative abnormal returns in case of common stock exchange offer and normal returns in case of cash offer. Most of the studies have used event study methodology to understand the joint effect. It has also been found that a long run event window may explain the merger effect in a better manner as compared to short run window.

Dividend is that part of a company's profit which is distributed among its shareholders. The earnings announcement by no means indicates a positive picture of any company's fundamentals. The existing investors shall consider it as a bright signal assuming company has got ample profits. On the other hand, it may also be taken as dearth of opportunities in the hands of managers which may be a probable reason to declare dividends. However, the former justification seems stronger in Indian stock markets.

The dividend announcement may be said as a "welcome" decision by the Indian investors. They may consider it from the view point of "Bird in the Hand Argument" i.e. sooner the dividend is received better it is. This strongly holds true for the investors who prefer liquidity and regular returns.

Thus, dividend announcement may affect the stock prices positively or negatively depending upon investor expectations at a particular period of time. In most of the cases, researchers have so far found significant and positive impact on the abnormal stock returns in Indian as well as international stock markets.

Dividend announcement has been very closely observed by Indian and international researchers so far. Most of them have used event study methodology as a base in their respective studies. The two variables have been picked in general in all studies; dividend (quantitatively/qualitatively) and stock prices. Cumulative abnormal returns have been calculated with the help of various models like Sharpe, Constant Mean Return Model, Market Model, Fama French, CAPM etc. The model choice though depends on the type of market and country under observation. Statistical tests like t-test, z-test, regression, correlation, sign test etc. have been commonly used.

Management Policy: The entry or exit of any management personnel especially any key resource person like Chief Executive Officer or Managing Director may produce noise at the stock market. This may be due to investor perception attached to it and thus stock prices may react whenever there is a change in management of a given company. For instance, the comeback of Narayana Murthy to Infosys brought laurels to its stock prices. In addition to it, stock prices may also show increase/decrease due to policy changes introduced by the management from time to time. They may even act in response to a particular behaviour by a manager professional like holding or leaking important information about the company fundamentals. The listings depicted here definitely call for a research in this field. However, there are rare studies related to management policy changes and the information about company's management actions may not be traceable that easily. It may involve challenges which are beyond the control of a researcher. The studies which have been done in this regard talk about findings based on common sense. There are no ways to detect the next management action so that the investor may act accordingly and plan his investment strategy.

Conclusion

It has been statistically proven inmany studies that the news which went public in the stock market produced reactions in the stock prices. The studies depict maximum usage of event study methodology to find the impact of a particular event on stock returns. Market model and CAPM have been used in many studies to compute expected returns thereby calculating abnormal returns. As regards to bonus issue, empirical results show positive response of investors being abnormal returns turning higher after bonus issue. Stock split announcement produced opposite reactions as compared to bonus issue. The returns turned lower in the post-split period of studies indicating a negative response by investors. Merger and acquisition is another important event which has been found to produce opposite results than expected by the market. The results from different studies indicated negative returns in case of common stock exchange offer and normal returns in case of cash offer. This means that merger effect could not produce any extraordinary returns for investors.

Apart from the above events, studies have been carried in regard to management policy changes. The major challenge for this event had been lack of insider information to researchers. It is infeasible for an individual to find policy changes to understand stock price changes due to them. The studies which have been done in this regard are more of common sense than empirical research. Efficient market hypothesis continues to be the base of study in all event studies with which various events have been studied. The purpose of all these studies was to understand existence/absence of random walk in stock prices.

Dividend announcement which is one of the most important declarations for any investor who has plugged his funds in the stock market is the base of the present study. Dividends produce noise in the stock market and investors take it as "welcome" news. Researchers have so far found positive and significant reactions from stock prices due to dividend declaration. The scholars have shown with event study methodology in most of the studies that dividend has affected stock prices both before and after the news was provided.

References

1. Abowd John Metal. 1989. The Effects of Human Resource Management Decisions on Shareholder Value. *Centre for Advanced Human Resource Studies Working Paper Series. pp. 2-57.*
2. AgrawalAnupetal. 1992. The Post-Merger Performance of Acquiring Firms: A Re-Examination of an Anomaly. *Journal of Finance. Vol. 47, No. 4. pp. 1605-1621.*
3. AmihudYakov& Li Kefei.2005. The Declining Information Content of Dividend Announcements and the Effects of Institutional Holdings. *Journal of Financial and Institutional Holdings. Vol.41. Issue 03. pp.637-660.*
4. Asquith Paul & Mullins David W.1983. The Impact of Initiating Dividend Payments on Shareholders' Wealth. *The Journal of Business. Vol.56, No.1. pp.77-96.*
5. Asquith Paul and Mullins David W.1986. Signalling with Dividends, Stock Repurchases and Equity Issues. *Journal of Financial Management. Vol.15, No.3. pp.27-44.*
6. Barber Brad M. &Odean Terrance. 2008. All that glitters: The Effect of Attention and News on the Buying Behavior of Individual and Institutional Investors. *The Review of Financial Studies. Vol. 21, No. 2. pp.785-818.*
7. Barclay Michael J. &Litzenberger Robert H.1988. Announcement Effects of New Equity Issues and the Use of Intraday Price Data. Journal of Financial Economics. Vol.21, Issue 1. pp. 71-99.
8. Bernard Victor L. & Thomas Jacob K. 1989. Post Earnings Announcement Drift: Delayed Price Response or Risk Premium? *Journal of Accounting Research. Vo. 27, pp. 1-48.*
9. BomfimAntulio N. 2000. Pre-Announcement Effects, News and Volatility: Monetary Policy and the Stock Market. *Working Paper Series Federal Reserve Board. pp. 1-32.*
10. Bonnier Karl-Adam and Bruner Robert F.1989. An Analysis of Stock Price Reaction to Management Change in Distressed Firms. *Journal of Accounting and Economics. Vol.11, pp. 95-106.*

11. Chan Wesley S. 2003. Stock Price Reaction to News and No-news: Drift and Reversal after Headlines. *Journal of Financial Economics. Vol. 70, pp. 223-260.*

12. Chaudhuri Kausik& Wu Yangru. 2003. Random Walk versus Breaking Trend in Stock Prices: Evidence from Emerging Markets. *Journal of Banking and Finance. Vol. 27, pp. 575-592.*

13. De Bondt Werner F.M. & Thaler Richard. 1985. Does the Stock Market Overreact? *The Journal of Finance. Vol. 40, No. 3. pp.793-805.*

14. Denis David J., Denis Daine K. &SarinAtulya. 1994. The Information Content of Dividend Changes: Cash Flow Signalling, Overinvestment and Dividend Clienteles. *Journal of Financial and Quantitative Analysis. Vol. 29, No. 4. pp. 567-587.*

15. Dhar Satyajit&ChhaochhariaSweta. 2006. Market Reaction around the Stock Splits and Bonus Issues: Some Indian Evidence. *Journal of Empirical Finance. Vol.1, pp. 57-81.*

16. Eades Kenneth M., Hess Patrick J. & Kim E. Han. 1985. Market Rationality and Dividend Announcements. *Journal of Financial Economics. Vol. 14, pp. 581-604.*

17. Elton Edwin, Gruber Martin &Rentzler Joel. 1983. A Simple Examination of the Empirical Relationship between Dividend Yields and Deviations from the CAPM. *Journal of Banking and Finance. Vol. 7, pp. 135-146.*

18. Fair Ray C. 2002. Events that Shook the Market. *Journal of Business. Vol. 75, No. 4. pp. 713-731.*

19. Fama Eugene F, Fisher Lawrence, Jensen Michael C. & Roll Richard.1969.The Adjustment of Stock Prices to new Information. *International Economic Review. Vol.10, No.1. pp.1-21.*

20. Fama Eugene F. 1998. Market Efficiency, Long Term Returns and Behavioral Finance. *Journal of Financial Economics. Vol. 49, pp.283-306.*

21. Flannery Mark J. &Protopapadakis. 2002. Macroeconomic Factors Do Influence Aggregate Stock Returns. *The Review of Financial Studies. Vol. 15, No.3. pp. 751-782.*

22. French Kenneth R. 1980. Stock Returns and the Weekend Effect. *Journal of Financial Economics. Vol. 8, pp. 55-69.*

23. Grinblatt Mark Setal. 1984. The Valuation Effects of Stock Splits and Stock Dividends. *Journal of Financial Economics. Vol. 13, pp. 461-490.*

24. Harris Lawrence &GurelEitan. 1986. Price and Volume Effects Associated with Changes in S & P 500 List: New Evidence from the Existence of Price Pressures. *Journal of Finance. Vol. 41, No. 4. pp. 815-829.*

25. Jensen Michael C. 1978. Some Anomalous Evidence Regarding Market Efficiency. *Journal of Financial Economics. Vol. 6, No.2/3. pp. 95-101.*

26. Kothari S.P., Shu Susan & Wysocki Peter D. 2009. Do Managers Withhold Bad News? *Journal of Accounting Research. Vol. 47, No. 1. pp. 241-276.*

27. Lee Chi-Wen Jevons & Xiao Xing. 2004. Tunneling Dividends. *Working Paper Series Social Science Research Network. pp. 1-32.*

28. Pandey I M. 2009. Financial Management. pp. 379-413.

29. PaniUpananda. 2008. Dividend Policy and Stock Price Behavior in Indian Corporate Sector: A Panel Data Approach. *http://www.igidr.ac.in/money/mfc-12/Coporate_Dividendpolicy_and_stock_price_behaviour_upananda%20pani.pdf.*

30. Pettit R. Richardson & Westerfield Randolph. 1974. Using the Capital Asset Pricing Model and the Market Model to Predict Stock Returns. *Working Paper No.13-72a.*

31. PorwalHamendra&Kansotia Parul. 2012. Shareholders' Reaction to Dividend Declaration: A Test of Market Efficiency. *Global Journal of Arts and Management. Vol. 2, No. 2. pp.175-179.*

32. Poshakwale Sunil. 1996. Evidence on Weak Fomr Efficiency and Day of the Week Effect in the Indian Stock Market. *Finance India. Vol. 10, No. 3. pp. 605-616.*

33. Srivastava Rajiv & Misra Anil. 2008. Financial Management. pp. 483-511.

34. Taneem Shania &YuceAyse. 2011. Information Content of Dividend Announcements: An Investigation of the Indian Stock Market. *International Business & Economics Research Journal. Vol. 10, No.5.pp. 49-58.*

35. TravlosNickolaos G. 1987. Corporate Takeover Bids, Methods of Payment and Bidding Firms' Stock Returns. *Journal of Finance. Vol. 42, No.4. pp. 943-963.*

36. Yermack David. 1995. Good Timing: CEO Stock Option Awards and Company News Announcements. *Working Paper Series. http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1299498*

GJEIS Prevent Plagiarism in Publication
The Editorial Board had used the ithenticate plagiarism [http://www.ithenticate.com] tool to check the originality and further affixed the similarity index which is 17% in this case (See Annexure-I). Thus the reviewers and editors are of view to find it suitable to publish in this Volume-10, Issue-3, July-Sep, 2018

Annexure 1

17%	14%	2%	7%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	www.i-scholar.in	Internet Source	5%
2	pezzottaitejournals.net	Internet Source	5%
3	Submitted to University of Southampton	Student Paper	1%
4	Submitted to SHAPE (VTC college)	Student Paper	1%
5	Submitted to The University of Manchester	Student Paper	1%
6	Submitted to Rivers State University of Science & Technology	Student Paper	1%
7	aaltodoc.aalto.fi	Internet Source	<1%
8	Submitted to Management Development Institute	Student Paper	<1%
9	researchbank.rmit.edu.au	Internet Source	<1%
10	Submitted to University of North Texas	Student Paper	<1%
11	Submitted to Erasmus University of Rotterdam	Student Paper	<1%
12	Submitted to City University	Student Paper	<1%
13	discovery.dundee.ac.uk	Internet Source	<1%
14	baadalsg.inflibnet.ac.in	Internet Source	<1%
15	businessperspectives.org	Internet Source	<1%
16	ijfbm.elitehall.com	Internet Source	<1%
17	John B. Guerard, Eli Schwartz. "Quantitative Corporate Finance", Springer Nature, 2007	Publication	<1%
18	Submitted to Associatie K.U.Leuven	Student Paper	<1%
19	Submitted to University of KwaZulu-Natal	Student Paper	<1%

Citation
Madhulika P. Sarkar and Parul Bhatia
"Announcement Effects on Stock Returns"
Volume-10, Issue-4, Oct-Dec, 2019. (www.gjeis.com)

https://doi.org/10.18311/gjeis/2018
Volume-10, Issue-4, Oct-Dec, 2019
Online ISSN : 0975-1432, **Print ISSN** : 0975-153X
Frequency : Quarterly, Published Since : 2009

Google Citations: Since 2009
H-Index = 96
i10-Index: 964

Source: https://scholar.google.co.in/citations?user=S47TtNkAAAAJ&hl=en

Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Scholastic Seed Inc.

www.gjeis.com

global Journal of ENTERPRISE INFORMATION SYSTEM

Inclusive Innovations for Sustainable Development: A Right Path for Global Prosperity

– **Madhushree Joshi***

Army Law College, Pune, madhushreemandar@gmail.com

ARTICLE HISTORY

Paper Nomenclature: View Point (VP)

Paper Code (DOI): V10N4OD2018VP1

Originality Test Ratio: 35%

Submission Online: 12- Oct- 2018

Manuscript Acknowledged: 30-Oct-2018

Originality Check: 25-Dec-2018

Peer Reviewers Comment: 14-Jan-2019

Blind Reviewers Remark: 8-Feb-2019

Author Revert: 26-Mar-2019

Camera-Ready-Copy:

Editorial Board Citation: 5-April-2019

Published Online First: 30-June-2019

EDITORIAL BOARD EXCERPT Initially at the Time of Submission (ToS) submitted paper had a 35% plagiarism as the paper contains some of the judicial legal terms and observations recognized globally for which the author had already communicated and undertook. which is an accepted percentage for publication. The editorial board is of an observation that paper had been rectified and amended by the author (Madhushree) based on the reviewer's remarks and revisions at various stages. The comments related to this manuscript are noticeable related to **Inclusive Innovations for Sustainable Development** both subject-wise and research-wise. Considering the growing significance of sustainable development, the choice of the title is the need of the hour and the author has crafted the paper in a structured manner. The paper follows the analytical method of research and explores and explains the concept of inclusive innovation which can take the right path of sustainable development. Overall the paper promises to provide a strong base for future studies. All the comments had been shared at different dates by the author in due course of time and same had been integrated by the author in calculation. By and large all the editorial and reviewer's comments had been incorporated in paper and the manuscript had been earmarked and decided under "**View Point**" category as it is based on the doctrinal research and follows the analytical method. The results are interesting and noteworthy.

ABSTRACT **Purpose:** The 2030 global vision of sustainable development is planned through rationale innovation and inclusive growth of all. It explores the global initiative with a special focus on India's commitment and positive role in achieving the stated goal of 'creative India: Innovative India' towards global prosperity. The theme paper is an attempt to explore and analyze the developing innovation – development interaction and the furtherance of integrated global prosperity. With the global view the paper also briefly discusses the Indian version of development and the relevant concept of inclusive innovation for sustainable development of all .

Design/Methodology/Approach: The Paper is based on the doctrinal research and follows the analytical method. The conclusion explores and explains the concept of inclusive innovation which can take the right path of sustainable development.

Findings: The substantial discussion of the global trend and national vision shows the appropriate pro-innovative path undertaken slowly to achieve global goal of sustainable development. The recognition of the Intellectual right itself is initiation towards realizing the sustainable development for betterment of all.

Proposed Implications: The research and suggested inclusive innovation will reduce gaps in living standards. Sustainability experiments generating innovation will constitute Greener Growth path. A comprehensive national system covering science and technology, IPR can be created based on the proposed research.

Originality/Value- the study suggests inclusive innovation for sustainable development in India.

