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Dr. A.P.J. Abdul Kalam Technical University,  
Lucknow

***International Conference***

**on**

**“EMERGING ROLE OF LEADERSHIP, VALUES AND ETHICS**

**in**

**ORGANISATIONAL DEVELOPMENT”**

**Friday & Saturday 05<sup>th</sup> & 06<sup>th</sup> October 2018**

**Conference Proceedings**

**Editor's :  
Dr. Mani Tyagi  
Dr. Ranchay Bhatija**



**KIET**  
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## **INTERNATIONAL CONFERENCE**

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Dr. A.P.J. Abdul Kalam Technical University,  
Lucknow

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**KIET School of Management**

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## **Message from Patron**

**Dr. (Col) A Garg**

**Director KIET Group of Institutions, Ghaziabad, India**

It gives me immense pleasure in writing this foreword for the proceedings of *the “Third International Conference on Emerging Roles Of Leadership, Values And Ethics In Organisational development” sponsored by Dr Abdul Kalam University, Lucknow* being organized by the KIET School of Management (MBA), KIET Group of Institutions, Ghaziabad during October 5<sup>th</sup> & 6<sup>th</sup> 2018.

It is difficult to imagine an “Accepted Leader” without strong value system and ethics integrated in to his personality. The role of a leader is becoming increasingly complex in today's environment wherein he must also look after the personal growth or aspirations of his employees. I find the conference theme to be extremely relevant the way organizations are fast developing around the globe.

I am pleased to note that researchers from various Institutes/ Universities and Industries from different parts of the country and abroad have presented their research papers on various fronts. I am sure that this conference would greatly benefit researchers, students and faculty. Young scientists and researchers will find the contents of the proceedings helpful to set roadmaps for their future endeavours.

I take this opportunity to wish you all a great success of the International Conference.

## **Message from Director-Admin**

**Dr. Manoj Goel**

**Director Admin KIET Group of Institutions, Ghaziabad, India**

Since ancient times, throughout the world, conferences, seminars and discussions have been in the centre stage of academicians. Conferences provide a platform for discussion over the new research findings and scientific concepts and issues. They are thought provoking, illuminating and research triggering. These help the participants to learn, understand and interact with others.

***“Third International Conference on Emerging Roles Of Leadership, Values And Ethics In Organizational development ” sponsored by Dr Abdul Kalam University, Lucknow*** being organized by the **KIET School of Management (MBA)**, KIET Group of Institutions, Ghaziabad during **October 5<sup>th</sup> & 6<sup>th</sup> 2018**. The events shall help to exchange the ideas, compare our work with others and to identify the inadequacies and gaps in our perception. The upcoming researchers shall be able to acquire innovative ideas.

I am highly indebted to Dr. A.P.J Abdul Kalam Technical University, Lucknow, ever encouraging Management of KIET GROUP OF INSTITUTIONS, my hard-working faculty and my students for their co-operation in creating this opportunity. I hope the conference shall motivate and benefit everyone and wish all the success for above conference.

## **Message from the Conference Chairman**

**Dr. K.R. Chaturvedi**

**HoD, KIET School of Management, Ghaziabad, India**

It gives me immense pleasure to share that KIET School of Management is organizing its 3<sup>rd</sup> International Conference on “Emerging role of Leadership, Values and ethics in organizational Development. We are extremely thankful to Dr. APJ Abdul Kalam Technical University, Lucknow for sponsoring this conference. In this regards we have received several papers from International Universities as well as from National University/ Institute of repute.

The theme of conference is highly attractive and most important for organization to be effective. Though the leadership phenomenon is not new rather it is as old as human civilization. We know that leadership role is a pillar for the success of any organization at any point of time. But the question comes to the mind whether the leaders need to be ethical for the organizational development. Let us look at our epics Lord Shri Krishna says in Bhagwat Gita.

यदा यदा हि धर्मस्य ग्लानिर्भवति भारत।  
अभ्युत्थानमधर्मस्य तदात्मानं सृजाम्यहम् ॥  
परित्राणाय साधूनां विनाशाय च दुष्कृताम्।  
धर्मसंस्थापनार्थाय सम्भवामि युगे युगे ॥

(अध्याय 4 श्लोक 7-8)

That means leaders should be ethical. He should encourage good people at the same time discourage/Punish bad people to inculcate value & ethics in their performance for better result.

Present theory on leadership talks about 10 dimensions of ethical leadership.

- Justice
- Honesty
- Focus on team building
- Values awareness
- Encourage initiative
- Respect other
- Humane
- Value driven decision making
- No tolerance for ethical violating
- Leading by example

Thereby the crux is that the leaders should lead by example as stated by Bhagwat Gita.

न मे पार्थ अस्ति कर्तव्यम् त्रिषु लोकेषु किञ्चन।  
न अनवाप्तम् अवाप्तव्यम् वर्ते एव च कर्मणि॥  
यदि हि अहम् न वर्तेयम् जातु कर्मणि अतर्दितः  
मम वय्य अनुवर्तन्ते मनेष्याः पार्थ सर्वशः ॥

(अध्याय 3 श्लोक 22-23)

Lord Shri Krishna says that even though I have no duties to perform still I do my 'Karma' with various carefully as people all the way learn from me and take my example. I am sure that these two days conference will give a lot of learning to participants to know more detail about ethics & leadership in present scenario and also could able to find research gap for further study. I wish a great success of the conference.

## Message from the Convener

**Dr. Ranchay Bhate**  
Associate Professor  
KIET, Ghaziabad, India

**Dr. Mani Tyagi**  
Associate Professor  
KIET, Ghaziabad, India

KIET School of Management is organizing an *“International Conference on Emerging Role of Leadership, Values & Ethics in Organisational development”* sponsored by *Dr. A.P.J. Abdul Kalam Technical University, Lucknow.*

On behalf of the Organizing Committee of the International Conference, we are pleased to welcome you all the participants. It has been a matter of real honour and privilege to serve as the Convener of this conference.

This International Conference has brought together a tremendous and rich diversity of authors and speakers from various universities, the government and the industry around the globe to share ideas and create a new frame of reference on role of values, ethics, and leadership take the organisations towards development. This topic has attracted many selected prominent researchers and practitioners to present and discuss at various ideas and suggestions to implement ethical practices in the organisation for its growth.