KEYWORDS Inclusive Innovation | Sustainable Development | Prosperity

***Corresponding Author**

https://doi.org/10.18311/gjeis/2018

Volume-10 | Issue-4 | Oct-Dec, 2018 | Online ISSN : 0975-1432 | Print ISSN : 0975-153X

Frequency : Quarterly, Published Since : 2009

Introduction

International cooperation to meet global challenges through better governance is needed. Flexible institutional framework, knowledge sharing and intellectual property regulation with a tailored approach will make the endeavor efficient. Open Market, trade integration and trade openness offer opportunities to tap global knowledge, development of innovative capacity needs supportive policy measures.

Innovation is essential for development as it is a driver of economic growth. Innovation policy framework favors innovation, competition, openness, financial arrangements, small scale interests etc. Removing obstacles for the broader deployment of modern technology is suggested.

The International Conventions and agreements reflect a serious consensus for attaining the stated

17 Points goals globally. India's Commitment and its active role are seen through various legislative measures and policy initiatives.

Agriculture and Pharmaceuticals are the prominent areas showcasing the innovation interaction and persuasion of the projected sustainable development. The Judicial activism and interpretation especially in Novartis precedent[1] is an instance of judicious efforts. The Policy initiatives and the review and restructuring of it reflect the constant development persuasion attempts on India's part. However, the proposed integrated approach is still far from reach. A Comprehensive National Development policy integrating innovation and sustainable development goal will lead us to the destination of Global Prosperity.

Indian Thoughts on sustainable development

Development is a meaningful progress towards a chosen goal. A right development path is required. 'Samyak Vikas' – or right development is fulfilling material and emotional needs leading towards the spiritual fulfillment individually and a happy contended prosperous society, leading to common weal2 . The theory of Samyak Vikas has the essential features like Integral view of individual life , more happiness in least utilization , sustainable capacity of natural resources usage ,using full potential technology , development of social consciousness – 'Janachetana' , inspiring common people to improve and participate , decentralization , freedom with self-regulation , balanced non-economic motivations like duty – responsibility , patriotism and taking the fruits to the last section of society –Antyodaya.

Reinstating and continuing with its well-founded philosophy India has played an important role in shaping the Sustainable Development Goals (SDGs), and country's national development goals are mirrored in the SDGs. As such, India has been well committed to achieve the SDGs, the Indian

Parliament organized several forums including the South Asian Speakers' Summit in February 2017.

Kant has rightly stated "People of the earth have entered in varying degrees into a universal community". The technology is advancing at a fast pace , Global challenges are not new but have increased in scope and are more urgent. Innovations abound across a large share of global population still remains excluded from this prosperity. More than 40 % of the world population lives under US $ 2 per day[2]. This inequality has gradually raised the need and interest in promoting inclusive innovation.

[1] *Novartis v. Union of India & Others (2013) 6 SCC 1; the honourable Supreme Court ruled, the decision reflected balancing public good with monopolistic pricing and innovation with affordability. 2 National Policy Studies in the light of Ekatma Manav Darshan*

[2] *What is the role of innovation at different stages of development? https://www.innovationpolicyplatform.org/content/what-role-innovation-different-stages-development4 Industrial Policy and Promotion*

Innovation has a pivotal role in economic development, it makes a difference in addressing urgent developmental challenges, and technology contributes significantly to these goals. It's not about only a high technology products but it's a capacity, Innovation capacity must be built up in the development process to possess the learning capacities to allow "catch up" to happen. Technology based innovations have emerged in context of growth of new socio-technical regimes in various sectors. Several economies have become significant actors in the global innovation system. Increased participation in global innovation network is evident.

Innovation regulated by IPR law has a global dimension governing all possible aspects of global life. Intellectual property promotes advancement in science and technology, arts and culture, traditional knowledge and biodiversity resources; in India where knowledge is the main driver of development, and knowledge owned is transformed into knowledge shared[4]. India has adopted functional IPR approach for Sustainable Development goal in India. There are several instances of this sustainable development commitment of IPR – section of Patent Law provides for exemption in patentability which affects R&D in case in agricultural and Pharma.

Innovations in plant Biotechnology are subjected to licensing for the proprietary product and thus protect the smallholder farmers. Quickly resolving of ABS issues sustainable development in Agriculture has been assured. The Plant Varieties and Farmers Rights are protected through updated licensing and regulated cross-licensing under the Law.[3] Thus development of IPR and ABS the compatible agro-business environment contributes towards sustainable development goals[4].

Thus IPRs are tools for economic and cultural development that should contribute to the enrichment of society through (a) the widest possible availability of new and useful goods, services and technical information that derive from inventive activity, and (b) the highest possible level of economic activity based on the production, circulation and further development of such goods, services and information. These objectives are supposed to be achieved because owners can seek to exploit their legal rights by turning them into commercial advantages. The possibility of attaining such advantages, it is believed, encourages innovation and creativity. But after a certain period of time, these legal rights are extinguished and the now unprotected inventions and works can be freely used by others. Nevertheless, balancing the interests of creators, users of intellectual property and the public through the design of IPR systems is not just a matter of economic calculation but is an inherently political exercise.

Proposed Implications

The research and suggested inclusive innovation will reduce gaps in living standards. Innovations policy supporting weak institution will encourage informal innovation. Sustainability experiments generating innovation will constitute Greener Growth path. A comprehensive national system covering science and technology, IPR can be created based on the proposed research. With the culture of continuous innovation, diffusion of a new techno-economic paradigm with an institutional variety and encouraging local originality and diversity will be supportive will lead to global prosperity.

[3] *Plant Varieties and Farmers Act 2010*

[4] *Indian Perspective for sustainable development agenda and functional IPR and ABS Domains in Agriculture, SudhirKochhar, Journal of Intellectual Property Rights, Vol 21, January 2016*

Conclusion and Recommendation:

A Step Forward: An inclusive approach has been evolved and discussed globally, termed as Inclusive Innovations. It's an apply business methods and leverage market forces to achieve social impact and address problems in a sustainable way7. They are cost effective as it is based on the understanding of the local communities. The Inclusive innovation business model tackles the development challenges. Inclusive Innovation provides accessibility to the majority of world population. Minimizes in-equality and prevent instability, the pro-innovation policy stimulates innovation, encourages domestic companies of lower income group which is new phenomenon of exploring the markets.

Grass root innovations through community actions are important for sustainable development. Innovation and community actions need to be associated. A successful development strategy builds extensive innovation capacity to foster growth. Innovation is important at all stages of the development, different types of innovation plays different roles at various stages.

Several efforts have been taken up by the Indian government towards a more sustainable development growth path To achieve the global goals, understanding the pressing need of fostering social progress for India, the current government has implemented a development strategy that is closely aligned with the recent UN's sustainable development agenda. One of the most striking initiatives undertaken so far have been "Make in India" drive having intent of propelling domestic manufacturing growth along with spurring foreign direct investment, job creation and innovation in sectors such as automotive, defense manufacturing, electronics, mining, pharmaceuticals and renewable energy

References

1. Innovation For Development , Discussion Paper official Website https://www.oecd.org/innovation/inno/50586251.pdf
2. United Nations Development Programme , official website http://www.undp.org/content/undp/en/home/sustainable-development-goals.html
3. What is the role of innovation at different stages of development? , https://www.innovationpolicyplatform.org/content/what-role-innovation-different-stagesdevelopment
4. Grassroots innovations for sustainable development: Towards a new research and policy agenda , Dr GillSeyfang &Dr Adrian Smith https://rsa.tandfonline.com/doi/full/10.1080/09644010701419121?scroll=top&needAccess=tru e#.W7sTgWhKiUk
5. FransBerkhout, GeertVerbong et al. (2010). Sustainability experiments in Asia: innovations shaping alternative development pathways? Environmental Science And Policy, Vol 13 , Issue - 4 .
6. Walking the Talk : A Business case for Sustainable Development ByJr, Charles O. Holliday, Stephan Schmidheiny, Philip Watts Edition 1st Edition Published 1 July 2002 ,eBook Published 19 October 2017 Pub. LocationLondon ImprintRoutledge Pages 288 pages eBook ISBN 9781351281959 Subjects Economics, Finance, Business & Industry, Environment and Sustainability,https://www.taylorfrancis.com/books/9781351281959
7. National Policy Studies in the Light of Ekatma Manav Darshan , RavindraMahajan , Center for Integral Studies and Research

Undertaking and Acknowledgement

I (Madhushree Joshi), the undersigned author of the manuscript entitled" Inclusive Innovations for Sustainable Development: A Right Path for Global Prosperity" hereby declare that the paper is based on Law Literature. 25% of it has the judicial legal terms and observations recognized globally. However, the thought evolved and linking of indian philosophy and innovation is mine and is an original work.

GJEIS Prevent Plagiarism in Publication

The Editorial Board had used the ithenticate plagiarism [http://www.ithenticate.com] tool to check the originality and further affixed the similarity index which is 35% in this case (See Annexure-I). Thus the reviewers and editors are of view to find it suitable to publish in this Volume-10, Issue-3, July-Sep, 2018

Annexure 1

SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
35%	32%	10%	26%

PRIMARY SOURCES

1	www.iprsonline.org	Internet Source	10%
2	amitkapoor.com	Internet Source	6%
3	www.oecd.org	Internet Source	5%
4	Submitted to American Public University System	Student Paper	2%
5	iasmania.com	Internet Source	2%
6	Submitted to Victoria University	Student Paper	1%
7	Submitted to Middlesex University	Student Paper	1%
8	tandfonline.com	Internet Source	1%
9	Submitted to University of Bath	Student Paper	1%
10	www.shanlaxjournals.in	Internet Source	1%
11	Submitted to De Montfort University	Student Paper	1%
12	www.innovationpolicyplatform.org	Internet Source	1%
13	nopr.niscair.res.in	Internet Source	1%
14	Berkhout, F.. "Sustainability experiments in Asia: innovations shaping alternative development pathways?", Environmental Science and Policy, 201006	Publication	1%
15	www.tips.edu.in	Internet Source	1%
16	Submitted to University of Waikato	Student Paper	<1%
17	Submitted to Symbiosis International University	Student Paper	<1%

Citation

Madhushree Joshi
"Inclusive Innovations for Sustainable Development: A Right Path for Global Prosperity"
Volume-10, Issue-4, Oct-Dec, 2019. (www.gjeis.com)

https://doi.org/10.18311/gjeis/2018
Volume-10, Issue-4, Oct-Dec, 2019
Online ISSN : 0975-1432, **Print ISSN** : 0975-153X
Frequency : Quarterly, Published Since : 2009

Google Citations: Since 2009
H-Index = 96
i10-Index: 964

Source: https://scholar.google.co.in/citations?user=S47TtNkAAAAJ&hl=en

Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Scholastic Seed Inc.

www.gjeis.com

global Journal of ENTERPRISE INFORMATION SYSTEM

Emotional Intelligence: An Extensive Literature Review

– Madhulika P. Sarkar*
Reader, SOMS, IGNOU, madhulikalal@gmail.com

– Shelly Oberoi
Research Scholar, SOMS, IGNOU, shellyoberoi83@gmail.com

ARTICLE HISTORY

Paper Nomenclature: Review of Literature (RoL)

Paper Code (DOI): V10N4OD2018ROL1

Originality Test Ratio: 10%

Submission Online: 25-Oct-2018

Manuscript Acknowledged: 10-Nov-2018

Originality Check: 5-Jan-2019

Peer Reviewers Comment: 11-Feb-2019

Blind Reviewers Remark: 15-March-2019

Author Revert: 24-April-2019

Camera-Ready-Copy:

Editorial Board Citation: 5-May-2019

Published Online First: 30-June-2019

EDITORIAL BOARD EXCERPT Initially at the Time of Submission (ToS) submitted paper had a 10% plagiarism and which is an accepted percentage for publication. The editorial board is of an observation that paper had been rectified and amended by the authors (Madhulika & Shelly) based on the reviewer's remarks and revisions at various stages. The comments related to this manuscript are noticeable related to **"Emotional Intelligence"** both subject-wise and research-wise. Considering the increasing levels of interest among researchers and scientists towards the Emotional Intelligence title is the need of the hour and the authors have crafted the paper in a structured manner. The introduction gives a clear perspective on the need for the research. Empirical investigation could have been added to authenticate the secondary literature. Overall the paper promises to provide a strong base for future studies. All the comments had been shared at different dates by the authors' in due course of time and same had been integrated by the author in calculation. By and large all the editorial and reviewer's comments had been incorporated in paper and the manuscript had been earmarked and decided under **"Review of Literature"** category as it presents the empirical research findings of various papers on Emotional Intelligence. The results are interesting and striking.

ABSTRACT **Purpose:** Emotional Intelligence has gained a great interest among researchers and scientists Studies from past till date, has contributed a lot in this context in terms of definitions, models and its impact on other related concepts of management. The purpose of thestudy is to converse previous research on emotional intelligence with main emphasis on empirical perspectives.

Design/Methodology/Approach: Review based Approach.

Findings: The study concludes that a person with high level of Emotional Intelligence can lead a team more efficiently resulting in team effectiveness. Hence, a supportive and trustful environment at workplace will build strong interpersonal relationships which would provide job satisfaction to employees at all level.

Proposed Implications: The study will be useful for researchers in conceptualizing theoretical framework on emotional intelligence

Originality/Value: The study endeavors to investigate and critically review emotional intelligence and related concepts like leadership, and job satisfaction etc. which will lead to improvement of employee's personality, moral and social development.

KEYWORDS Emotions | Emotional Intelligence | Job Satisfaction | Leadership | Review

*Corresponding Author

https://doi.org/10.18311/gjeis/2018
Volume-10 | Issue-4 | Oct-Dec, 2018 | Online ISSN : 0975-1432 | Print ISSN : 0975-153X
Frequency : Quarterly, Published Since : 2009

Introduction

Most of the people misapprehend their own emotions, fail to control outburst of their emotions and act weirdly which leads to injurious consequences to everyone around. Few individuals have great ability to process their emotions sophistically and guide their own thoughts and behaviour and for others (Mayer, D., Salovey, P and Caruso, R, 2008). The researchers are trying their best to understand the concept of emotional intelligence, its various measurement models and its relationship with other fields **(Cabello, R et al. , 2016; Costa, A and Faria, L., 2015; Garcia-Sancho, E. 2014; Mayer, J. et al, 2016; Naseem, K. 2017; Petrides, K et al., 2016; Smith, K et al., 2009)**. To succeed in everyday life in many sectors, intellectual ability is prerequisite **(Busato, V et al., 2000; Kanazawa, S., 2004; Sternberg, R., 1997; Strenze, T. 2007)**. Intelligence encompasses other cognitive abilities like Logical reasoning, problem solving, abstract thinking, adaption, use of proper language and learning**(Carroll, J., 1993; McGrew, K., 2008)**. But, there are many other components which contribute to success like emotional sensitivity, emotional adaption, social capabilities, empathy etc **(Di Fabio, A. 2011; Gendron, 2004)**. Emotional intelligence also prominences on the aspects of self-control like tolerance and regulation of impulsiveness**(Matthews, G et al., 2004)**.Emotional Intelligence also covers the fields of psychological sciences, namely, neuroscience of emotions, theory of self-regulation and metacognition and human cognitive abilities **(Immordino-Yang, M. and Damasio, A. 2007; Sale, Z. 2014)**. **Salovey and Mayer (1990)**first defined the term emotional intelligenceas"An ability to recognize, understand and manage own emotions and emotions of the others". With Time, as research on EI advanced, many scholars gave their own definitions and developed their own models. In Present situation of Globalization a person's success depends on high cultural and social exchange which includes good education, attitude, social network, etc. But sometimes, even after possessing all qualities, there can be failure. After lot of research by many researchers revealed that the reason of failure is lack of emotional intelligence which includes set of competencies which predicts positive outcomes with family and colleagues. It is being assumed person with high level of EI are less depressed, healthier, highly efficent and productive, have better relationships.A good knowledge about one's own emotions, other's emotions, higher level of interrelationships, mutual understandings helps an individual to succeed at work and attain satisfaction. But, many persons misinterpret their own emotions and fail to control them which results in harmful consequences for themselves as well as for the organization too in which they work.

So, the present study would try to review how emotional intelligence is connected with Leadership and Job satisfaction by critically reviewing the previous work done by various authors to know how EI impacts the other related concepts of the organizations and effects the person's own growth as well as the organizational objectives.