The organizing committee is overwhelmed by the tremendous response to the call for research papers. Over 100 papers were received from the researchers, academicians and students on wide range of topics from India and abroad out of which 64 papers have been accepted for publication under various tracks.

We are thankful to *our Chief Guest Dr. Chandra P. Srimali, Ex Director MDI Gurgram. Guest of Honour Dr, Himanshu Rai, Prof. IIM Lucknow, Dr. Patsy Parker Associate Dean SWOSU, USA and Dr Sanjeev Mittal, Dean I.P University Delhi.* Their motivating words has instilled enthusiasm in participants and organizing committee.

We acknowledge to Shri M. P. Jain, Chairman, KIET Governing Council for his encouragement & blessings. Our sincere thanks to **Director Dr.(Col) A.Garg , Director ( Admin) Dr. Manoj Goel and HoD-KSOM Dr K.R.Chaturvedi, KIET Group of Institutions Ghaziabad** for their continuous guidance and moral support. Thanks to all the student volunteers and all other members who have directly or indirectly helped us in organizing this conference.

A conference of such significant level would not have been possible without the efforts and hard work of the members of the Organizing Committee. The committee members, who have been the brain behind this conference, have worked hard with utmost efficiency and dedication.

Finally,we do acknowledge the excellent support of our sponsors, *Dr. A.P.J. Abdul Kalam Technical University, Lucknow.*

With this, we welcome all the delegates to this International Conference and thank them for their gracious presence and participation.

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# **Women in Leadership Positions in Higher Education**

**By Patsy Parker, Ph.D.**

Southwestern Oklahoma State University

Women in senior administrative positions in colleges and universities are essential to women's development because they provide role models to female students, faculty, and staff. The current percentage of women serving in presidential positions in higher education in the United States is low-- 21 percent. Studying the women who are currently holding leadership positions helps open doors for other women who are willing to accept the challenge of higher education leadership.

Current literature concerning female leadership indicates that the factors leading to women attaining senior administrative positions in colleges and universities are issues such as willingness to accept challenges, career opportunities, self-determination, recognition of leadership abilities by peers and self, and the internal motivation to have a positive impact on society. Other relevant literature explores women's development theory, leadership theories, and self-determination theory to explain successful female leadership.

This presentation reports on a phenomenological study that explores female leadership through in-depth interviews with women who serve as senior administrators at colleges and universities. The study seeks to capture the essence of successful female leadership. A survey of the entire population of 39 presidents, provosts, and vice presidents in Oklahoma public higher education institutions resulted in an 85 percent return rate, and gathered information concerning demographics, career tracks, career development, perspectives, leadership styles and motivations.

The report of the in-depth interviews provides an understanding of women who have attempted and achieved success in their careers. Both positive and negative aspects of female leadership are discussed. The themes emerging from the interviews and survey data include leadership perspective, leadership performance, motivation factors, and barriers. The process of women's development and revelations of the data indicate that women excel as higher education administrators based on their internal motivation factors and dedication to their institution. The survey participants and interview participants provide valuable insight concerning female leadership, and indicate that women must pursue opportunities presented and find their own personal balance between family and career in order to enjoy career advancement.

The presentation leads to thought-provoking discussion about women's career paths. Although the study focuses on higher education leadership, similar concepts apply to female leadership in corporations, politics, and many other areas.

## **Business Leaders vs. Social Leaders: Similarities and Differences**

**Dr. Sabnam Jahan,**

University of Dhaka, Bangladesh

### **Abstract**

Social leadership, or entrepreneurial activity with an embedded social purpose, has been on the rise in recent decades. Numerous studies were conducted on the topics of social leadership. But still there is a lack of consensus among the researchers regarding the concept of social leadership and what actually differentiate the term social leadership from business leadership. This paper aims at mapping a scenario of differences and similarities between 'social leadership' and 'business leadership' based on the thorough analysis of existing literature. The paper has found that still the term 'social leadership' is confusing among the scholars and is often misunderstood with the term 'business leadership'. The paper provided a list of key differences and similarities which is supposed to contribute to the existing literature of social leadership.

**KEYWORDS:** business leadership, social leadership, leadership

## **Are Millennials Being Targeted Through Ethical Marketing Tactics?**

**Brenna Villines**

Southwestern Oklahoma State University, Weatherford, OK, Unites States of America

### **Abstract**

With millennials being the generation of technology, companies have started using tactics different from the previous generation. Social media, loyalty programs, and celebrity endorsements are a few of the innovative methods brands have learned to use. This research shows how effective these tactics have been in influencing millennials.

## **Comparing the Leadership Styles of Tim Cook and Steve Jobs**

**Kaylee Abbott**

**Southwestern Oklahoma State University, Weatherford, OK, United States of America**

### **Abstract**

The purpose of this research project is to compare Apple's chief executive officer's (CEO) Steve Jobs and Tim Cook to determine how or if the different management styles affect Apple as a company. In order to conclude a hypothesis we will measure the long-term effects of Apple by comparing Tim Cook and Steve Jobs communication skills with their employees, Apple's profits during each CEO's reign, and the overall company growth of Apple. The expected outcome is to find that the position of CEO for Apple requires a democratic style of management to function more successfully.

## **Ethical issues in Supply Chain Management at Different Level of Business in this Competitive Era**

**Ms. Abhilasha Tiwari - Asst.Prof. (MBA DEPT.)**

**Mr. Deepika – Student (MBA FINAL YEAR)**

**RAJARSHI RANANJAY SINH INTITUTE OF MANAGEMENT & TECHNOLOGY, AMETHI**

### **Abstract**

*Ethical issues in supply chain management mainly related to three inter related fields- the ethical decision making which are directed attached which moral psychology, secondly corporate social responsibility which related to organizational behavior and third is operations in supply chain management.*

*Starting of the supply chain, the dilemma of individual farmers, minors or production workers is frequently examined in terms of working conditions or fair wages. Recently, the ethics of shifting production from one country to another has also been questioned. Moving further down the supply chain, middlemen like export- and import companies or wholesalers are commonly scrutinized for what should be their "fair share" in the value creation process. In spite of all technological advancement, supply chains are mainly based on the people inter-personal behavior and wherever people interact, a changing scene of ethical issues emerges.*

*On the other hand, consumer demands and wants also led to an increased awareness of unethical conduct in the supply chain process, where as other violating forces such as pressures for low cost products and the ease by which consumers are purchasing non-reliable and forgery products i.e. non-deceptive counterfeits should also not be ignored.*

*Many manufacturers, retailers, suppliers are now focusing ethical issues by taking care of the production methods and working conditions concerning to the goods they offer. In this paper, we take a closer look at some important ethical issues associated with the supply chain process.*

**KEYWORDS:** Supply Chains; Retailers; Manufactures; Ethics; Suppliers; Ethical issues

## **Comparing the Leadership Styles of Tim Cook and Steve Jobs**

**Kaylee Abbott**

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## **The Nursery of Entrepreneurs**

**Mr. Abhishek Gaur**

KIET SCHOOL OF MANAGEMENT, GHAZIABAD

### **Abstract**

From the perspective of the economy, from the perspective of spreading opportunities across the country and perspective of spreading social equality, MSME is a critical sector in the economy. Micro, Small, Medium Enterprises (MSME)s are the backbone of an economy, they prevent economy from financial shocks of globe, there are around 38 million such enterprises across country.