EI and Leadership

Salovey and Mayer (1990); Cavallo, K. and Brienza, D. (2004); Cavallo, K & Brienza, D (n.d) established a connection between EI & effective leadership practices. Their findings confirm that EI makes a person to possess an ability to perceive and understand emotions and are highly correlated with leadership practices. **Bass (1990)** apprehended a distinguish between transactional and transformational leaders and his result highlighted that transformational leaders understands better the feelings of others and have ability to understand the emotional needs of every employee and also have empathy towards followers **(Ashkanasy, N. and Tse, B (2000); Brown, F. and Moshavi, D. (2005). Liden, et al. (1993)** investigated the connection amidEI and leaders exchange membership. To achieve the objectives, the researchers examined the 166 newly hired employees and their immediate suspension. The result confirmed that EI and leader exchange membership are positively channelized as latter displays emotions and involves social moves. **Ashforth and Humphrey (1995)** analyzed the relationship between rationality and emotionality. The evidence revealed that leaders who practice transformation behaviour are emotionally engaged with their followers, **Goleman, D. (1995); Goleman, D. (1998); Loss, Kand Dworakivsky (1998) analyzed**how EI impacts leadership abilities. The researchers suggested that EI is a useful interpreter of transactional leadership.**Losik and Megerian (1999); George (2000); Butler, C. and Chinowsky, P (2006)** interpreted that how EI influence the leadership competencies. The author propounded that transformational leader are self-motivated and they can sway their atmosphere. The result also advocated that emotional intelligence is an important competency for leaders. It was also identified that emotional bondingenhances the quality of the relationships with the followers.**Slater and Kelloway (2000); Gardner, l. and Stough, C. (2002)** evaluated a link between EI and leadership. To achieve the objectives, a self-reported emotional intelligence measure was administered by the researchers to find a link between the two variables among 43 managers. The result revealed a substantial relation between the two.**Barling et al. (2000) Humphrey, R. (2002)** explored an empiricalrelation among EI and Transformational leadership. The results of multivariate covariance analysis suggested that self-reported EI is associated with leadership in regard to motivation, inspiration, respect and influence. **Julian, B et al. (2000)** investigated that EI is related with transformational leadership. A sample of 49 managers was taken. Multivariate analysis of covariance results revealed that no multivariate effects appeared for transactional leadership.**Lisa Gardner; Con Stough (2002)** investigated that emotional intelligence predicts transformational, transactional, Laissez Faire leadership styles. Leadership style was measured by multifactor leadership questionnaire and EI was measured using Swinburne University EI test. The findings disclosed that effective leaders displayed transformational behavior **(David, R. and Joseph, C (2005); Collins, V. (2001).Malcolm Higgs and Paul Aitken (2003)** explored the importance of EI as a predictor of leadership potential among 40 senior managers working in New Zealand public service. The findings revealed that there is a positive and affirmative relation between EI and leadership in accordance with similar studies of past.**Weinberger and Lisa Ann (2009)** examined how leadership effectiveness is impacted by EI. A sample of 151 employees consisting of executives and directors of CSW Inc. was taken. The researcher used correlational research design and the participants were requested to undertake the Mayer-Salovey Caruso emotional intelligence test. The result asserted no relationship among the leadership effectiveness and EI of managers.**Panagiotis (2009)** studied the EI of supervisors andhow it impacts the transformational leadership practices.Emotional intelligence index and Multifactor Leadership Questionnaire was used to collect data from managers working in different departments.Factor Analysis the result suggested that EI impacts Transformational style leadership **(Harms, P and Crede, M (2010); Mandell, B and Pherwani, S (2003).Harms Crede, M. (2010)** evaluated that EI is considerably correlated to transformational leadership. The data was derived from 7,145 leaders. Psychometric Meta Analytic method result proposed that EI influence the Transformational leadership behaviour. **Guillen and Florent-Treacy (2011)**examined how EI influences the leadership behaviour at workplace. A sample of 929 managers enrolled in executive education program at European business school was surveyed. The result of factor analysis and Structural equation modeling revealed that there is a significant effect on behavior at workplace which affects the leadership performance to great extent **(Palmer, B.; Walls, M.; Burgess, Z and Stough, C. (2001); Ramchunder, Y and Martins, N (2014). Batool (2013)**discovered the association between EI and Effective leadership among managerial level employees in private and public sector banks of Pakistan. A questionnaire was framed to collect data from 50 employees and Results using SPSS showed an affirmative relation between leadership and EI. **Wagner (2013)** identified the impact of EI on leadership effectiveness using Stogdill's leadership behavior questionnaire (LBDQ) and Bass and Avolio's Multifactor Leadership Questionnaire (MLQ). The result shows that EI enhances the qualities of a leader and also enriches the Intellectual stimulation. It makes leaders more effective and successful **(Sadr, Golnaz (2012); Stuart, A and Paquet, A (2001). Aziz Fakhra (2014)** measured and compared the EI as leadership skill of heads in universities. A sample of 100 were selected using a purposive sampling technique, among 100, half were women head. A questionnaire to measure the EI leadership skills of the heads of the universities was designed. Bivariate analysis and Kendall's Tau and Mann-Whitney test findings concluded that heads of universities specially Women heads have a significant level of EI **(Coetzee, C andSchaap, P. (2005); Barling, J.; Slater, F and Kelloway, E. (2000).Molly and Gupta (2015)** developed a conceptual framework of transformational leadership and emotional leadership by empirically examining 300 leaders from different industries. The model acts as a measuring instrument for analyzing the relationamong the two **(Naznin, L.; Ceasar, D.; Anthony, M and Ronald, B (2003).Kutay and Ahmed Sait (2016)** examined the relation of EI with leadership practices of white collar employees working in defense industry in Ankara. A sample of 207 white collar employees was taken and participants were invited to give their responses in regard to questionnaire formulated on the basis of emotional intelligence scale (16 questions) and leadership practice scale (30 questions). The finding assertedanaffirmative relation between EI and leadership styles. **Jain and Duggal (2016)** studied the influence of EI on organizational commitment and leadership in Indian IT organizations. A sample of 120 respondents were taken and findings recommended that leadership and EI has significant effect on organizational commitment **(Naznin,H. (2013); Wang,Y and Huang,T (2009); Barling,J.; Slater,F andKelloway, E. (2000).Dabke Deepika (2016)** took a sample of 200 managers was taken who were asked to go through the Mayer-Salovey and Cruso emotional intelligence test to examine the relation between EI and transformational leadership among superiors and subordinates.The results of Pearson's correlation coefficient and multiple regressions suggest that there is a negative relationship between Leadership effectiveness and EI. **Maqbool et al. (2017)** examined the relationship between EI competencies and transformational leadership among construction project managers in 107 construction firms in Pakistan. The result advocated that managers with high level of EI and who follow transformational leadership get higher success **(Weinberger, L. (2003); Day A., Newsome,S and Catano, V. (2002); Garner, L and Stough, C (2002).Rosete and Ciarrochi (in press)** expressed how emotional intelligence influences leadership effectiveness among senior executives. 360 degree assessment and managerial performance ratings was used to measure leadership effectiveness. Correlation results suggested that EI leads to higher leadership.

EI and Job Satisfaction (JS)

Guhavathy and Ayswarya (2011) traced how job satisfaction and job performance is impacted by EI among women working in the Indian IT sector. Random sampling technique was used to collect data from 150 women through questionnaire. The findings revealed a significant relationship between both **(Fasihizadeh, N.; Oreyzi, H and Nouri, A (2012); Gunavathy, J and Ayswarya, R (2011); Mousavi, S et al. (2012)**. The findings also suggested that job satisfaction is well predicted by empathy, social skills and motivation. **Cekmecelioglu, H., Gunsel, A et al. (2012)** investigated empirically how job satisfaction is influenced by EI. Various multidimensional constructs were considered in the study to analyze their effects on job satisfaction. A sample of 147 employees employed in call Centres of Kocaeli, Istanbul was taken. The data collected through a questionnaire was analyzed using Regression analysis, Correlation, Reliability test, Factor Analysis. The two dimensional emotional scale was based on Wong et al, 2002 and two dimensional job satisfaction scales was based on Minnesota Job satisfaction scale. The findings recommended that internal satisfaction of a person is highly impacted by EI **(Sener, E.; Demirel, O and Sarlak, K (2009); Zakieh Shooshtarian, F and Aminilari, M. (2013).**The result recommended a significant relationship.**Shoosharian, Ameli et al. (2012)** determined how the three variables i.e. Job satisfaction, Job performance and job commitment is affected by EI among labourforce working in Iran. A sample of 350 was taken through random sampling method and responses were gatheredusing a questionnaire based on 5 point Likerts scale. Grikson (1983) and Alen &Meyer Questionnaire (1990) was considered to collect the data relating to job satisfaction and commitment of employees. The result showed a substantialinfluence of EI on JS **(Muhammad Khalil, R and Fazal, H. (2018)**. **Jain and Gupta (2014)** explored how employees get satisfaction at job due to high level of emotional bonding with others. The quantitative data was collected from bank employees using a closed ended questionnaire. The study highlighted that training programs should be designed by higher management in banks to improve cooperation and motivation among employees. The study also concluded that the best performers were those with high EI level and such employees have high level of satisfaction at workplace**(Jung, H. and Yoon, H., (2016); Sony, M and Mekoth, N. (2016).Ealias and George (2014)** examined how EI impacts job satisfaction in international electronic Indian firms by collecting data through self-administered questionnaire from 208 respondents. The results of ANOVA and Karl Pearson Correlation recommended that work experience and marital status has positive effect on EI and JS**(Tagoe, T and Quarshie, E (2017). Ghoreishi, F., et al. (2014); Badawy and Magdy (2015)**determined thecross sectional link among JS andEIof Hospital working in Iran. Data from 121 employees was collected using Bar-ON EI and JS Questionnaire. The result of Odd ratios, Chi-square, Fisher Exact test proposed that there is no significant link between EI and Job Satisfaction.**Joshi, et al. (2015)**explored how EI among Faculty members is related to their job satisfaction employed in different colleges of UP technical university, Lucknow. To measure the EI of the faculty members, Wong and Laws (2002) was used in the study and Michigan Organizational Assessment Questionnaire (Seashore .et.al, 1982) was used to measure job satisfaction. Responses were collected from 212 faculty members with the help of a questionnaire. The reliability test was conducted for each individual item using Cronbach Alpha. Factor Analysis results revealed that job satisfaction is strongly correlated with EI in academics**(Afzaal, H and Taha, A. (2013); Bambale, A., Jakada, B.; Lecturer, S.; Kassim, S.; Kumo, U and Hassan, R. (2015).Alnidawy (2015)** measured how EI of employees impacts job satisfaction. A sample of 300 employees working in Jordanian telecommunication companies was taken and responses were invited through a questionnaire based on a Likerts Quintuple scale. The data was analyzed using several statistical tests were applied like Multiple Regression coefficient, ANOVA etc. The findings suggested that in telecommunication sector, EI impacts job satisfaction to great extent. **Pandey and Sharma (2016); Kafetsios, K and Zampetakis, L (2008); Nahid, N. (2012)** analyzed the connection among EI and JS also highlighted the factors that influence job satisfaction. A questionnaire was framed using Trait emotional intelligence questionnaire and smith questionnaire (2013). A sample of 368 bank employees of Rajasthan through posts and Email through random sampling technique was taken.Cronbach alpha coefficient, Kaiser-Meyer-Olkin and Bartlett's test of sphercity were used to test reliability and sample adequacy. The results of factor analysis suggested that EI affects JS in banking sector **(Chiva,R and Alegre, J (2008); Ealias, A and George,J (2012); Kafetsios, K and Zampetakis,L(2008).Khan, Masrek et al. (2016)** conducted a quantitative study to discover the relation of job satisfaction and EI among librarians working in Pakistan. The sample was chosen using a random sampling method and facts was gathered through a questionnaire to measure responses on EI and JS. The result of multiple repression revealed that self-assessment is strongest predicator of Job satisfaction **(Sy,T,Tram,S and O' Hara,L. (2006); Samanyitha,S and Jawahar,P. (2012); Long,C., Yaacob,M and Chuen,T. (2016).**

Conclusion

Emotional intelligence concept has been studied by many experts and has been a subject of serious discussion over the past years. Many researchers have suggested giving emotional intelligence its due place which it actually deserves. It is a skill which can be developed and learned. Previous studies advocated that concept of EI has developed as a prominent research stream in many fields of management and today it is considered significant in every area of management. The reviewed literature also recommends that EI can be utilized as a tool to predict leadership styles and attributes. It has been concluded in past researches that persons with high level of EI can lead a team in a better way which results in team effectiveness through supportive and trustful workplace and better interpersonal relationship could provide more job satisfaction. Emotional intelligence blossoms the environment at workplace as it helps in avoiding conflicts and people feel more confident and are comfortable in sharing their feelings and concerns.

References

1. Afzaal, H. and Taha, A. (2013). An investigation of relationship among emotional intelligence, organizational commitment and job satisfaction: Evidence from academics in Brunei Darussalam. International Business Research, Vol. 6(3), pp. 217-228
2. Alnidaway. (2015).The effects of emotional intelligence on job satisfaction: Applied study in Jordanian telecommunication sector. International journal of Business administration, Vol. 6(3), pp.230-245
3. Arfaraa, C and Samantab, I (2016).The impact of emotional intelligence on improving team working: The case of public sector, Procedia-Social & Behavioral sciences, pp-167-175.
4. Ashforth and Humphrey.(1995).Emotion in the workplace. A reappraisal. Human Relations, Vol. 48, pp. 97-125.
5. Ashkanasy, N. and Tse, B (2000). Transformational leadership as management of emotion: A conceptual review.
6. Ayoko, O.; Callan, V and Hartel, C. (2008). The influence of team emotional intelligence climate on conflict and team member's reactions to conflict. Small group research, Vol. 39(2), pp.121-149.
7. Aziz, Fakhra. (2014). Emotional Intelligence as leadership skill at university level in Pakistan. Journal of independent studies and research: Management and social sciences and economics, Vol.12 (1), pp. 14-28.
8. Badawy and Magdy. (2015).Assessing the impact of emotional intelligence on job satisfaction: An empirical study on faculty members with respect to gender and age. International business research, Vol. 8(3), pp. 340-364
9. Bambale, A., Jakada, B., Lecturer, S., et al. (2015). Effect of emotional intelligence on job satisfaction among academics of universities in kano state: A conceptual model. International Journal of Research in Commerce, IT & Management, Vol. 5(11), pp.41-43
10. Bano Fakhra and Batool.(2015).Emotional intelligence and effective leadership. Journal of business studies Quarterly, Vol 4(3), pp. 341-362
11. Barczak, G., Lassk, F. and Mulki, J (2010). Antecedents of team creativity: An examination of team emotional intelligence, Team trust and collaborative Culture. Creativity and innovation management, Vol. 19(4), pp. 332-345
12. Barling, J. Slater, F and Kelloway, E.K. (2000). Transformational leadership and emotional intelligence: An exploratory study. The leadership and organizational development journal, Vol. 21, pp. 17-161
13. Bass, B. and Avolio, B. (1990).Transformational leadership development: Manual for the multifactor leadership questionnaire. Consulting Psychologist press, Palo Alto, CA
14. Bhattacharya, S. (2012). Relationship between emotional intelligence and team effectiveness: A

study on IT professionals. Voice of research, Vol. 1(3), pp. 17-21

15. Brown. (2014). The effects of emotional intelligence and leadership style on sales performance. Economic insights-Trends and challenges, Vol. 3 (3), pp. 1-14

16. Brown, F. and Moshavi, D (2005).Transformational leadership and emotional intelligence: A potential pathway for an increased understanding of interpersonal influence. Journal of organizational behaviour, Vol. 26(7), pp. 867-871

17. Butler, C. and Chinowsky, P. (2006).Emotional Intelligence and leadership behaviour in construction executives. Journal of management in engineering, Vol. 22 (3), pp.119-125

18. Cavallo, K and Brienza, D (2004). Emotional competence and leadership excellence at Johnson & Johnson: The emotional intelligence and leadership study. New Brunswick, NJ: Consortium for research on emotional intelligence in organizations, Rutgers University.