This paper aims to present the significance of this sector and recognize the regulatory and operational problems faced by these enterprises. MSME forms a major part of India's industrial base and to ensure the benefits of fourth industrial revolution flow to the villages and country sides, we have to relook into the issues of MSME in the changing arena. It is important to create conditions for the growth of MSMEs and not just for start-up. It is the high time that Indian MSME should explore global market and be competitive.

It is important to first realize the importance of MSMEs, recognize the factors hindering their growth and then not only introduce appropriate policies but also spread awareness about their existence and accessibility.

They are the nurseries for entrepreneurship and innovation. This sector is a only solution to the problems of poverty, insecurity, unemployment, over population. MSME not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth.

This sector caters to the needs of small entrepreneurs with lower capital and thus renders enormous service to the rural and backward classes who are empowered to contribute to the overall national growth.

## **Changing role of MoU in managing the performance of HR functions in Indian CPSEs: Challenges and issues ahead**

**Ms. Neha Singh, Dr. Shivani Agarwal**

KIET School of Management, KIET Group of Institutions

### **Abstract**

Prior to our Independence, there were only a few CPSEs in India, Railways, Ports, Postal services, being a few sectors. With throbbing globalization and cut throat competition existing in all facets of life, especially in the business environment, the Government has realized the need to boost its Public Sector Undertakings so that they can come at par with their private counterparts and compete with them head-to-head. An attempt for achieving the same has been the shift in designing MoUs which also include non-financial parameters to measure the performance of the management of CPSEs. Human Resource Department forms a very crucial yet neglected function of companies especially in PSUs. The recent MoU designs are making an endeavor to remodel the HR function from personnel management to human resource management, from being an administrative, passive & supervisory function to being a proactive & transformative function thereby aiming to break the glass ceiling of monotony and shifting to reinvent and rationalize HR function in CPSEs.

In this paper an attempt is being made to understand the role MoUs play in the Human Resource Management of CPSEs and how MoUs are bringing about changes in the functioning of the HR vertical. A study of MoU guidelines regarding HRM parameters for the past 10 years is made to determine the change that has been brought about in management of people at CPSEs. Compliance with MoU parameters plays an important part in deciding the overall rating of the CPSE and hence dedicated efforts are put in to achieve them. So initially what starts as forced compliance, gradually starts seeping in the normal functioning of the company. Ultimately, these MoU parameters are providing food for thought to the HR Department and are helping them to move towards recent HR trends and bring about a new face of HR in CPSEs.



# **IMPACT OF EMOTIONAL INTELLIGENCE ON THE DEVELOPMENT OF LEADERSHIP SKILLS: A STUDY OF SERVICE SECTOR**

**Ms. CharuKhurana**

Research Scholar

Uttarakhand Technical University, Dehradun

**Dr. Aditya Gautam**

Director

Shri Ram College, Muzaffarnagar

## **Abstract**

What affects an organisation's interest is LEADERSHIP; and therefore its perceived importance in business has always attracted the attention of professionals, policy makers and researchers. In order to progress or even sustain in a rapidly changing competitive business environment administering change and managing emotions of employees are critical factors that are largely influenced by the leadership skills. Hence, the ability to understand peoples' emotions and manage accordingly is the key factor to lead an organisation effectively. Peoples' emotions are vital as far as their performance is concerned, so the good leaders generally use their emotional intelligence while dealing with employees and managing them. Present study makes an attempt to find out the relationship between Emotional Intelligence and Leadership Skills. Leadership is a process of social influence which works to increase the efforts of others in pursuit of a common goal. Leadership refers to the ability to influence, motivate and enable others to contribute to the effectiveness and success of the organisations. Emotional Intelligence is the ability to recognize, understand, manage own emotions and also to influence the emotions of others (Goleman, 1996). It, therefore, becomes imperative to discuss whether or not Emotional Intelligence has an effect on the Leadership skills of professionals in an organisation. The ability to be perceptively in tune with yourself and your emotions, as well as having sound situational awareness can be a powerful tool for leading a team. The act of knowing, understanding, and responding to emotions, overcoming stress in the moment, and being aware of how your words and actions affect others, is described as emotional intelligence. The objective of this paper is to study the impact of emotional intelligence on the development of leadership skills, which is imperative for the success and growth of the organisation. Emotional intelligence is assessed using the Schutte Self Report Emotional Intelligence Test (SSEIT) consists of thirty three items to be responded. The leadership skills are examined using developing leadership skills questionnaire developed by Peter G. Northouse consisting eighteen items, by means of quantitative study involving a sample of hundred managers from Dehradun districts working in service industry. The findings of this paper demonstrate that there is a positive and significant correlation between EI and the development of leadership skills among managers.

**KEYWORD:** Leadership skills, Emotional intelligence, Business environment

## **OVERCOMING CREATIVE ACCOUNTING**

**Mr. Agam Aggarwal**

STUDENT KIET SCHOOL OF MANAGEMENT

### **Abstract**

The term creative accounting means the manipulations made in books of accounts by adopting number of ways with the help of various professionals. Through creative accounting we can show the opaque image of the company in the eyes of law and its stakeholders. Creative accounting questions on the ethical practices which are to be followed in the company. Creative accounting is also depicting the grey image of the code of conduct followed by the company as it gives the encouragement of the unethical practices. Creative accounting is been practiced by the individuals to earn the undisclosed profits in the company. It is shows the bad corporate governance practice followed in the company. There are also various reasons through which director's of the company are involved in creative accounting. The overall purpose of this study is to explore more about the overcomings of the creative accounting , and to how it is been falsely used by the organizations to increase their profits. Through this research we can came to know the different aspects of creative accounting and how it is affecting the ethics of the organization.

## **A Study of role of ethics in Digital Marketing By:**

**Akansh Bansal and Dr Deepa**

KIET School of Management, Ghaziabad

### **Abstract**

Digital Marketing is rapidly becoming one of the major sources of customer outreach for brands which was previously offline branding or television advertising. An ethical issue is an identifiable situation and also an opportunity which requires an individual or organization to choose from the actions that must be evaluated as right or wrong, ethical or unethical, etc. Product– related ethical issues arise when marketers fail to disclose the risks associated with a product. In pricing, common ethical issues are price fixing or failure to disclose the full price of a purchase. The data has been collected from various secondary sources like Journals, articles, websites and books. The aim of this research paper is to study role and importance of ethics in digital marketing and to identify whether the companies are following marketing strategies which are ethical while achieving the company objectives and goals.

## **PREVENTING FINANCIAL AND ACCOUNTING FRAUDS: ETHICS IN BUSINESS MANAGEMENT**

**ANJALI CHANDEL (ASST. PROF - MBA DEPT)**

**AKHILESH SHUKLA - STUDENT MBA FINAL YEAR**

**ANUJ SHUKLA, PUNKESH SHUKLA - STUDENTS MBA FIRST YEAR**

**RAJARSHI RANANJAY SINH INSTITUTE OF MANAGEMENT & TECHNOLOGY, AMETHI**

### **Abstract**

In today's competitive world, every organisation is giving cutthroat competition, but financial and accounting frauds are hollowing the corporate world internally. Fraud is deceptive act to gain some financial and personal profit. Here in this paper we would cover the financial reporting fraud, social accounting reporting, forensic accounting which would help to prevent the frauds in accounting at all levels. Financial statements are the main documents of the organisation which reflects the financial position of the company. Tampering with these documents lead to devastating results. Social accounting reporting emphasize on accountability of business towards the nation. It provides accountability to stake holders to both internal and external. Forensic accounting is that field which investigates or inquire the frauds in the accounting and financial statements. Corporate governance acts as a safeguarding tool to the investors and other stakeholders by providing information of the activities of the company.

### **Ethical Issues in Supply Chain Management**

**Anuj Sharma & Damini Tyagi**

**MBA, KIET SCHOOL OF MANAGEMENT, GHAZIABAD**

**Analysis and interpretation**

### **Abstract**

Although there have been technological advancement in all fields of business but supply chain management has always worked on the interaction of people and wherever people interact, a rainbow of ethical issues emerges. The demand and concern of the consumers have led to an increased awareness of unethical conduct in the supply chain, contravening forces, such as the continuous pressures for low cost products and the ease, by which consumers are purchasing fake products at a greater extent, should also not be ignored. In this paper we will be talking about the ethical issues that has emerged in supply chain and providing the solution for them

## **Role of mCommerce in the development of Rural Economy of India**

**Dr. S.K. Agarwal, Associate Professor, Dept. of Commerce, DN College, Meerut**

**Ms. Anuradha Sharma, JRF, Dept. of Commerce, DN College, Meerut**

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### **Abstract**

According to Mary Meeker's 2014 Internet Trends report, smart phone usage has consistently grown over the past few years, so much so that 30% of mobile users are smart phone users. With phones getting smart and markets getting online, there has been an inevitable need for something that can bring the whole market to our fingerprints. Mcommerce has emerged as a key player for both product and service industries. This research establishes that mobile was playing an increasingly important part in the way that consumers researched, browsed and shopped. Hence, it creates a big opportunity for mCommerce.

Mcommerce is an extension of eCommerce that allows users to interact with other users/businesses in a wireless mode, anywhere and anytime. This paper explores the role of mCommerce in the development of the rural economy of India. Economic activities in rural areas of developing countries are usually not strong enough to impact significantly in poverty mitigation and improve rural life. Information and communication technologies can be used to develop these potentials by opening these markets beyond the local/urban borders. Our objective is to explore the potentials of information and communication technologies for rural economy development by bringing mobile added value to potential users. According to "State of Mcommerce 2016" survey conducted by Regalix Company, "Indian retail customers are taking strongly to mobile commerce, with nearly 83% of people owning a smart phone shopping online on their mobile phones. In particular, customers in the age group of 2534 are taking to their mobile phones to shop online, with 90% of customers in this group doing so."

In this paper, we explore that rural economy can be developed by the use of different product and services available through mCommerce easily.

## **EFFECTIVE LEADERSHIP AND EMPLOYEE PERFORMANCE DURING ORGANIZATIONAL CHANGE**

**Dr. Ashutosh Singh, Assistant Professor, MIET Meerut**

**Dr. Ajay Singh, Professor, MIET Meerut**

### **Abstract**

Today Change is an inevitable for any organisation in the light of competitive, technological and demographic forces. Changes are increasing in the common areas such as structure, mission, strategy, policies, culture, climate and job responsibilities. Change is compulsively present in every aspect of life. In an organisation, it manifests itself in various forms -technological, strategic, process, product, quality improvement, design and human factor changes. Change is always painful, but without change there is no growth and without growth no development. Thus, Change becomes a necessity for survival. Organisations cannot stop the world from changing, the best they can do is to adapt it. One of the major challenges organizations are facing today is managing change. Change management includes the implementation of a planned strategy in the organization. Change management primarily deals with the human aspect therefore it is purely related to human psychology. For effective change, management should contain all the aspect of the organization. But, the central part of change management is human resource management problems. While organization is bringing the change in the organization then employees resist those because of fear so employees issue in the main concern. The management of change is now commonly viewed as a complex and difficult area which requires a specific attention and study. The enthralling, yet contentious concept of organizational change and undoubtedly change management emerges a most concern for business and academician in recent years.

Employees' feelings turn to anxiety, stress and lack of confidence as there is any change going on in the organization in the form of restructuring, downsizing or right. Although there is acknowledgment that changes are just a progression and people need to move in that direction, it is still unlikely to accept those changes. When change begins to occur, leaders can motivate the employees and lead the team towards new horizon, provided the new path with their vital values. Through this, the employees' liability and the organization moves are fuelled by energy prices and increase their performance

## **IMPACT OF ETHICAL LEADERSHIP ON BUSINESS PRACTICES**

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### **Abstract**

A Leader act will be ethical whose actions and process of influence are consistent with moral value and ethics. Ethical leadership practice can change the attitude of people at lower level in organization so the ethical climate setting can be done in organization. Leaders serve as role models for their follows and show them the behavioral boundaries set with in organization.