19. Cekmecelioglu, H.; Gunsel, A et al. (2012). Effects of emotional intelligence on job satisfaction: An empirical study on call center employees. Procedia-Social and behavioral sciences, Vol. 58, pp. 363-369.

20. Chiva, R. and Alegre, J. (2008). Emotional intelligence and job satisfaction: Role of organizational capability, Personnel Review, Vol. 37(6), pp.680–701.

21. Collins, V. (2001). Emotional intelligence and leadership success, Lincoln, Nebraska, university of Nebraska

22. Coetzee, C and Schaap, P (2005).The relationship between leadership behaviour, Outcomes of leadership and emotional intelligence.SA Journal of industrial Psychology/SA Tydskrif Vir Bedryfsielkunde, Vol. 31(3), pp. 31-38

23. Clarke, N (2010).Emotional Intelligence abilities and their relationships with team processes.Team performance management. An international journal, Vol. 16(1/2), pp. 6-32

24. Crissie, M Frye; Rebecca Bennet et al. (2006). Team emotional intelligence and team interpersonal process effectiveness.Amercian journal of business, Vol. 21(1), pp. 49-58

25. David, R and Joseph, C (2005).Emotional Intelligence and its relationship to workplace outcomes of leadership effectiveness.Leadership and organization development journal, Vol. 26(5), pp. 388-399

26. Day, A., New some, and Catano, V. (2002). Emotional intelligence and leadership.Canadian Forces leadership Institute. Saint Mary's Applied Research Team.

27. Druskat, V. and Wolff, S. (2001).Building emotional intelligence of groups. Harvard Business Review, Vol. 79(3), pp. 81-90.

28. Ealias and George. (2014). Emotional intelligence and job satisfaction: A correlation study. Research journal of commerce and behaviour sciences, Vol. 1(4), pp. 37-42

29. Elisa Ilarda and Bruce Findlay. (2006). Emotional Intelligence and propensity to be team player-Journal of applied Psychology, Vol. 2(2), pp. 19-29

30. Elizabeth Stubbs Koman and Steven Wolff.(2008). Emotional Intelligence competencies in the team and team leader: A multi-level examination of the impact of emotional intelligence on team performance. Journal of management Development, Vol. 27(1), pp.55-75

31. Fasihizadeh, N., Oreyzi, H., andNouri, A. (2012). Investigation of positive affect emotional intelligence effect on job satisfaction among oil refinery personnel of Isfahan. Institute of Interdisciplinary Business Research, Vol. 4(2), 32

32. Feyer and Rice. (2002). Emotional Intelligence and team performance: The good, the bad and the Ugly. The international journal of organizational analysis, Vol. 10(4), pp. 343-362.

33. Gardner and Stough. (2002). Examining the relationship between leadership and emotional intelligence in senior level managers. Leadership and organization development journal, Vol. 23(2), pp. 68-78.

34. George, J. (2000). Emotional leadership: The role of emotional intelligence. Human relations Journal, Vol. 53, pp. 1027-1055

35. Ghoreishi, F et al. (2014). Evaluation of emotional intelligence and job satisfaction in employees of

Kashan hospitals. Nurs Midwifery Stud, Vol. 3(1).

36. Goleman.(1995). Emotional Intelligence. New York: Bantam.

37. Goleman, D. (1998).Working with emotional intelligence, New York: Bantam, Zenith International Journal of Multidisciplinary research, Vol. 1(6).

38. Goleman.(1998). Emotional Intelligence that leads to success, Vol. 2, pp. 9-42.

39. Guillan; Florent –Treacy. (2011). Emotional intelligence and leadership effectiveness: The mediating influence of collaborative behaviors: Review to journal of organizational behaviour working paper, INSEAD.

40. Gujral and Ahuja.(2011). Impact of emotional intelligence on teamwork-A comparative study of self-managed and cross functional teams. Zenith International journal of multidisciplinary research, Vol. 1(6)

41. Gunavathy, J. and Ayswarya, R. (2011). Emotional Intelligence and Job Satisfaction as Correlates of Job Performance- A Study among Women Employed in the Indian Software Industry. Institute of Management Technology, Vol. 15(1/2), 8

42. Harmer and Lutton, C (2007). Enhancing team performance through emotional intelligence coaching, Organizations and People, Vol. 14(2).

43. Harms Crede, M (2010). Emotional Intelligence and transformational and transactional leadership: A meta-analysis. Journal of leadership and organizational studies, Vol. 17(1), pp. 5-17

44. Hsu, Ya, Ti (2016).How team leader's emotional intelligence influences team performance? The mediating role of team emotional intelligence and team creativity.Journal of global business management, Vol. 12(1).

45. Humphrey, R. (2002). The many faces of emotional leadership. The leadership Quarterly, Vol. 13(5), pp. 493-504

46. Jain and Duggal. (2016).The influence of transformational leadership and emotional intelligence on organizational commitment. Journal of commerce and management thought, pp- 586-598.

47. Jain, V and Gupta, S (2014). The impact of emotional intelligence on service quality in Indian private banks: With reference to Moradabad city. International journal of advanced research in management and social sciences, Vol. 3(12), pp. 264-274.

48. Jordan, P.; Ashkanasy, N.; Hartel, C and Hooper, G. (2002). Workgroup emotional intelligence scale development and relationship to team process effectiveness and goal focus. Human resource management review, Vol. 12(2), pp. 195-214

49. Jordan, P. and Troth, A. (2004).Managing emotions during team problem solving: Emotional intelligence and conflict resolution. Human Performance, Vol. 17 (2), pp.195-218

50. Joshi et al. (2015). The effects of Emotional intelligence on job satisfaction of faculty: A structural equation modeling approach, Journal of organizational behaviour, Vol. 14(3)

51. Jung, H. S and Yoon, H. H. (2016). Why is employees' emotional intelligence important? The effects of EI on stress-coping styles and job satisfaction in the hospitality industry. International Journal of Contemporary Hospitality Management, Vol. 28(8), pp. 1649-1675.

52. Gunavathy, J and Ayswarya, M .(2011).Emotional Intelligence and job satisfaction as correlates of job performance-A study among women employed in Indian Software industry, Vol. 15(1-2), pp. 58-65.

53. Kafetsios, K and Zampetakis, L. (2008). Emotional intelligence and job satisfaction: Testing the mediatory role of positive and negative affect at work. Personality and Individual Differences, Vol. 44(3), pp. 712-722.

54. Kerr, R.; Garvin J.; Heaton, N and Boyle, E (2005). Emotional intelligence and leadership and organization development journal, Vol. 27(4), pp. 265-279

55. Khan, S et al. (2014).The impact of emotional intelligence upon the team effectiveness. Research on humanities and social sciences, Vol. 4 (22)

56. Khan, Masrek et al. (2016). Emotional Intelligence and job satisfaction of academic librarians: An assessment of the relationship, Vol. 49(2), pp. 199-210.

57. Koman and Wolff, S. (2007). Emotional Intelligence competencies in team and team leader-A multi-level examination of the impact of emotional intelligence on team performance. Journal of management development, Vol. 27 (1), pp. 55-75

58. Lee, C and Won, C.S. (2017).The effect of team emotional intelligence on team process and effectiveness. Journal of management and organization, Vol. 42(1), pp.1-16

59. Liden, R., Wayne, S. et al (1993).A longitudinal study on the early development of leader member exchanges .Journal of applied psychology, Vol. 78, pp. 662-674.

60. Lisa Gardner and Con Stough. (2002). Examining the relationship between leadership and emotional intelligence in the senior level manager. Leadership and organizational development journal, Vol. 23(2), pp. 68-78

61. Long, C., Yaacob, M and Chuen, T. (2016). The Impact of Emotional Intelligence on Job Satisfaction among Teachers.International Journal of Management, Accounting and Economics.Vol. 3(8), pp. 544-552

62. Malcolm, Higgs and Paul Aitken. (2003). An exploration of relationship between emotional intelligence and leadership potential. Journal of managerial Psychological, Vol. 18 (8), pp. 814-823

63. Mandell, B and Pherwani, S (2003). The relationship between emotional intelligence and transformational leadership style: A gender comparison. Journal of business and Psychology, Vol. 17(3), pp. 387-404

64. Maqbool, Rashid. (2017).The impact of emotional intelligence Project manager's competencies and transformational leadership on project success: An empirical perspective. Project management journal, Vol. 48 (3), pp. 58-75

65. McColl-Kennedy, J and Andersen, R. (2002).Impact of leadership style and emotions on subordinate performance. The leadership Quarterly, Vol. 13(5), pp. 545-559

66. Megerian, L. and Sosik, J. (1997). An affair of the heart: Emotional Intelligence and transformational leaerdship.Journal of leadership studies, Vol. 3(3), pp. 31-48

67. Melina, L.; Ceasar, D.; Anthonay, P et al. (2003). Emotional intelligence, leadership effectiveness, and team outcome. International journal of organizational analysis, Vol. 11(1), pp. 21-40

68. Molly and Gupta. (2015).Transformational leadership: emotional Intelligence. SCMS Journal of Indian management, Vol. 12(2), pp.75-89

69. Moore and Mamiseishvili. (2012). Examining the relationship between emotional intelligence and group cohesiveness. Journal of education for business, Vol. 87, pp. 296-302

70. Mousavi, S. et al. (2012).The relationship between emotional intelligence and job satisfaction of physical education teachers. Annals of Biological research, Vol. 3(2), pp. 780-788

71. Nahid, N. (2012).Teachers: emotional intelligence, job satisfaction, and organizational commitment. Journal of workplace Learning, Vol 24(4), pp. 256-269

72. Naznin, H (2013). Correlation between emotional intelligence and transformational leadership behaviour. Journal of business and management, Vol. 13(2), pp. 64-67

73. Palmer, B.; Walls, M.; Burgess, Z and Stough.(2001). Emotional Intelligence and effective leadership. Leadership & Organization Development Journal, Vol. 22(1), pp. 5-10.

74. Panagoiotis. V., Polychroniou. (2009). Relationship between emotional intelligence and transformational leadership of supervisors-The impact of team effectiveness. Team Performance Management, Vol. 15(7-8), pp .343-356.

75. Prati, L., Douglas et al. (2003). Emotional Intelligence, Leadership Effectiveness and team outcomes. International Journal of Organizational Analysis, Vol. 11(1), pp. 21-40.

76. Ramchunder, Y and Martins, N (2014).The role of self-efficacy, emotional intelligence and leadership style as attributes of leadership effectiveness.SA journal of industrial Psychology, Vol. 40(1), pp. 1-11.

77. Rapisarda, B. (2002). The impact of emotional intelligence on work team cohesiveness and performance. The international journal of organizational analysis, Vol. 10(4), pp. 363-379

78. Rosete, D and J. Ciarrochi (in press).Emotional Intelligence and its relationship to workplace performance outcomes of leadership effectiveness. Leadership and Organization development journal

79. Sadr, Golnaz (2012). Emotional Intelligence and leadership development. Public personnie management, Vol. 41(3), pp. 535-547

80. Salovey, P and Mayer, J. (1990).Emotional intelligence.Imagination, Cognition and personality. Vol. 9, pp. 185-211.

81. Samanvitha, S and Jawahar, P. (2012). Emotional intelligence as a predictor of job satisfaction: A study amongst faculty in India. IUP Journal of Management Research, Vol. 11(1), 7

82. Sarkar, M and Ray, A. (2017).Emotional Intelligence and team effectiveness: A study among correctional officers of west Bengal. The international journal of Indian Psychology, Vol. 4(3).

83. Sener, E., Demirel, O and Sarlak, K. (2009). The effect of the emotional intelligence on job satisfaction. Stud Health Technol Inform, Vol. 146, pp. 710-711.

84. Shooshtarian, Z.; Ameli, F and Aminilari, M. (2013).The effect of labor's emotional intelligence on their job satisfaction, Job performance and job commitment. Iranian journal of management studies, Vol. 6, pp. 27-43.

85. Sony, M., and Mekoth, N. (2016).The relationship between emotional intelligence, frontline employee adaptability, job satisfaction and job performance. Journal of Retailing and Consumer Services, Vol. 30, pp. 20-32.

86. Sosik, J. and Dworakivsky, A. (1998).Self-concept based aspects of the charismatic leader: More than meets the eye. Leadership Quarterly, Vol. 9, pp. 503-526.

87. Sosik, J. and Megerian, L. (1999).Understanding leader emotional intelligence and performance. Group and Organization management, Vol. 24, pp. 367-390

88. Stuart, A and Paquet, A. (2001).Emotional intelligence as a determinant of leadership potential. Journal of industrial Psychology, Vol. 27, pp. 30-34

89. Stubbs Koman, E. and Wolff, S. (2008). Emotional intelligence competencies in the team and team leader: A multi-level examination of the impact of emotional intelligence on team performance. Journal of management development, Vol. 27(1), pp. 55-75

90. Sy, T., Tram, S., and O'Hara, L. A. (2006). Relation of employee and manager emotional intelligence to job satisfaction and performance. Journal of vocational behavior, Vol. 68(3), pp. 461-473

91. Tagoe, T., and Quarshie, E. (2017).The relationship between emotional intelligence and job satisfaction among nurses in Accra. Nursing Open, Vol. 4(2), pp. 84-89

92. Troth, A.; Jordan, P.; Lawrence, S and Tse, H. (2012).A multilevel model of emotional skill, communication performance and task performance in teams.Journal of organizational behaviour, Vol. 33(5), pp. 700-722.

93. Van Oosten, E. (2013). The impact of emotional intelligence and executive coaching on leader effectiveness. Unpublished doctoral dissertation. Case Western Reserve University, Ohio.

94. Wagner. (2013). Impact of emotional intelligence on leadership effectiveness, new challenges of economic and business development. Conference proceeding, Riga, University of Latin

95. Wang, Y and Huang, T (2009).The relationship of transformational leadership with group cohesiveness and emotional intelligence. Social Behaviour and personality, Vol. 37(3), pp. 379-392

96. Weinberger, L. (2003). An examination of the relationship between emotional intelligence, Leadership style and perceived leadership effectiveness.Candidate (Phd) Dissertation, Human Resource Development Research Center. Swanson & Associates

97. Weinberger, Lisa Ann. (2009).Emotional Intelligence, Leadership Style and perceived leadership effectiveness. Advances in developing human resources, Vol. 11(6), pp. 747-772

98. William Leban, Carol Zulauf. (2004). Linking emotional intelligence abilities and transformational leadership styles. Leadership and organizational development Journal, Vol. 25(7), pp. 554-564

99. Wong, C.S and Law, K.S (2002).The effects of leaders and follower emotional intelligence on performance and attitude: An exploratory study. The leadership Quarterly, Vol. 13(3), pp. 243-274

100. Zakieh Shooshtarian, F. and Aminilari, M. (2013). The Effect of Labor's Emotional Intelligence on Their Job Satisfaction, Job Performance and Commitment. Iranian Journal of Management Studies, Vol. 6(1), pp. 17

GJEIS Prevent Plagiarism in Publication

The Editorial Board had used the ithenticate plagiarism [http://www.ithenticate.com] tool to check the originality and further affixed the similarity index which is 10% in this case (See Annexure-I). Thus the reviewers and editors are of view to find it suitable to publish in this Volume-10, Issue-3, July-Sep, 2018