Practicing the ethical leadership is not only for philosophical literature but also it is necessary in today's business environment because it can be used as weapon to reach the height of successful business. This paper focus on the construct of ethical leadership. During decision making Ethical leader consider long term benefits and drawback that can help to improve the organization performance. So Ethical leader consider the societal norms during taking decision.

## **Visual Merchandising and its impact on Impulse Buying Behavior of Consumer:**

### **A Literary Review with special reference to Apparel Retail Sector.**

Mr. Chahat Siddhu, Assistant Professor, MIET, Meerut

Dr. Deepa, Assistant Professor, KIET Group of Institutions, Ghaziabad

### **Abstract**

As competition is very high in the market whether it is unorganized sector or organized sector, under organized sector there are many retailers who are going with Visual Merchandising as customers behave differently because of the influential impact of the store layout. Shopping is always trending in the mind of the customers and Customers think that they buy the products only when they are out for shopping, however they also experience the pre-purchase and post-purchase behavior. And these behaviors have a major impact on the mind of customers as they are highly influenced by the Visual Merchandising Displays used in the outlets. Visual Display plays a major role in the purchase of the goods and services as they highlight the features that are used to influence the consumers. The way Store members display and visualize the product or apparels have a big impact on purchase behavior. Visual merchandising is the performance in the retail trade related to mounting floor strategy and dimensional displays in order to get the most out of sales. This activity is highly performed by Apparel retail sector as it attracts, engage and motivate customer to purchase the product. And as a result of this thing many times customer shows the impulse behavior for purchasing any product without the actual need of that product. There are many factors such as store layout, décor, interior, store ambience, promotional strategy, discount signage is counted in evoking the impulsive behavior of customer.

# **ROLE OF SPIRITUALITY IN PROMOTING ETHICAL BEHAVIOR AMONGST EMPLOYEES & EMPLOYERS OF INDIAN ORGANIZATIONS: A STUDY**

**Dr. Debarun Chakraborty & Wendrila Biswas**

**Assistant Professor, Department of Management & Social Sciences**

Haldia Institute of Technology, Haldia

## **Abstract**

Dishonest business rehearses are increasing wide consideration in the business circle, the scholarly community and government. Significantly, codes of morals, codes of training, sets of principles and correctional measures have been differently connected to control the threat. Notwithstanding, regardless of the way that profound qualities impacts one's discernment, decisions, activities and association with others emphatically, and the way that profoundly ethical individuals act in Godly routes, spirituality as a control measure for unscrupulous conduct and business have not been adequately investigated. Unfortunate behavior or blunder in organizations appears to be endless despite the fact that with the nearness of interior and outside controls or arrangements. Existing directions are updated and new laws are made as to put a conclusion to misconduct. In any case, to put a conclusion to bad conduct is easy if organizations live with materialistic-common perspective. This perspective isn't just detached financial aspects from morals yet has given more benefit to monetary qualities over otherworldly qualities. It implies the need of holding component past directions, for example, grasp organizations' spirituality. Already, working environment was delineated as a place where the objectives of errand achievement were foremost. Over the time, the idea of work environment has extended to envelop different land and mental limits. These days, associations experience the ill effects of business misfortunes, stressed associations with clients, deferred contracts and worker exits. Spirituality has now turned into a successful instrument to deal with pressure related issues and for conquering business issues.

Spirituality has turned out to be more situated on abstract understanding and mental development. It doesn't urge individuals to take after religions and stringent techniques however are in actuality utilized as a powerful apparatus to influence representatives to feel that they are a vital piece of the association. The objective of the study is to find out the role of spirituality in promoting ethical behavior amongst employees & employers in India.

## **e- HRM: A WAY AHEAD**

**Deepesh Kr. Yadav and Dr. Jaya Yadav**

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1. Research Scholar, Amity University, Noida
2. Associate Professor, Amity University, Noida

### **Abstract**

Many industries now a days are replacing traditional HR Practices with Electronic HR Practices i.e e-HRM. This is called a paradigm shift in the HR practices followed by the industries. e-HRM encourages the HR capacity to make dynamic and operational abilities and contributes enormously on HRM viability. Today, HR isn't dealt as single ability function but it's an accumulation of exceptionally particular abilities each with unique objectives, activities and requirements. There is a regularly expanding burden on HR capacity to help key objectives and to center around value including uses.

Organisations have understood the developing significance of utilizing Information Technology (IT) in utilizing their HR capacities. This is e-HRM. Its revolution depends on the Internet empowered HR system that is HRIS to corporate various portal on intranets. The main thrusts are heightening competitiveness, need to oversee workforce on a worldwide level, to enhance HR benefit conveyance and to bring cost cutting. e-HRM empowers HR pioneers to become draftsmen in the era of improving advanced competitive industrial system. This paper reviews the previous research works in the field of e-HRM. The paper discusses the outlines of e-HRM as well as its impact and benefits

## **Technology&Emotional Intelligence**

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### **Abstract**

The world has become a hub of new technological inventions. Easy access to technology has added wings to the youth in order to have world at their palm. Overuse of these technical gadgets can lead to serious crisis for the mental health in humans. Emotional intelligence is a collection of various traits of human which are biological as well as acquired. Majority out of which are tend to use technology for solving their general issues. Increased usage of technologica; aspects and gadgets can contribute to degradation in physiological & psychological factors in accordance to human brains. Significant and appropriate standards have already been implemented to curb out these negative impacts by several private and government Medical Organizations. In this paper, a survey has been conducted to discuss the factors that can be encountered while technology is projected to accomplish different tasks in context to mental health. A detailed survey will allow people, and researchers to opt appropriatemeasure of using certain technology; and will help to lead lives towards sustainability.



## **ROLE OF ETHICS IN THE DEVELOPMENT OF ORGANIZATION IN INDIA: A CONCEPTUAL FRAMEWORK**

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Swami Vivekanand Suharti University, Meerut

**Mr. Kavish Sharma** (Assistant Professor)

Department of Management Studies  
Swami Vivekanand Suharti University, Meerut

### **Abstract**

The main focus of the various organizations worldwide has been propellant from larger productivity and profit maximization to development. Those organizations that specialise in profit-only sometimes build short-term alternatives without concern for long-run property blessings. The construct of structure ethics has been wide mentioned as a result of it might supply the suggests that to long-run business success. This paper considers the premise of structure ethics as associate degree integration ethical climate and culture in organizations that incorporates a important impact on moral decision-making and outcomes, that in turn could lead to development. The challenge of corporations is to remain ethical to stakeholders below conditions of uncertainty. They are expected to serve development not only for the benefits of themselves, but put together the interests of others in society.

**Keywords:** structure ethics; ethical climate; ethical culture; development.

# **FORENSIC ACCOUNTING: A NEW APPROACH OF INVESTIGATING CORPORATE FRAUDS, SCAMS AND ITS PREVENTION IN INDIA**

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## **Abstract**

Today the Financial irregularities & complexities in business and commercial operations are increasing day by day because of the mindless obsession with profit maximization at any cost in India. But there are no appropriate conventional accounting and auditing procedures that can provide absolute assurance in detecting and preventing all fraudulent financial reporting. As a mechanism to detect and prevent corporate frauds and scams, forensic accounting has emerged as a relatively new, simple and effective tool in the hands of accountants within the broader arena of accounting to find out mistakes and malpractices in accounting world. Forensic accounting is the use of professional accounting skills in matters involving potential or actual criminal or civil litigation, including, but not limited to, generally acceptable accounting and audit principles; the determination of lost profits, damages income or assets; evaluation of internal controls; fraud; and any other matter involving accounting expertise in the legal system. Forensic accounting in India has come to limelight only recently due to rapid increase in white-collar crimes and the belief that our law enforcement agencies do not have sufficient expertise or the time needed to uncover frauds. This paper focuses on the conceptual framework, various techniques, applicability as well as the role and importance of forensic accounting and a forensic accountant in investigating corporate frauds, scams and deduction of frauds in India. This exploratory research paper discusses on the key challenges, prospects and growth of forensic accounting, as profession in India on the basis secondary data collected from various sources.

## **Impact of Inflation on saving Patterns of people**

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### **Abstract**

The inter-relationship among savings, inflation and economic growth is an important conjuncture in the linkage evaluation of economic performance. Inflation means a boom in the price of goods and services resulting in a decline in the purchasing strength of money. It is a sustained rise in the price of various commodities in an economy. When the general price level rises, each unit of forex buys fewer goods and services. On the other hand Saving means personal disposable income minus personal consumption expenditure. In other words, income that is not consumed by immediately on buying goods and services is saved. Saving plays an important role in economic development of any Country. This paper seeks to study the Impact of inflation n saving habits of people.

## **An Empirical Study of MENA and MINT IPO Market**

**Dr. Amit Kumar Singh & Ms. Harshita Gupta**

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Department of Commerce Delhi School of Economics

Delhi School of Economics University of Delhi

### **Abstract**

This paper examines the Initial Public Offer markets of MINT(Mexico, Indonesia, Nigeria and Turkey) and MENA (Middle East and North Africa) Region. Data collected for11 years (2008-March 2018)has been analysed. Regression analysis has been used to examine the relationship between the variables. The results tell us that the IPO Activity in both the regions has gained momentum and are expected to Continue their upward motion. Favourable regulations, economic and Financial reforms along with rising optimism amongst investors has Proved beneficial. How ever regional disparities, financial and political vulnerabilities along with huge dependence on oil prices in case of MENA Nation yet pose problems for the IPO markets. Cross analysis Suggest that these regions are at similar stage in their IPO growth story.

The conclusions can be treated as validation to the developmental Activities undertaken by these regions for their IPO activities

## **A STUDY OF WORK-LIFE BALANCE: CHALLENGES AND SOLUTIONS**

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Dehradun

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### **Abstract**

Work-life balance is considered to be important for both, business practice and academic research. The literature shows that work-life balance is a central issue affecting wellbeing, as family and work are the most important elements of everyone's life. Any competing demands of work and family life cause conflict and negatively affect the wellbeing of workers. This study focused on assessing the impact of work-life balance determined by work-family conflict and family work conflict on the wellbeing of individuals employed in the private sector in India. Wellbeing was measured by levels of family satisfaction, work satisfaction and psychological distress.

Quantitative research methods were used for the study, and a sample population was chosen amongst participants who were single and in a relationship, female and male, with and without children, by using a convenient sampling method. The questionnaire used contained existing scales where the Cronbach's alpha coefficients were above the recommended 0.7. Out of 190 distributed questionnaires, 114 were completed and returned, giving an overall returning rate of 60%. The data was analysed using IBM SPSS version 20. The study identified the existence of negative effects of poor WLB determined by high levels of work-family conflict and family-work conflict on family satisfaction. This study also confirmed negative effects of poor WLB due to high levels of work-family conflict on work satisfaction and psychological health. Negative impacts of family-work conflict on work satisfaction and psychological health were not supported. This study also showed that the main causes of work family conflicts were excessive working hours and inflexibility of work schedule. It was recognised that employers can improve WLB by implementing family friendly initiatives such as flexi-time, time off in lieu, compressed working week, childcare support and elder care support.

## **Study of Use and Need of Consortia Based Resources in Selected Libraries of National Capital Region: A Review Literature**

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### **Abstract**

The main aim of this article is to explore the availability of literature that is related with the use of consortia base resources in libraries. This article concluded about many consortia base resource from India and abroad and find out the conclusion that what is the use of consortia base resources and why we have to implement to consortia base resources in our libraries. In this article it is included that what are the various problem and issues faced for establishment of consortia. We can also here the advantages, disadvantage of consortia base resources in conclusion.

## **ETHICAL DELIMNAS IN MANPOWER OUTSOURCING IN INDIA : CHALLENGES AHEAD**

KAKUL AGARWAL

KIET School of Management

### **Abstract**

Business ethics is the moral ,evaluation of goals ,policies and practices and decision taken within business organisation as they impact on human well being, fairness, justice ,humanity and in decency. Often business ethics is presented in terms of the decision facing individuals as broad members managers or employees or temptation facing them . An ethical delimna or ethical paradox is a decision making problem between two possible model imperations,neither of which is unambiguously acceptable or preferable. The major ethical issues : accountability ,performance reward management ,potential appraisal ,privacy ,inclusivity of colour and ability ,occupational health ,business reorganisation.Conclusions: Ethical issues, conflicting values, and ambiguity in decision making, are recurrently emerging from literature review on ethical research . Because of lack of clarity in ethical standards, human must develop an awareness of these issues and an effective framework to deal with problems involving human outsourcing .The present paper focuses on different types of HR outsourcing and the factors which need to be considered before a company goes for outsourcing of Human Resource functions.