Annexure 1

10%	11%	6%	11%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	topdissertationexperts.com	Internet Source	2%
2	Submitted to Amity University	Student Paper	1%
3	www.emeraldinsight.com	Internet Source	1%
4	www.science.gov	Internet Source	1%
5	Submitted to Universiti Teknologi Malaysia	Student Paper	1%
6	Colm Foster, Frank Roche. "Integrating trait and ability EI in predicting transformational leadership", Leadership & Organization Development Journal, 2014	Publication	1%
7	media.proquest.com	Internet Source	1%
8	Submitted to The Hong Kong Polytechnic University	Student Paper	1%
9	rockdove.com	Internet Source	1%
10	Submitted to Higher Education Commission Pakistan	Student Paper	<1%
11	ccsenet.org	Internet Source	<1%
12	Submitted to Emirates Academy of Hospitality Management	Student Paper	<1%
13	Submitted to Kent Institute of Business and Technology	Student Paper	<1%
14	Submitted to Hodges University	Student Paper	<1%
15	Submitted to University of Wales Trinity Saint David	Student Paper	<1%
16	www.slideshare.net	Internet Source	<1%
17	Submitted to Argosy University	Student Paper	<1%
18	www.emrbi.org	Internet Source	<1%
19	propertibazar.com	Internet Source	<1%
20	scholarworks.waldenu.edu	Internet Source	<1%
21	www.citeulike.org	Internet Source	<1%
22	www.edi-info.ir	Internet Source	<1%
23	Submitted to Manchester Metropolitan University	Student Paper	<1%
24	baadalsg.inflibnet.ac.in	Internet Source	<1%
25	es.scribd.com	Internet Source	<1%
26	digitalcommons.fiu.edu	Internet Source	<1%
27	Submitted to EDMC	Student Paper	<1%
28	journal-archieves21.webs.com	Internet Source	<1%
29	Submitted to University of Northampton	Student Paper	<1%
30	ijmbr.srbiau.ac.ir	Internet Source	<1%
31	Submitted to University of Wolverhampton	Student Paper	<1%
32	www.abrmr.com	Internet Source	<1%

33	gbata.org Internet Source	<1%
34	Submitted to Institute of Graduate Studies, UiTM Student Paper	<1%
35	eprints.qut.edu.au Internet Source	<1%
36	Submitted to Claremont Graduate University Student Paper	<1%
37	Mateja Lorber, Sonja Treven, Damijan Mumel. "The Examination of Factors Relating to the Leadership Style of Nursing Leaders in Hospitals", Naše gospodarstvo/Our economy, 2016 Publication	<1%
38	www.cde.state.co.us Internet Source	<1%
39	www.genosinternational.com Internet Source	<1%
40	Submitted to University of Northumbria at Newcastle Student Paper	<1%
41	Haleem , Fazal | Ur Rahman , Muhammad Khalil. "On the Relationship between Emotional Intelligence and Job Satisfaction", Middle East Journal of Business, 2018 Publication	<1%
42	Submitted to University of Gloucestershire Student Paper	<1%
43	Submitted to University of Wales Institute, Cardiff Student Paper	<1%
44	Submitted to Dallas Baptist University Student Paper	<1%
45	"Conceptions of Leadership", Springer Nature, 2014 Publication	<1%
46	Submitted to Queen's University of Belfast Student Paper	<1%
47	Submitted to University of Wales Swansea Student Paper	<1%

Citation
Madhulika P. Sarkar and Shelly Oberoi
"Emotional Intelligence: An Extensive Literature Review"
Volume-10, Issue-4, Oct-Dec, 2019. (www.gjeis.com)

https://doi.org/10.18311/gjeis/2018
Volume-10, Issue-4, Oct-Dec, 2019
Online ISSN : 0975-1432, **Print ISSN** : 0975-153X
Frequency : Quarterly, Published Since : 2009

Google Citations: Since 2009
H-Index = 96
i10-Index: 964

Source: https://scholar.google.co.in/citations?user=S47TtNkAAAAJ&hl=en
Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Book Review

Vinita Sharma, NDIM New Delhi

Book - New Perspectives Microsoft Office 365 Excel 2016

Authors – June JamrichParsons, Dan Oja, Patrick Carey, Carol A. Desjardins

Publishers –Cengage Learning India Pvt Ltd.

Authors must have thought of the needs of multiple people who use MS Excel when they planned writing this book. They have written this book in such a wonderful manner which made the book useful for beginners as well as the expert professionals or trainers of MS Excel.

Before stating about MS Excel, authors the book educates the readers about few important technical tools which help the learners a lot while studying or handling any project in a team. These tools are Onenote, Sway for creating presentations, OfficeMix for mixing multiple technologies together and, MS Edge for data security. Authors introduced these tools using few practical examples which helped the reader to learn it better.

After the above chapter is over, the main content of MS Excel starts. The content of MS Excel is divided into 12 different modules. The module 1 "Getting started with Excel" starts with the basic level of MS Excel for a beginner or a student. Basic functions of MS Excel like opening and closing a workbook, inserting data into columns and rows of a worksheet, working on basic tools of MS Excel to make the worksheets presentable. After that introduction of use of formulas in Excel worksheet is accommodated in the module. Use of simple functions like, COUNT, Autosum, Flash Fill etc. is shown in the module by using practical examples.

In module 2 "Formatting Workbook Text and Data", text formatting tools in MS Excel are explained thoroughly. Alignment of text, cell styles, use of paste and paste special, conditional formatting tools and printing formats are the topics which are explained using practical examples.

The 3rd module "Performing Calculations with Formulas and Functions" explains the difference between formulas and functions used in MS Excel, applications of formulas using constant numbers or using cell address, understanding how MS Excel helps the users writing syntax of any function. The module also explains What-If-Analysis functions series using Goal Seek and Data Validation. All kinds of references are explained in this module. Other than these, conditional statements, use of Quick analysis tool, Date function and its variants and VLOOKUP functions are covered in this module.

Module 4 is all about making charts by using data worksheets and their analysis. Working with chart elements, performing What-If-Analysis with charts, Sparklines, DataBars creation, Histogram, Waterfall and Pareto charts are other important topics covered in this module.

In module 5, making and editing Pivot tables and Pivot charts, analysing those charts and data, editing records, custom sort and filtering elements of an Excel Table are covered using cases and examples. Use of Slicers for filtering data from a pivot table is also explained in the module.

Grouping and ungrouping of multiple worksheets in a workbook, hyperlinking of various sheets in a workbook, consolidation of data in a workbook are few topics which are of high importance for professionals in industry, which are covered in module 6 of the book in a user friendly manner.

Module 7 includes advanced level tools and is all about developing an Excel Application. Initially the module covers small but important things like naming a cell of data range by using Name Box and using defined names in formulas and functions. This module also includes data validation and protection techniques, inserting comments in a cell and use of basic macros to automate the tasks and editing Macros using Visual Basic Editor.

Module 8 also includes advanced tools and functions of MS Excel. Use of Logical functions using AND, OR operators are covered in this module. Other than these, nested IF function, finding exact match with VLOOKUP and HLOOKUP functions, use of COUNTIF, SUMIF kind of mathematical functions is explained through good examples.

By using Module 9 readers may explore number of Financial Functions and tools easily. For example, Loan and investment functions like PMT, PPMT, PV, FV, and NPER are explained by using various examples to clear the concepts. Creation of Amortisation Schedule of bank loan is thoroughly explained in such a manner that a beginner can also grasp the concept quickly. Calculation of Income statement, depreciation, NPV, IRR functions and auditing is done using Excel which is also explained in this module. Tracing an error, evaluating a formula and watch window are few more important features which are discussed in this module.

Module 10 is all about What-If-Analysis. Examples used in this module is to maximize profit with the right product mix. Concept of Data table is included in the same module. Finding Break Even Point with scenario manager, calculation of optimum solution using solver, creating solver reports are few important topics which the module covers.

Module 11 explains how to analyse datasheets with Business Intelligence. Trendlines, Power Pivot, data model, Power View and Power Mapare few important tools which are used for research work and are thoroughly explained in this module.

Module 12 trains the team members who are working on a single project. All of them may share their work in a single sheet by using options of sharing and privacy. Tracking log of activities, accepting and rejecting edits, preparing final workbook are few of the important topics which this module covers.

After these 12 modules are over, there are two Appendices at the end of the book. Appendix A gives tips for manipulating text with the help of text functions in MS Excel and Appendix B explains use of advanced filters, Database Functions etc.

The major strength of the book is it's multiple number of management cases which are given at the end of each module. Along with it, the data set which is used to solve the given cases is provided by the publisher which is a great help from publisher.All the tools and concepts of MS Excel are explained through these cases. This book has proved to be a good study material for engineering and management students at undergraduate and post graduate levels for the purpose of Data Analysis through MS Excel. Anyone who will read this book will get benefitted and will learn new techniques and tools of MS Excel, everytime the book is read.

Global Journal of Enterprise Information System

AWARD

India Shines: Global Acclaim to Indian Institute of Public Administration in EGOV at Kaleidoscope 2018 (Dec 26-28, 2018)

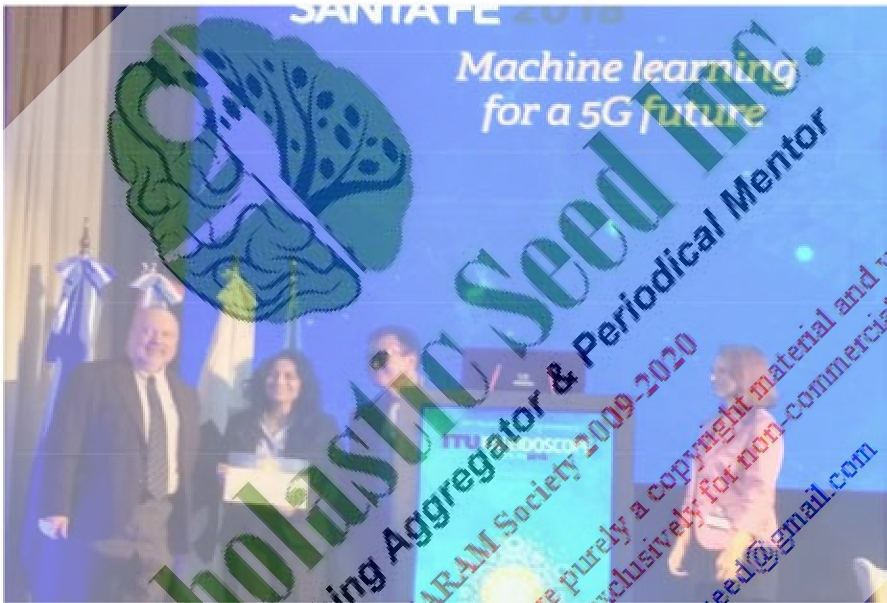
Dr. Charru Malhotra (Associate Professor, e-Governance and ICT)

Dr. Charru Malhotra (Associate Professor, e-Governance and ICT) has won the '**Best Paper Award**' (Third Prize) for the paper titled "Ethical Framework for Machine Learning" at Kaleidoscope Academic Conference-2018 held at Universidad Tecnológica Nacional, Santa Fe, Argentina (South America). The paper was jointly written by Dr. Charru Malhotra, Ms. Vinod Kotwal (DDG, Department of Telecommunications) and Ms. Surabhi Dalal (Research Intern, India Center for Migration). The highly technical conference focused on the issues and opportunities presented by the advent of emerging technologies especially Machine Learning/Artificial Intelligence and 5G network technology. The exclusive global event had boasted the presence of almost 200 IT professionals, government officers, researchers, and academia from around 20 countries on five continents. The selection of papers had followed a rigorous "double blind" and peer review process involving more than 150 expert examiners in the field out of which Committees Technical Management Program rewarded authors of three best papers. The best papers are also evaluated for potential publication in the IEEE Communications Standards Magazine. Kaleidoscope event is a global annual event organized by the International Telecommunication Union (ITU), which is hailed as a world acclaimed United Nations (UN) specialized agency for Information Communication Technology (ICT). Dr. Charru Malhotra received the third prize for the paper and prize money of one thousand US Dollars (1000 USD).

(https://www.itu.int/en/ITU-T/academia/kaleidoscope/2018/Pages/default.aspx)

Pic: Dr. Charru Malhotra attending a session along with Héctor Mario Carril (ITU-T Study Group 20 Vice-Chairman, Argentina) to the left and Mr.Duncan Sparrel (Chief Cyber Curmudgeon, sFractal Consulting LLC) in the second row behind Dr. Charru Malhotra.

Pic 1: Certificate of 'Best Paper Award' to Dr. Charru Malhotra (Associate Professor- e-Governance and ICT) in Kaleidoscope 2018, Santa Fe, Argentina



Pic 2: Dr Charru Malhotra with Prof Dhananjay Kumar (Professor-IT, Anna University) to the left and Dr. Mostafa Hashem Sherif (Global expert, Quality of Project Standardization, USA) to the right.

Pic 2: Dr. Charru Malhotra receiving the best paper award by Rudy Omar Grether (Dean of the Santa Fe Regional Faculty, Universidad Tecnológica Nacional, Argentina & ITU Kaleidoscope 2018 General Chairman) and Chaesub Lee (Director, Telecommunication Standardization Bureau, ITU);to the extreme right is Ms. Alessia Magliarditi (Kaleidoscope Coordinator, ITU)


Academic Partner
Sri Aurobindo College (Evening)
University of Delhi
PHD CHAMBER
HARMONY
DEVELOPMENT
PROGRESS
Estd. - 1905
NATIONAL APEX CHAMBER
Publishing Partner
GJEIS
Global Journal of Enterprise Information System (GJEIS)
3rd Thought
LEADERSHIP
SUMMIT ON
SUSTAINABILITY & CSR
23 August 2019; PHD House, New Delhi
Economic Growth Quality Education
Gender No Poverty Good Health
Equality Zero Hunger and Well-Being
Affordable Clean Water and Sanitation
Clean Energy Industry Innovation
Justice Reduced Infrastructure
Inequalities Sustainable Cities
Peace Climate Action Communities
Partnerships for the Goals Production
Responsible Consumptions
PHD CHAMBER OF COMMERCE AND INDUSTRY

Overview

3rd Thought Leadership Summit on CSR & Sustainability will be hosted by PHD Chamber of Commerce and Industry for a comprehensive and operational understanding of the journey from Companies (Corporate Social Responsibility Policy) Rules, 2014 (CRS Rules) till now. The Summit will give an opportunity to learn from the success stories of creative CSR interventions by thought leaders and the challenges faced by them in terms of compliance, implementation, governance etc.

The focus of the summit is the Sustainable Development Goals (SDGs), namely, SDG 2 (Zero Hunger) and SDG 4 (Quality Education). In this regime, corporate social responsibility has immense potential to drive the SDGs. Success stories and CSR initiatives taken by different NGOs, Corporate houses, Corporate foundations etc. working on these two thematic areas to be showcased to sensitize the stakeholders about the fine examples of innovation, inclusion and collaboration.

Given the immediate need for action, as in the Agenda 2030 for Sustainable Development, and the challenging time frame for achieving these goals, CSR can be an effective catalyst for action. On this backdrop 3rd Thought Leadership Summit on CSR & Sustainability has been envisaged to accomplish the following objectives:-

Objectives

- To provide a leading forum to corporate leaders, organizations, government representatives, implementing agencies and business experts for their insights and reflections on the challenges faced in relation to CSR and Sustainability
- To brainstorm the practical solutions for the problems concerning the implementation of CSR projects at the ground level
- To integrate CSR into core business values of the corporate houses by creating a positive framework, and to give an opportunity to network and build mutually enriching strategic relationships with various stakeholders and key partners for achieving food security and ensuring equitable and quality education

Highlights

- Single window unique platform to leverage inter-organizational expertise and knowledge sharing in CSR
- Networking opportunity with leading CPSEs/State PSUs, Corporate houses and leading organizations in CSR Fraternity for sustainable synergetic collaboration
- Golden opportunity to showcase CSR activities, sharing of best practices
- Dedicated information packed thematic sessions on SDG 2-Zero Hunger and SDG 4: Quality Education

Delegate Profile

- Sustainability experts from Public sector undertakings (PSUs)
- Business leaders, Regulators, Directors of Companies to gain valuable insights into emerging trends and issues concerning Business sustainability
- CSR Heads, CSR committee members seeking creative and innovative models in relation to Business sustainability / Compliance Managers / UN agencies
- Civil society groups, Development sector organizations to explore partnership opportunities with industries
- CSR consultants for networking and partnerships
- Academicians and Researchers doing projects/study in Sustainability and CSR

3rd Thought LEADERSHIP SUMMIT ON SUSTAINABILITY & CSR

23 August 2019; PHD House, New Delhi

Agenda

Stand Alone Session
9:30 a.m. to 10 a.m.

Inaugural Session
10 a.m. to 11:15 a.m.

Policy and Thought Leadership on Ecosystem and Governance of CSR in PSUs, SMEs, Industries and Development Sector Organizations

Executive Summary: Inauguration by the Chief Guest and deliberations on journey so far - Compliance, Implementation, Experiences and Challenges of PSUs, SMEs, Industries and Development Sector Organizations

Tea Break
11:15 a.m. to 11:30 a.m.

Thematic Session 1
11:30 a.m. to 12:45 p.m.

SDG 2: Zero Hunger- End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Executive Summary: An outlook beyond legislation and out of box ideas for combating malnutrition, increasing agricultural productivity, ensuring sustainable food production, increasing investment in agriculture by creative discussion and brain storming for Symbiotic synergy for shared vision.

Thematic Session 2
12:45 p.m. to 2 p.m.

SDG 4: Quality Education: Ensure inclusive and equitable quality education and promote lifelong; learning opportunities

Executive Summary: Breaking the old frame and moving towards Convergence through systematic dialogues and creative mindsets. A unique model to bring the expertise of corporate giants for collaborative efforts to realize the common goals of ensuring equitable and effective learning outcomes including technical and vocational skills for employment, decent jobs and entrepreneurship.

Lunch
2 p.m. to 2:45 p.m.

Paper Presentations
2:45 p.m. onwards

List of Corporate/Corporate Foundations/PSUs /NGOs etc participated in the previous summits

- Accurate Institute of Management Technology
- AIHMS-India
- Airports Authority of India
- ALF News
- All India Institute of Medical Sciences
- Amar Ujjala
- Amity University, Greater Noida
- Anand Group of Enterprises
- Antal International
- Aroma Shilsha Evam Seva Samiti
- ATDC
- Baku Kamla Pratistan Charitable Trust
- Banasthali University
- Bharat Nirman
- Bharat Sanchar Nigam Ltd
- Chola MS Risk Services Ltd
- Community Health Mission
- DCM Shriram Industries Ltd
- Digital Empowerment Foundation
- Dr. Lal Pathlabs Ltd
- Earth Day Network
- Emaar Business Park
- ETASHA Society
- Fine Processors PVt Ltd
- Forsight Edutech Pvt Ltd
- F-TEC Skill Development
- Gail
- GGSPIU
- H P Chamber of Commerce & Industry
- Hindustan Aeronautics Ltd.
- Healthy Aging India
- Hindustan Unilever Ltd.
- IAAI
- ICAI
- IGNOU
- IIFT
- IIMA AHMEDABAD
- IIT Bombay
- In AWE
- India Juris International Law Firm
- Indian Beverage Association
- Indofil Industries Ltd.
- Infarastructure, Real Estate & Knowledge Development Group
- Inner Truth Consulting Services
- Insurance Foundation of India
- International Academy of CIO
- JK Lakshmi Cement
- JMD Limited
- KALON Heavy Engineering Pvt Ltd.
- Khushi Social & Green Networks Pvt Ltd
- KPMG
- Kratikal
- MART
- Mazagon Dock Shipbuilders Ltd.
- McForrester
- Central Electricity Authority Ministry of Power, GOI
- Ministry of Agriculture & Farmers Welfare
- National Handloom Development Corporation Ltd.
- National Skills Foundation of India
- Navjyoti India Foundation
- Ncubate Capital Partners
- NHPC Ltd
- Nishtha Law Firm
- NSIC
- Oriflame India Pvt. Ltd.
- Out Look Group
- Petronet LNG Limited
- PooriShaadi.com
- Prakhar Foundation Korba
- Premier Intercontinental India Ltd
- Ram Kohli Foundation
- Rashleela Enerprises
- Sahyog-Care for You
- Science place
- Sdela Consulting
- Smart Chip
- Social Responsibility (SR) Asia
- Solution Box
- State Bak of India
- Sulabh International Social Service Organization
- Supreme Court Of India
- Symbiosis Centre for Management
- The Prithvi Foundation
- Uflex limited
- United Colors of Benetton
- UpSkill
- USS-USHA International Ltd.
- Vijayash Foundation
- Vivartinno Consulting LLP
- Wockhardt Foundation

Call for Papers

- Please send abstracts (250 - 500 words) / full text paper in a .doc or .docx file format to renu.rawat@phdcci.in
- Short listing Process: A Review committee will screen the abstracts which will be subjected to a double blind peer review and be identified suitable for presentation
- All the papers will be subjected to plagiarism check and expert reviews, publication and presentation strictly on the basis of the same
- Presenting author/authors need to register for the Conference on the acceptance of their abstracts

Selected papers will be published in the refereed Journal / ISBN Book

Payments Options

Option 1: Kindly go to the following link for the payment by
Option 1: Option 1: Kindly click on the following link for the payment by Debit Card/Credit Card:-
https://www.phdcci.in/event-participate-form/?event_name=4911

Option 2: : Please send wire transfer payment through RTGS/ NEFT:-

Bank Name:	Bank of India
Branch:	Panchsheel
Branch Address:	7, Panchsheel Shopping Centre, New Delhi-110016
Account Type:	Current Account
Account No. :	602220100010035
IFSC Code No. :	BKID0006022
MICR Code No. :	110013023
SWIFT Code No. :	BKIDINBBNPL
PAN :	AAACP1438L

(Mention the name of the programme & mail UTR no to renu.rawat@phdcci.in)

Option 3: Option 3: Cheque/Demand Draft drawn in favour of "PHD Chamber of Commerce and Industry" payable at New Delhi to be sent to Renu Rawat (Mention the name of the programme and also email scanned copy to renu.rawat@phdcci.in):-

Payments Policy

- Registration fee is transferable but non refundable
- Registration must be done prior to the event
- Registration fee includes delegate pass, networking tea and business lunch on both the days

Important Timelines:

Abstract due:
10th July 2019

Review status (Abstracts):
15th July 2019

Full paper submission of selected abstracts:
20th July 2019

Full paper review and status:
25th July 2019

Camera ready paper:
5th August 2019

Paper Submission are optional not mandatory for participation

Registration fee (inclusive of 18% GST)

Corporate/ Development Sector Organizations

Rs. 2500 (Per Delegate)

Early Bird Registration
30th June 2019
Rs. 2000 (Per Delegate)

Academicians/ Research Scholars

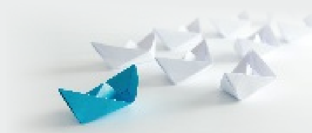
Rs. 2000 (Per Delegate)

Early Bird Registration
30th June 2019
Rs. 1500 (Per Delegate)

The fee does not include accommodation and travelling expenses

Themes for Paper Presentation

- Role of corporate in light of water crises, pollution and other externalities / diseconomies CSR and changing societies- internal migration, education and labors/workers health and rights
- Sustainability- forest rights, natural resources and environmental laws CSR-Building local infrastructure
- Sustainability- waste management and production efficiency Discretionary business practices and investments to support social causes to fight hunger and poverty Increasing awareness and concern to eradicate poverty and hunger (corporate social promotions)
- CSR of companies in improving the affordability of food for both customers and environment
- Companies initiatives of positive and conductive learning environment Sustainability in terms of environment protection



For additional information, please contact:

Dr. Jatinder Singh
Director, PHD Chamber
jatinder@phdcci.in;

Ms. Renu Rawat
Deputy Secretary, PHD Chamber
renu.rawat@phdcci.in

PHD CHAMBER OF COMMERCE AND INDUSTRY
PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi - 110 016
Phone: 91-11-26863801-4, 49545400 (Extn. 293 / 255) Fax: 91-11-26855450, 49545451

Scholastic Seed Inc.

global Journal of ENTERPRISE INFORMATION SYSTEM
www.gjeis.com

Certificate of Outstanding Contribution

awarded to

XXXXXXXXXXXXX

in recognition of the contributions made to the quality of the Magazine.

Publisher **Editor-in-Chief**

Scholastic Seed Inc.

global Journal of ENTERPRISE INFORMATION SYSTEM
www.gjeis.com

Certificate of Excellence in Reviewing

awarded to

XXXXXXXXXXXXX

in recognition of the contributions made to the quality of the Magazine.

Publisher **Editor-in-Chief**

Blockchain Federation of India [BFI]

Blockchain Federation of India is the primary and principal body of blockchain professionals in India. It was founded on 13th March 2019 by a few academician and Cyber professionals including its co-founders Col. Inderjit Singh Barara and Dr. Subodh Kesharwani which has now grown to be the national body representing blockchain professionals on a PAN India basis, in fact informally through social networking cites group exists from 2017 onwards. BFI is a non-profit professional meet to exchange views and information learns and share ideas. The wide spectrum of members is committed to the advancement of theory and practice of Blockchain and Technology Systems, Science and Engineering, Information Processing and related Arts and Sciences. The Federation also encourages and assists professionals to preserve truthfulness and aptitude of the profession and fosters a sagacity of partnership amongst members. Besides formulating the activities held at the chapters and student branches, the society will also conducts periodic conferences, seminars. The society will be in touch with various International bodies of blockchain for an international alliance.

BYLAWS OF BLOCKCHAIN FEDERATION OF INDIA

Blockchain Federation of India known for its acronym (BFI) is an Indian customized international organisation dedicated to raising digital competence standards in the workforce, education and society in blockchain perspectives. BFI have a certain vision and mission:

- To bring all block chain researcher and technocrats under one roof
- Formulation of Block chain Virtual university
- Developed Own Teaching Contents in Block chain

BLOCKCHAIN VIRTUAL UNIVERSITY

Blockchain Federation of India is an international organisation dedicated to raising digital competence standards in the workforce, education and society vis-à-vis blockchain. Our proposed certification programmes, delivered through an active network in multiple countries, enable individuals and organisations to assess, build and certify their competence in the use of blockchain tools to the globally recognized BFI standard, known as BFI worldwide. As a nonprofit social enterprise Blockchain Federation of India (BFI) benefits from the exclusive support of experts from national technical societies and partners international to enlarge vendor-independent standards which define the skills and knowledge required to use blockchain technology in actual fact. We work with education and training partners, local and regional authorities, national governments, international development organisations as well as public and private sector employers in all sectors, in the delivery of our programmes. The quality and reputation of BFI is built on years of expertise earned by it's founders and associated office bearers. Our accomplishment is maintained by our forthcoming innovation in certification programme development, our commitment to rigorous test design methodologies, and consistent adherence to our quality assurance standards. Blockchain Federation of India planning to support the initiatives of National Operators of the programme in various parts of world. All Blockchain Federation of India operations work closely with regional, national and local partners to develop the global network of BFI Accredited Test Centers.

BYLAWS OF THE BLOCKCHAIN FEDERATION OF INDIA

ARTICLE I. NAME

- The name of the Federation shall be the "Blockchain Federation of India", and it shall be incorporated as a nonprofit corporation in Republic of India with a Headquarter in New Delhi.

ARTICLE II. PURPOSE

- The purpose of the Federation shall be to promote Blockchain education through faculty development and to encourage that the teaching and learning \ related to blockchain implementation in various upcoming field.

ARTICLE III. RESTRICTIONS ON ACTIVITIES

- Section 1. No part of the earnings of the Federation shall inure to its members, officers, or other private persons, except that the Federation shall be authorized and empowered to pay reasonable compensation for services rendered in direct support of its purpose.
- Section 2. No part of the activities of the Federation shall be directed towards influencing legislation or intervening in political campaigns.

ARTICLE IV. MEMBERSHIP

- Section 1. The Board may establish and/or change the membership classes. The Board of Directors shall set the dues amount and the criteria for each class of membership.
- Section 2. All individuals who are members in good standing shall have the right to vote, hold office, and serve on committees. To be in good standing, a member must not be more than six months in arrears in his/her dues and financial obligations to the Federation. Individuals more than six months in arrears in their dues will be declared inactive, but retained on the membership rolls for an additional six months. Inactive members can reinstate their good standing by payment of current and all past dues.
- Section 3. Individuals whose dues are more than one year in arrears shall be dropped from the membership rolls.

ARTICLE V. OFFICERS

- Section 1. The Officers of the Federation shall be the President, President-Elect, Secretary, Treasurer, and the Immediate Past-President. The election procedure is as described in Article VII.
- Section 2. President & Secretary. The President and Secretary of BFI is the highest ranking officer of the Federation and are directly accountable to the membership and the Board. The President leads the Board of Directors as a chairperson and Secretary will be the Convener in development of the strategic goals and objectives of the organization and provides direction and leadership. The President serves as the Chair of the Board of Directors, Executive Committee and Annual General Meetings. A detailed position description, approved by the Board, shall be maintained on the Federation's website.
- Section 3. Immediate Past-President. In those years when a new President is elected, the current President assumes the office of Immediate Past-President. The Immediate Past-President remains in office until a new Immediate Past-President assumes the office. A vacancy in the office of Immediate Past-President cannot be filled by appointment. A detailed position description, approved by the Board, shall be maintained on the Federation's website.
- Section 4. President-Elect. The President-Elect is the third highest ranking officer of the Federation and shall support the President and secretary to advance the work of the Federation. At the end of the term, the President-Elect shall assume the office as President of the Federation. In the event that the President is temporarily unable to fulfill her/his duties to the Federation, the President-Elect may be appointed Acting President by the Board of Directors. If the President resigns or is unable to fulfill their duties for an extended period, the President-Elect shall become the President and a new President-Elect shall be elected by a majority vote in a special election of the Board of Directs within 30 days. A detailed position description, approved by the Board, shall be maintained on the Federation's website.
- Section 5. Secretary: The Secretary oversees the recording of proceedings of meetings of the Federation and the Board of Directors, and is responsible for the Federation's correspondence. A detailed position description, approved by the Board, shall be maintained on the Federation's website.
- Section 6. Treasurer: The Treasurer oversees the financial records of the Federation according to standard accounting practices, and, whether performed personally or through the Federation's administrative office, is responsible for safeguarding the Federation's funds. The Treasurer presents periodic reports on the financial status of the Federation to the Board of Directors and a full report to the membership at the Annual Federation Meeting. A detailed position description, approved by the Board, shall be maintained on the Federation's website.

ARTICLE VI. BOARD OF DIRECTORS

- Section 1. The Board of Directors shall be the principal governing body of the Federation. The Board of Directors shall consist of eleven (11) Directors plus four (4) Officers plus the Immediate Past-President, if the Immediate Past-President is not an elected Director. When the Immediate Past-President is not an elected Director, the Immediate Past-President would be an ex-officio member of the Board of Directors and the Executive Committee until a new Immediate past President assumes the office. In that capacity, the Immediate Past-President has a vote only to prevent a tie (so when an even number of Directors and/or Officers is present).

- Section 2. Directors shall be elected for a three (3) year term. The terms shall be staggered and at least three (3) seats will be elected annually. Directors may not be elected to serve consecutive terms but may be reelected after an absence of one year. The election procedure for Directors is described in Article VII.
- Section 3. The Board shall meet quarterly, or more often if the need arises, at the call of the President or at least three members of the Board. Board meetings may be held in person, by teleconference, or other electronic means. A proposed agenda and supporting materials shall be made available to Board members prior to a Board meeting.
- Section 4. A quorum shall consist of one more than half the current number of Board members and must include at least two members of the Executive Committee.
- Section 5. In the event a vacancy occurs on the Board in a Director position, the President shall, with the approval of the Board, appoint a member to fill the vacancy. These appointed members shall serve out the term of the individuals they replace on the Board. The new Director shall complete the term of the former Director and shall be eligible for reelection if the remaining term is less than two years. Individuals joining the Board of Directors by appointment as a Director shall not serve more than three consecutive years in that office as a Director in addition to the partial term they served as replacement. In the event a vacancy occurs in an Officer position, the Board will immediately elect a new officer to that position in accordance with Article VII. The elected member takes office immediately, shall serve out the term of the individual she or he replaces as an Officer and will still be eligible for one complete term (of two years) in that same Officer position in addition to the partial term she or he served as a replacement.
- Section 6. With the approval of the Executive Committee, the President may recommend that any Board member be removed from office by the following procedure: 1) reasons for the proposed action must be provided in writing to the member, 2) the member shall have 60 days in which to represent themselves at a meeting of the Board, 3) a two-thirds vote of the current number of Board members shall then decide.