Originality :Based on literature review, the paper makes specific recommendations with regard to the process of HR outsourcing and its pre-requisites; and is an attempt to highlight the fact that HR outsourcing is a double-edged sword; and should be viewed in totality keeping in mind the pros and cons it has.

## **Challenges and Prospect in India - Entrepreneurship**

### **1. Ms. Kanu Priya**

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### **Abstract**

True entrepreneurs are practical, passionate and driven to succeed and improve. They're pioneers and are comfortable fighting on the frontline. The great ones are ready to be laughed at and criticized in the beginning because they can see their path ahead and are too busy working towards their dream. An entrepreneur is a businessperson who not only conceives and organizes ventures but also frequently takes risks in doing so. Not all independent business people are true entrepreneurs, and not all entrepreneurs are created equal. Different degrees or levels of entrepreneurial intensity and drive depend upon how much independence one exhibits, the level of leadership and innovation they demonstrate, how much responsibility they shoulder, and how creative they become in envisioning and executing their business plans. This paper focuses and provides an insight into the meaning, qualities required for an entrepreneur, opportunities and challenges faced by them and at last with a small discussion on entrepreneurship as a career.

# **An Empirical Study of Successful Customer Relationship Management Practices in Organized Retail Sector.**

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Research Scholar

**Author 2: Dr. Amit Kansal**

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## **Abstract**

Today in the highly competitive market, increasing customer demands retail outlets realize the importance of customer relationship management. The lack of understanding on Customer Relationship Management (CRM) is always a concern among the service providers especially retail outlets, retailers have their own way of managing their relationships with the customers.

The fast changing trends in lifestyles, food and eating habits of consumers have contributed largely to the growth and development of organized retail formats in India. But, this sector is predominantly (99.2 percent) dominated by the traditional kirana stores, which have strong relationships with the customers for various technical and functional quality benefits extended to them. This posed a great challenge to the organized retailers for customer acquisition and retention of loyal customers in this fierce competition. The paradigm shift in marketing practices from the traditional marketing to reactive marketing and then to relationship marketing have reiterated the significance of leveraging firm–customer relationship for reaping mutual benefits. Thus relationship marketing has come to the fore and occupied centre stage as one of the strategic tools for organized retailers to develop ways for attracting and motivating potential customers to remain staunch loyalists forever. However, little is known about the actual influences of the cornerstones of relationship marketing on relationship quality and customer loyalty from an empirical analysis in the context of changing trends in retailing. This study seeks to investigate the influence of relationship marketing cornerstones viz., Customer Satisfaction, Trust, Commitment, Communication on Relationship Strength which further explore the affect on attitudinal outcomes like relationship quality and behavioural outcomes such as customer loyalty. The study further examines an influence of the relationship quality on customer loyalty. This paper is an overview on success factors that could facilitate successful implementation of CRM.

## **EFFECT OF MOBILE MARKETING ON YOUNGSTERS**

**\* Mohammad Kashif**

### **Abstract**

Mobile phone technology has transmuted our life a lot in the past years. It has become the most dynamic tool for communication due to its quasi universality. This technological contrivance has aroused the interest of marketers and gave birth to mobile marketing. Mobile marketing is the art of marketing the products or services through sms (short message service), email etc. It helps to reach the customers with ease and provide them with all personalized and location sensitive information.

The acclimatisation of cell phones has been a global phenomenon. Thus considering the fact that youths are tomorrow's customers this is need of hour to empower them with easy access to the market with clear idea about the products so that they can germinate the ability to single out among various lines of business.

The paper aims to understand how mobile marketing has affected the lifestyle of youngsters. It is based on the secondary data, and it explores different articles published on mobile marketing and its impact.

## **IMPACT OF KNOWLEDGE SHARING ON STUDENT'S HAPPINESS:**

### **A CASE STUDY OF DSMNR UNIVERSITY**

**<sup>1</sup>Sanjeev Kumar Singh <sup>2</sup>Dr. Kaushiki Singh**

<sup>1</sup>Research Scholar, Department of Commerce, DSMNR University, (INDIA)

<sup>2</sup>Assistant professor, Department of Commerce, DSMNR University, (INDIA)

### **Abstract**

The future of any unit depends upon the accumulation of Knowledge from experiences, learning etc. and transmission of that knowledge to the young learners ambitious to comprehend their senior's knowledge. Sharing is an integral part of Knowledge management. Educational institution, being an important source of knowledge creation and dissemination, continuously wails for application of knowledge management therein. Knowledge management practices, if suitably implemented in higher education institutions can present astounding results of improved effectiveness, competitiveness and quality. This study reflects the impact of dimension of knowledge sharing on student's happiness in DSMNR University. Findings revealed that the dimension of knowledge sharing such as awareness and recognition have significant impact on student's happiness.



## **ROLE OF ETHICS IN MANAGEMENT RESEARCH**

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### **Abstract**

It is not possible to undertake Management research while not a thought of effects of that research upon the individuals involved. Thus, we want concerning |to contemplate} our own ethical position as a start line as a result of that may have an effect on each the character information |of knowledge |of information} collection and therefore the means within which we have a tendency to set about analyzing that data and building theory from it. Management teachers have attended think about ethics codes developed by social researchers in connected fields to tell their research apply. the purpose of this paper is to question whether or not this remains a viable approach within the current climate that's characterised by a major increase in ethical regulation across the social sciences? several of us could also be curious why we have a tendency to are needed to possess coaching in research ethics. we have a tendency to might believe that we have a tendency to square measure extremely moral and grasp the distinction between right and wrong. we'd never fabricate or falsify knowledge or plagiarise. Indeed, we have a tendency to also might believe that the majority of our colleagues square measure extremely ethical which there's no ethics downside in analysis. Management research needs that scientist expressly perceive their own values, examine and clarify traditions, views, human process, values and attitude of self et al. This paper appearance at the importance of moral in management analysis.