ARTICLE VII. NOMINATIONS AND ELECTIONS

- Section 1. Nominations. The Nominating Committee shall on or before January 25th submit to the Federation Manager a list of candidates for each position subject to election in that year. The names of these individuals, and other such supportive materials as deemed appropriate by the Nominating Committee, shall be posted to the Federation's website on or before February 1. The Federation's administrative office shall mail or fax a copy of these materials to those BFI members who have previously indicated they do not have Internet access. Between February 1 and February 15, members may petition for additional candidates to be added to the ballot. Such nomination petitions may consist of either a single document or separate letters. To be nominated by petition, each candidate must have the support of at least 15 BFI members in good standing. All petitions and letters must be addressed to and received by the Federation Manager on or before midnight (IST) of February 15.
- Section 2. Elections. On March 1, a secured, electronic ballot shall be activated on the Federation's website, along with instructions for electronic voting. All ballots must be electronically submitted to the website on or before midnight (IST) March 15 to be counted. Results shall be posted to the Federation's website by April 1. A plurality of the votes cast is needed for election. In the event of a tie, the election shall be decided prior to April 1 by a majority vote of the current number of Board members.
- Section 3. Newly elected Directors will assume their office at the conclusion of the Federation's annual meeting.
- Section 4. The Officers (of the Federation President, President-Elect, Secretary and Treasurer) shall be elected by a majority vote of the Board of Directors by electronic vote before December 15th, and assume their duties on January 1st. If the elected Officer is a current Director, the newly elected Officer must resign as a Director before assuming the role as an Officer. Officers serve a two-year term of office, and may not serve consecutive terms. However, they may be reelected to the same office after an absence of one year. An Officer may be elected to a different position on the Executive Committee immediately following his/her current term. There is no limit on the number of times an individual may serve as an Officer. The President-Elect, Treasure, and Secretary shall be elected by the Board of Directors as described in Section 5 below. Officers may be removed by a two-thirds vote of the entire membership of the Board of Directors.
- Section 5. Nominations for Officers. In the year the Officers are to be elected, a special Officer Nominating Committee will be formed, composed of the Immediate Past-President, President-Elect, two members from the BFI Nominating Committee (elected by the Nomination Committee) and one current Director

(elected by the Board of Directors). No committee member can be a concurrent candidate for an Officer position. The special Officer Nominating Committee shall on or before November 1st submit to the Federation Manager a list of candidates for each Officer position. Candidates must be BFI members in good standing. The names of these individuals, and other such supportive materials as deemed appropriate by the Nominating Committee, shall be posted to the password protected Board website on or before November 7th.

- Section 6. If a conflict arises concerning elections of Directors or Officers, the current Chair of the BFI Nominating Committee and 2 recent Past Presidents will be appointed to resolve any conflicts.

ARTICLE VIII. STANDING COMMITTEES

- Section 1. Membership and Term of Service. Standing Committees are defined in these Bylaws of BFI and can only be removed or redefined by majority vote of the membership. Other committees may be created by the Board to serve specific duties important to the organization
    - Chairs of Standing Committees, except the Executive Committee, are nominated by the President and approved by the Board. They serve three-year terms until the close of the next Annual Business Meeting and may be reappointed.
    - Members of Standing Committees, except the Executive Committee, the Professional Development Committee and the Nominating Committee, are appointed by the committee Chair, who will notify the Board of all committee membership changes. All appointed members shall serve one-year terms until the close of the next Annual Business Meeting and may be reappointed.
- Section 2. Executive Committee. The Executive Committee, which consists of the Officers, shall make decisions and take actions on behalf of the Board in between Board meetings. The President shall call meetings of the Executive Committee.
- Section 3. Nominating Committee. The Nominating Committee shall be responsible for determining a suitable group of candidates for election to the Board of Directors. It shall consist of five members who are neither current members of the Board nor current Committee Chairs. They may not be current candidates for the BFI Board. The President shall appoint a Chair plus two members with the approval of the Board of Directors. Two members shall be nominated and elected by the membership at the Annual General Meeting.
- Section 4. Professional Development Committee. The Professional Development Committee shall be responsible for recommending the overall scientific and educational programs of the Federation to the Board. Membership will include the current BFI President, President-Elect and Chairs of the Publications Committee and of other Committees with missions relevant to professional development activities, as determined by the Board.
- Section 5. Publications Committee. The Publications Committee shall be responsible for oversight and management of all publications of the Federation. They will work in concert with the Editorial Board of the Federation's journal.
- Section 6. Membership Committee. The Membership Committee shall be responsible for evaluating the needs of the membership and recommending appropriate ways to meet those needs. The committee will develop methods and programs for active membership recruitment and retention.
- Section 7. Finance and Organizational Development Committee. The Finance and Organizational Development Committee shall assist the Treasurer, who shall serve as Committee Chair, in maintaining the financial health of the Federation, including preparation of the annual budget. It will also be responsible for pursuing appropriate federal, foundation, corporate, and private funding to support the work of the Federation. The Committee shall be chaired by the Treasurer.

ARTICLE IX. MEMBERSHIP MEETINGS

- Section 1. Annual General Meeting Time, Place, and Purpose. The Annual General Meeting of the Federation shall be held at such time and place as may be selected by the Board of Directors and stated in the Notice of Meeting. The Annual General Meeting shall include the transaction of such other business as may properly be brought before the membership.
- Section 2. Notice of Meetings. The Federation Manager shall give notice of all Federation meetings stating the place, day, and hour of the meeting and, in case of a Special Meeting, the purpose for which the meeting is called. Such notice of special meetings shall be not less than ten or more than fifty days before the date of the meeting. Notice of the Annual General Meeting is to be given no later than the prior Annual General Meeting.
- Section 3. Quorum. A quorum for transaction of business shall be not less than 10% of the total membership in good standing.
- Section 4. Voting and Representation. Each member who is present shall be entitled to one vote at all BFI meetings. A membership roll showing the list of members as of the record date, certified by BFI's Secretary, shall be produced at any meeting of the members upon request. All persons appearing on such membership roll shall be entitled to vote.

ARTICLE X. AMENDMENTS

- Section 1. Amendments of the bylaws may be proposed by a majority of the Board of Directors or by a petition, sent to the Secretary, bearing the signatures of at least 15 members in good standing.
- Section 2. Notice of proposed amendments, shall be posted to the Federation's website on or before March 1. The Federation's administrative office shall mail or fax a copy of these materials and the slate of nominees, described in Article VII, Section 1, to those BFI members who have previously indicated they do not have Internet access. On April 1, a secured, electronic ballot shall be activated on the Federation's website, along with instructions for electronic voting. The Federation's administrative office will mail or fax a ballot containing the proposed changes and the slate of candidates, described in Article VII, Section 2, to those BFI members who have previously indicated they do not have Internet access. All ballots must be electronically submitted to the website or received in the post by the Secretary on or before midnight (IST) of April 30 to be counted. The Secretary shall tally the votes and send the results to the Federation Manager for posting on the Federation's website by May 15.
- Section 3. In the event of an urgent requirement for an amendment, the Board of Directors, by a two-thirds vote, may authorize posting a proposed amendment to the members at any time. Notice of proposed amendments shall be posted on the Federation website for a 30-day period prior to balloting. At the end of the posting period, a secured electronic ballot shall be activated on the Federation's website, along with instructions for electronic voting. The Federation's administrative office shall mail or fax appropriate information and a ballot to those BFI members who have previously indicated they do not have Internet access. All ballots must be electronically submitted to the website or received in the post by the Secretary within 30 days of the opening of balloting. The Secretary shall tally the votes and send the results to the Federation Manager for posting on the Federation's website.
- Section 4. All amendments of the bylaws require an affirmative vote of two-thirds of the members in good standing who submit valid ballots.

ARTICLE XI. INDEMNIFICATION

The Federation shall defend and indemnify any qualified person against any threatened, pending, or completed legal action resulting from actions taken in good faith on behalf of the Federation. Qualified persons shall be present and former officers, employees, and officially elected or appointed members of boards, councils, committees, and other components of the Federation.

Indemnification will not be provided to any person who shall be adjudged in a legal action to be liable for negligence or willful misconduct in the performance of duty, or when such person did not reasonably believe that the action was within the law and in the best interests of the Federation.

Indemnification shall cover cost of defense and any judgments, fines, and amounts paid in settlement actually and reasonably incurred by a qualified person, up to a limit of one-million dollars in any single case except in circumstances expressly prohibiting such limitation under the law. Such indemnification shall be in accordance with the established policy of the Federation.

ARTICLE XII. OTHER PROVISIONS

- Section 1. The fiscal year of the Federation shall be on a calendar year basis (1st April to 31st March).
- Section 2. The Federation shall be governed Income tax rules of Order, as currently revised. In case of a conflict between Rules of Order and these bylaws, the bylaws shall take precedence.

ARTICLE XIII. DISSOLUTION OF THE FEDERATION

In the event of the dissolution of the Federation, the Board shall give all its assets to one or more nonprofit, tax-exempt organizations. If the Board cannot decide, the decision shall be made by the applicable Court in the Union territory of Delhi, India

ARTICLE XIII: MODE OF OPERATION & SIGNING AUTHORITY

Founder President and Secretary will be the whole time signing authority and operates banking transaction physically & virtually jointly

Col. Inderjit Singh Barara
President

Dr. Subodh Kesharwani
Secretary

Copyright form

Please complete and sign this form and send it back to us with the final version of your manuscript. It is required to obtain a written confirmation from authors in order to acquire copyrights for papers published by GJEIS a quarterly international periodical.

Full Name and Surname			
Title	Dr./ Mr./ Ms./		
Organisation			
Address			
Postal code		City	
Country			
Mobile with Country code			
Fax /landline			
E-mail			
Paper Volume, Issue & Year	Volume-10, Issue-4, Oct-Dec, 2018		
Paper Title			
Authors			
Paper Pages			

Copyright Transfer Statement

The copyright to this article is transferred to GJEIS an international periodical and its Publisher Scholastic Seed Inc. & KARAM Society if and when the article is accepted for publication. The undersigned hereby transfers any and all rights in and to the paper including without limitation all copyrights to GJEIS. The undersigned hereby represents and warrants that the paper is original and that he/she is the author of the paper, except for material that is clearly identified as to its original source, with permission notices from the copyright owners where required. The undersigned represents that he/she has the power and authority to make and execute this assignment.

We declare that: This paper has not been published in the same form elsewhere.

1. It will not be submitted anywhere else for publication prior to acceptance/rejection by this periodical.
2. A copyright permission is obtained for materials published elsewhere and which require this permission for reproduction.

Furthermore, I/We hereby transfer the unlimited rights of publication of the above mentioned paper in whole to GJEIS. The copyright transfer covers the exclusive right to reproduce and distribute the article, including reprints, translations, photographic reproductions, microform, electronic form (offline, online) or any other reproductions of similar nature.

The corresponding author signs for and accepts responsibility for releasing this material on behalf of any and all co-authors. This agreement is to be signed by at least one of the authors who have obtained the assent of the co-author(s) where applicable. After submission of this agreement signed by the corresponding author, changes of authorship or in the order of the authors listed will not be accepted.

Yours Sincerely,

Date: ……………………………………. Place: …………………………

Corresponding Author's Full Name ………………………………………………………………………………………

Signature………………………………………………

Co-Author's Full Name…………………………………………………………

Signature………………………………………………

Co-Author's Full Name…………………………………………………………

Signature………………………………………………

Scholastic Seed Inc.
e-Publishing Aggregator & Periodical Mentor

SUBSCRIPTION FORM

Blockchain Federation of India

Mr ☐ Mrs ☐

Last Name: ....

First Name: ....

University/Organization/Company: ....

....

Address:...

....

E-mail: .... **Telephone:** (__)...............................

Complete Invoice Address (i.e your University/Organization/Company):

....

....

....

Subscription Fees

Country	Indian Membership			Corporate Membership		
Year	One Year	Two Year	Three Year	One Year	Two Year	Three Year
National	₹ 1800	₹ 4000	₹ 6000	₹ 50,000	₹ 1,00,000	₹ 2,00,000
International	$120	$ 200	$300	$1000	$ 1500	$2000
Membership years run 1st January to 31st December of every year						

Please check appropriate registration fee for BFI:

Student BFI Member ☐

Student Non BFI Member (includes 1 year membership) ☐

Senior/Industry BFI Member ☐

Senior/Industry non BFI Member (includes 1 year membership) ☐

PAYMENT METHOD

Payments should be made by bank transfer at:

Bank Name	:	IDFC Bank
Bank Account No.	:	0020469746
Payment Favouring	:	Scholastic Seed Inc.
IFSC Code	:	020102
MICR Code	:	110751003
Account Branch	:	New Friends Colony (NFC)

For inquiries, please contact Scholastic Seed Inc.

TEN YEAR CELEBRATION

WE JUST WANT TO SAY...
THANK YOU!

10 Incredible Years of GJEIS 2009-2019

To,

Prospective Contributors & Researchers
Global Journal of Enterprise Information System
Peer Reviewed/Refereed/ Quarterly

Dear Mam/Sir,

2019 is really a benchmark for the GJEIS Journal as it had completed the ten year service of serving the researcher and facilitates learning by and large in totality. GJEIS published four times annually (January, April, July, and October). Accordingly, 40 issues have been published in the first 10 years. GJEIS is a methodological journal that focuses on articles about mixed methods research across the Enterprise, Information & System. GJEIS is also an international and multidisciplinary journal that publishes manuscripts in two various categories: methodological/ theoretical papers and original empirical studies. Although there are other methodological journals that publish mixed methods studies, GJEIS focuses exclusively on mixed methods research and solicitants different types of article in GJEIS Journal which mainly focuses on research issues in the EIS and IT related areas.

1. Empirical Research Papers (ERP) report on completed EIS research that complies with rigorous scientific standards. ERP present original results of completed research studies with the aim of obtaining feedback from fellow researchers. [Limit 16 Pages]

2. Theme Based Papers (TBP) are short papers that present the design and preliminary results of ongoing EIS research studies with an endeavor of obtaining early feedback and further guidance from experts and peers. TBP will be evaluated using the same academic standards as regular research papers (except for completeness requirements). [Limit 12 Pages]

3. Case Study Based Papers (CSBP) describes real-life experiences with EIS that authors wish to share with fellow practitioners and EIS researchers. They focus on problems and solutions in specific contexts. Their aim may be to help other practitioners facing similar problems or to solicit help and possible solutions from other practitioners (or EIS researchers). [Limit 10 Pages]

4. Review of Literature (RoL) aim is to review of the suitable "literature" (books, journals, magazines, URLs, Videos) discussing the topic one want to investigate. It discusses modus operandi and mechanism that are apposite for investigating the subject matter just a simple summary of the sources, but it usually has an organizational pattern and combines both summary and synthesis with intent to explore gap. Objective behind creating this type of phenomenon in GJEIS is to give grassroots researcher a roof to synthesize and weigh up the guiding notion of research questions. [Limit 8 Pages]

5. View Point (VP) is a situation for which something is pragmatic or considered as a point of view. The purpose of VP is to share different views about the IT related products and what individual think about that. [Limit 6 Pages]

6. Research Thought (RT) can refer to the opinion or arrangement of research ideas that effect from thinking, the act of producing thoughts on diverse interdisciplinary collaborative research areas or tools with which researcher can formulate it's research paper, choose a method for undertaking a study, write up for findings and discuss the outcomes in a discussion section. In this head author can throw a light on various research tools which can be helpful in formulating a research paper. [Limit 5 Pages]

7.	Student Research Initiatives (SRI) is a research initiative by a grass-root researcher and technocrats. This head facilitate students/learners to pursue independent academic and imaginative effort and engage in research under the supervision of a faculty mentor with an intention to heighten student research as a means of collaborative learning, critical thinking and the establishment of knowledge. [Limit 12 Pages]
8.	Dissertation Snapshot (DS) is an excerpt from a researcher's own thesis or dissertation which had been previously published or submitted in the form of research project or its own doctoral work. The rationale is to raise the curtain on an application and thought used by researcher in a brief manner with an intention to promote the future researchers to sequel their thoughts. [Limit 10 Pages]
9.	Questionnaire Format (QF) A new philosophy called "Questionnaire Format" had been introduced, in which we are going to publish distinguish questionnaires that navigates the usefulness of it in building research and how to communicate with the respondents. The rationale behind introducing this QF is to give a glimpse about the structure and the pedagogy. QF on the other hand provides a niche to grass-root researcher about their various thoughts related to preliminary research and facilitates them in linking with a respective research papers which the researcher had visualize or going to plan in a coming future. This is a new inventiveness under the GJEIS Academic Social Responsibility (GASR) and would be complimentary/charitable in nature. [Limit 5 Pages]
10.	Book Review (BR) is a literary criticism in which a book is analyzed based on content, style, and merit. BR can be a primary source opinion piece, summary review or scholarly review. Books can be reviewed for printed periodicals, magazines and newspapers, as school work, or for book websites on the internet. A book review's length may vary from a single paragraph to a substantial essay. Such a BR may evaluate the book on the basis of personal taste. Reviewers may use the occasion of a book review for a display of learning or to promulgate their own ideas on the topic of a fiction or non-fiction work. [Limit 3 Pages]
11.	Biographical Note of the Luminary in an Area of IS. We as per our culture acknowledge in every issue a great leader, Entrepreneur, Technocrats, Academician etc., who contribute a lot to a society in an area of IS. [Limit 2 Pages]
12.	Great Enterprise Contribution to Society in Information System Perspectives deals with those enterprises contributing a lot to the society, and considering themselves a wizard in the field of Information System, we publish their profile, with the intention that their creation/contribution would be viewed and duly appreciated by the corporate and academics, all-around the globe. The purpose behind this is to broadcast the most visually powerful, immersive and engaging rich media applications on the Web. [Limit 2 Pages]
13.	Award is something given to a person or a group of people to identify their fineness in a definite field especially in an area of EIS, it is rather a certificate of excellence for their contribution in academia or in a corporate world. This start throws a light on an entity or a gamut of researcher who had been honored for their extra ordinary input. [Limit 2 Pages]
14.	Homage means great respect and tribute, or something done to honor a person. We in GJEIS pay homage to our ancestor's and say prayers in admiration to their memory which includes academicians, technocrats and great thinkers. The special respect would be shown publicly by sharing their achievements and contributions in writing which includes images, excerpts, testimonials, write-up, etc. [Limit 2 Pages]

About New Submission Policy (NSP) 2019

The NSP-2019 consists of following features:

1. Paper will be strictly submitted online at : **www. gjeis.com**

2. Priority would be given to pure empirical article which revolves around first hand information and backed merely by primary data collection will be accepted promptly as these article uses data based on actual observation or experimentation during formulation.

3. It is mandatory for Indian authors to submit research article along with a foreign co-author as a first author or corresponding authors due to journal global in nature characteristics and its wide international presence and listing in various directories across the globe. The submission by the foreign authors will fulfill the global mandate of journal and facilitate in listing and enhanced impact factor in future course of action. Though the journal have been listed in various directories and had a good impact factor but we expect in 2019 to be listed in few leading indexing.

4. There will be a waiting time of minimum **12 months** from the date of submission i.e. April 2019, as paper require rigorous review by **3 internal reviews** from India and **3 blind reviews from outside India** based on the subject expertise and themes.

5. From April 2019 we are putting a Reviewer comment in a Paper under Category Called: Anonymous Reviewer-1, Anonymous Reviewer-2, and Anonymous Reviewer-3. Though tracking record from Submission to online first would depict with various dates in a paper. Visit sample article and reference style. Journal also publishes a similarity index detail of ithenticate plagiarism report at the end of an article.

Paper Code (DOI): $$$$$ **Originality Test Ratio:** @@%; **Submission Online:** DD-MM-YYYY; **Manuscript Acknowledged:** DD-MM-YYYY; **Originality Check (ithenticate):** DD-MM-YYYY; **Peer Reviewers Comment:** DD-MM-YYYY; **Double Blind Reviewers Remark:** DD-MM-YYYY; **Author Revert:** DD-MM-YYYY; **Camera-Ready-Copy:** DD-MM-YYYY; **Editorial Board Citation:** DD-MM-YYYY; **Published Online First:** DD-MM-YYYY

---

6. Corporate/Institution who take the GJEIS annual subscription will get a 4 complimentary publication in a year of their employees and faculty

7. Certificates for Article Publication and Reviewers effort would be endorsed and acknowledged with a separate certificate and exclusively send by the Research & Academic Management Society and Scholastic Seed Inc.

8. Form will be submitted with a new link using Google form link available on a GJEIS portal.

9. One indicator of GJEIS's kudos is the impact factor of 2.219 which is coming up gradually due to peer review procedure followed by journal. GJEIS an inaugural impact factor of 2.219. Regarding the topics examined in these editorials, the reflections are about diverse issues: research questions, perspectives, training, data analysis, paradigms, integration, and challenges for mixed methods research, among others. Moreover, some editorials examine the same topic. Thank you for the ten noteworthy years of tenderness, acquaintance, and hold up. We enormously couldn't have made it without you, nor can we catch the next steps without your backing. I hope you'll keep holding us to high standards, and telling us when we've congregates your expectations and when we've let you alongside.

10. Fast Track Publication (FTP) will be enabled for Indian Author with a complimentary subscription of one year either by the Research Institute. Reviewers and other compliance will be managed by the editorial office on a priority basis and paper published in a same quarter if fulfill the eligibility and able to adapt suggestion by a blind reviewers.

11. FTP consist of a features like "Online First" in which article published in a fast track basis and uploaded online without the Volume and Issue date and automatically transfer to the routine forthcoming issue. www. gjeis.com

Subodh K. Kesharwani

Editor-In-Chief
Notified Tenure 2018-2020

Fast Track

www.gjeis.com

FTBS

Fast track journals are crucial for research articles that are amazingly noteworthy and necessitate essential propagation, or where there is a funding policy raison d'être for urgent publication. Fast-track peer review prioritizes a manuscript and decreases its publication time. GJEIS offers this opportunity by fast tracking as just speedy review and quick publishing. When a paper is marked for fast track during submission line www.gjeis.com it is recurrently reviewed and a publication decision is made swiftly. Fast tracking might also shrink the amount of time allocated for peer review and editing as it will parallel send to blind and peer reviewer and constantly dedicated publishing team would be allocated simultaneously. It typically cuts the overall publication time by at least one-third.

GJEIS have developed fast-track peer review options to restrain some of the needless instance that lapses between a manuscript being submitted and its periodical. GJEIS Fast Track Publication service which better known as FTBS is an **"optional service"** which provides author a platform to publish their papers in **just 9 weeks**, usually a journey time from submission to publication takes 12 Months. The purpose of creating **FTPS** is to facilitate the author in publication of their paper in a prescribe time frame and do all the process in a fast track mode without compromising with quality. There are certain prerequisites which are mandatory to include under FTPS:

- ✓ Article should be Plagiarism Free and pass the Originality Test by http://www.ithenticate.com (Prevention Plagiarism tool) with similarity test index below (10%)
- ✓ Expedited review will be offered, on request, for submitted research articles after the editorial board consist of 5 members approved.

GJEIS has started a non-compulsory speedy examination for fast-track publications to draw attention to noteworthy developments in the various fields of the academic research without compromise with superiority. GJEIS goal is to endow with the research group of people with rapid and on the spot entrée to freshly completed research works in a variety of research vicinity that are speedily developing with great impending impact. The research community as a whole advantageous from the realism that primary edge research is made reachable to a extensive audience more punctually. Kindly note that we acknowledge a limited number of the article under fast track in one quarter due to it's frequency and further email journal's primary contact for the inquiry. After receiving express review request for the article, we will tell to our contributor in a week time whether we can offer rapid review for the submission or not. If we decide not to we may offer to think about your paper either in the normal mode or provide you date from when we can consider it under rapid review.

FASTTRACK
Publication Service

There are certain amount attracted by the author if they avail this FTPS service, which is not pre-decided but based on the article creditability and its testimonial, nonetheless it takes into contemplation the following cost levied:

1. Fast track Plagiarism check Cost
2. Suggest method to rectified plagiarism and facilitating the same
3. Facilitate in reviewing the article by the in-house team of experts and 6 subject expert reviewer (3 India & 3 Abroad)
4. Research Orientation by the subject expert and help in connecting and navigating
5. Subscription Cost of a Journal both Print & Online
6. Given the number of high quality submissions and the associated production costs, we are only able to grant a limited number of FTPS waivers and discounts, with priority given to some first generation students residents.

Waiver from Cost Occurred under FTPS

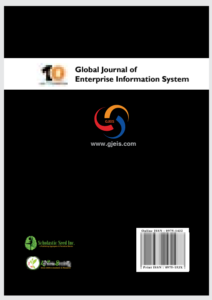
- If the Editorial Board thinks that the submitted articles are exceptional in nature and sound good amount of research then to facilitate and acknowledge the author, editorial board automatic initiate waiver partially or fully by exempting fees levied under FTPS. Thus these academic responsibility initiatives would facilitate in safeguarding the author in newly developed concept.
- Article having Zero% Plagiarism checked by iThenticate a plagiarism detection service with a research orientation automatically comes under waiver list and published within 9 Weeks from the date of Submission or generation of DOI from Crossref USA www.gjeis.com

Note

This facility is an optional service, hence the price quote would be based on article-to-article and would be intimated by the editorial office depend on the submission and subject to aforementioned points under waiver list

Disclaimer

GJEIS is a Peer Review restricted access subscription base Research Journal started in a year 2009 and does not charged any fees or Article Processing Charges(APC) from the author during or after publication. Fast Track Publication service (FTPS) is an optional service which had been originated to facilitate the submitter to reduce the time-frame and helping in strengthen their rights.



What will happen if you don't involved an aggregator and publishing mentor like scholastic seed?

- If you will involve your own intellectual capital in whom you're spending lucrative amount per month. The in-house team will not commit fully due to other obligation and teaching assignment. On the other hand Scholastic team facilitate in doing your job from underneath to pinnacle with the same cost and do some add-on like applying Algorithm and Citation, mentoring of in-house team in the same institution at later stage and make this e-publishing auto mode with a span of time.

How the Credit ability of an institute deteriorated without periodicals

- As we know that Institution creditability would be judged on the basis of the periodicals they published as these periodicals such as newsletters, journals, magazines, annual reports, etc are their front face and if these front face are digitally equipped it would be definitely a win-win stage for the students and the institutions and further by adding a feather in a cap.

Why there is a need of Online Periodicals

- Free access • Self-archiving • Repository • Author foot fall • Pre or post publication irrational fear Eradication

DO's AND DON'T

- Digital Publication is as good as print publication
- Always Prefer Open Source Journal and Digital Format as it circulate fast and perpetual in nature.
- Have a Digital Object Identifier (DOI)
- Have a good team of editorials and reviewers
- Google Scholar and Citation is an important ingredients for choosing a journal
- Scopus, ICI, WoS and UGC Listing is a parameter to select journal
- Always check the H-index of an author
- Know the Impact factor of journal before Publishing an article
- Check the Ethical issue and Privacy Policy of the journal
- Frequency and consistency would be an important ingredient to judge the creditability

- It is suggested to an editor not to publish anything without Originality check
- Don't Prefer Pay and Print Model

Services

How Scholastic Seed Involved with institution in E-publishing and Journal making

- Website Creation includes coding in PHP and SQL Database Ready-to-Run Software with a Source code right transfer model.
- Sub-domain and hosting on a pro-rata basis (domain and hosting will be given to the respective institute with an ownership transfer)
- Digitalizing the Content Electronically and Uploading on Web (Frequency: Monthly, Quarterly, Bi-annually & Annually)
- Online tracking of articles submitted.
- Online manuscript submission.
- Updates about your manuscript delivered via e mail and SMS.
- Blind Peer-Reviewed Format and pedagogy to accomplish
- Facilitate in Papers abstract/indexed by all the major scientific indexing services.
- Aligned with various Impact Factor agency
- Converting Text into PDF and Final Camera Ready Shape(CRC)

- Call For Paper Arrangement of Article Plag Check, Interaction with Author, Proof Reading
- Other Indexing would be done by the society/ Scholastic Seed Inc. time-to-time, but other expenditure incurred would intimate and levied accordingly if charge by the agency on time-to-time basis.
- Process for Both eISSN and ISSN and Documentation
- Facilitate in Getting RNI No. From Registrar Of Newspapers For India

CYBER NOMICS

CYBERNOMICS is being published as a co-published peer-reviewed magazine by KARAM Society and Scholastic Seed Inc. The subjects covered by the magazine are IT linkages in business and management and others field related to cyber and its economics fields. It also covers many aspects in Information System and related areas which are burgeoning. The Magazine provides an international forum for the exchange of ideas, principles and processes concerning the application of diverse topics of Cyber to organizations, institutions and the world at large. CYBERNOMICS considers research submissions in several categories but revolves around Cyber threats, Security remedies, etc.

CYBERNOMICS magazine aims at achieving the growing demands for understanding and addressing issue pertaining to real-worlds Cyber-Attacks, Cyber Threats, Cyber threat Intelligence, Cyber Warfare, Cyber Terrorism, Darknet and Crypto Currencies and threats to information infrastructures critical to the national security of country.

The magazine publishes articles and reviews in the areas including, but not limited to:

- Cyber Threats
- Cyber Warfare
- Darknet and Darkweb
- Cryptography and its applications
- Network and critical infrastructure security
- Hardware security
- Software and System security
- Cybersecurity data analytics
- Data-driven security
- Adversarial Reasoning
- Malware Analysis
- Privacy-enhancing technologies and anonymity
- IoT Security
- Blockchain Security
- Cryptocurrencies
- Machine Learning
- Big Data Analytics
- Artificial Intelligence

Managing Editors

Col. Inderjit Singh Barara | Dr. Subodh Kesharwani

Global Journal of Enterprise Information System

GJEIS Indexing till 2018

GJEIS in collaboration with Scholastic Seed Inc. and KARAM Society, publishes a new peer-reviewed open access e-journal in Enterprise Information System (EIS) areas of business which covers IT linkages in business, finance, marketing, management, organizational behaviour, buyer behaviour and other relevant fields. It also covers many aspects in Information System and related areas. The journal provides an international forum for the exchange of ideas,principles and processes concerning the application of diverse topics of EIS to organizations, institutions and the world at large. GJEIS considers research submissions in several categories but revolves around three buzzwords Enterprise Information and System Journal takes into consideration professional plagiarism detection and prevention technology for it's scholarly publication and research article in order to ensure the originality of written text before publication. The GJEIS receives submissions only through it's journal website www.gjeis.com. The journal has a very good impact factor and is listed and indexed in almost fifty directories and libraries all around the globe. GJEIS is also a scholarly publisher that uses services of Crosscheck offered by CrossRef, USA and facilitated by iThenticate software. The journal had implemented a Search Engine Optimization (SEO) and web analytics dedicatedly for it's online portal to provide glimpse about the articles having highest citation. GJEIS is also associated with International DOI Foundation (IDF) USA. GJEIS is also concomitant of Publsher International Linking Association, Inc (PILA) a not-for-profit membership organization. USA.

crossref	ISI International	iThenticate	ProQuest	EBSCO	Ulrichsweb	Western Libraries	SSRN
Google scholar	SPARC	DOAJ	SciVerse	doi	Cabell's Directories	Index Copernicus	DRJI
J-Gate	Engineering Village	GIF	Research Bible	Genamics	CiteFactor	WorldCat	NewJour
	The European Library	Inno Space	OCLC	figshare	Site in SEO	brandigg.de	Central and Eastern European Online Library
CiteSeerX	Web of Science	digital library	SCI Science Citation Information	International Journal of Scientific Research	PKP Public Knowledge Project	cc	SJR

EIS Strategy for Implementation of Contemporary Technological thought Omnipresent in a present State-of-Affairs

TEN YEAR CELEBRATION

Global Journal of Enterprise Information System

GJEIS

www.gjeis.com

Online ISSN : 0975-1432
Print ISSN : 0975-153X

Scholastic Seed Inc.
e-Publishing Aggregator & Periodical Mentor

Karam Society
Since 2009 in Academic & Research