This clarification makes an effort to travel deeper than a similar recent descriptions of ethical organisations, as a results of ethics in work and business square measure each a reflection of and influenced by moral aspects of life and also the broader world. The aim of this text to not tell what is |you what is} ethical and what is not. The aim is to help you to visualize higher for yourself what is ethical and what is unethical. this text describes the importance of developing adequate, applicable moral practices in management analysis. It in addition tells relating to the analysis of current practices reveals problems related to selection, quality of work, distribution and utilization of various categories of business personnel. Here major ethical issues at intervals the management analysis methodology, Human Resource Functioning, Marketing, company Social Responsibility, Academic, etc. each stage of the analysis there's also ethical problems issues might arise from the analysis itself to the character of the participants so that the human possesses to require under consideration a procedure consent is that the ethical procedure. Management lecturers have cared-for place confidence in ethics codes developed by social analysisers in connected fields to inform their analysis follow. the aim of this paper is to question whether or not or not this remains a viable approach at intervals the present climate that is defined by an enormous increase in ethical regulation across the management. we have a tendency to propose that management researchers face ethical issues with a novel nature to those most frequently confronted by various researchers, and argue for tons of specific acknowledgement of discourse factors involved in management analysis.

# **A Novel Approach For Customer Life Time Value Model Framework using Ensemble Learning**

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## **Abstract**

In this article, we proposed a new strategy to calculate and predict customer life time value of different segment of customers based on multiple attributes using proposed multi-layer framework using gradient boost trees and RANSAC regularization. For many years, Customer lifetime value has been a mainstay concept in direct response marketing, and has been increasingly considered. CLV, a recent marketing paradigm, pursues long-term relationship with profitable customers. It can be a starting point to understand relationship management and measure the true value of customers to be deployed toward the targeted customers and profitable customers, to foster customers' full profit potential. Corporate success depends on an organization's ability to build and maintain loyal and valued customer relationships. From the experimental validation, we concluded that our proposed framework works much better in predicting customer's life time value in terms of revenue compared to other methods in past literature.

## **A Study on Challenges in implementation of Ind AS in India**

**\*Madhu Bala Sharma,**

**\*\* Dr. Prateek Gupta**

**\*Research Scholar,** Dr. APJ Abdul Kalam Technical University, Lucknow, India

**\*\*Research Guide & Associate Professor,** KIET Ghaziabad (aff. to AKTU, Lucknow)

### **Abstract**

A good financial reporting system is the most important requirements to operate a Business effectively. Keeping this in mind, Accounting Professionals and Accounting Bodies of every country have its own accounting standards. Each country prepared its financial statement as per their accounting standards. As the world globalize, most of the countries doing trade and operations in across the boundaries . Therefore companies required to prepared different sets of accounts as per that country requirement in which it is operating results in complexity to users in understanding and comparison. It creates the need for single set of accounting standards for all. IASB (formerly IASC) introduced IFRS initially it was adopted by European countries later on other countries also adopted or converged IFRS. Till now approximate 150 countries adopted the IFRS India is one of them. In India the Institute of Chartered Accountants of India (ICAI) is playing key role in implementation of IFRS in three phase manner. IFRS has not adopted as it is but it converged as per Indian environment and named Ind AS. This paper deals with the Challenges faced in the process of convergence in Indian perspective and measures taken to address the challenges.

## **ETHICS IN ADVERTISING**

**Manvi Rastogi**

KIET School of Management

### **Abstract**

The focus of this paper is to study the ethics in advertising and issues in ethics that arises in advertising the product of the particular company and also the unethical advertisement which are now a days spreading in the society and impacting on customer's minds negatively. Role of advertisement is a factor which customers also thinks plays a vital role in their lives because it make customers aware about the features and usage of the product. Also analyzed some examples of issues in advertising and also mentioned some ethical principles.

## **BUSINESS ETHICS - "A COMPETITIVE ADVANTAGE FOR COMPANIES"**

### **Author's Details:**

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### **Abstract**

"The more one knows ethics, the more it is used and the more useful it becomes"-Plato, The quote by Plato is a reminder on just how important ethics is and how important it is to educate your employees on proper ethical practices. In this paper we would like to look at the topic of global business ethics and its advantage on companies over another. It is globally believed that the only way to build long-term relations with shareholder value is to incorporate economic, social and environmental codes of conduct into business strategy. Global expansion has brought greater involvement with different cultures (affect of culture on ethical behavior) & socioeconomic systems. With this development, business ethics have shown remarkable entry in the globalization era. Thus, the importance of business ethics is integral to the reputation, growth and finances of any organization. All organizations are primarily run for profit and for the benefits of stakeholders so they have a lot of responsibilities towards their internal & external customers and suppliers but some has recognizes their responsibilities to the greater extent and they are working for the communities in which they are located and to the society at large to utilize their business ethics as a source of competitive advantage. This research will explain the growing issues particularly on the following points:

1. As a competitive advantage
2. Affect of culture on ethical behavior
3. Ethics as threat to business competitiveness in case of ethical failure

A decade ago, many companies viewed business ethics only in terms of administrative compliance with legal standards and adherence to internal rules and regulations. Now due to globalization era companies' records of positive or negative ethical conduct determine their "licence to operate" in some markets...

**A STUDY ON ETHICAL ISSUE IN ADVERTISEMENT, ANALYSING UNETHICAL  
ADVERTISEMENTS AND  
ITS IMPACT ON WOMEN AND CHILDREN: AN INDIAN PERSPECTIVE**

**Mrs. Shweta Batra**

**Director**

**Forte Institute of Technology, Meerut**

**Abstract**

The focus of this paper is to review the Ethical issues that arise in print and television advertising and in addition analyzing the various sorts of unethical packaging in India. today the India's advertising business is increasing its business at a quick rate. India's advertising business in very little time has sliced a definite section for itself and placed itself on a world map. but over the years advertising and marketing communication messages have created debatable ethical issues like surrogate advertising, puffery, on trial claims, ladies stereotype, comparative advertising, use of children in advertising etc. Modern age is that the age of packaging and advertising has become a necessity for business success. The businessmen can demonstrate their business ability through packaging. packaging is associate impersonal presentation where a typical or common message with reference to the deserves, worth and accessibility of product or service is given by the producer or vender. it is a paid variety of non-personal presentation and promotion of ideas, product or services by associate well-known sponsor. The packaging builds pull impact as advertising tries to pull the merchandise by directly appealing to consumer to buy for it. every a neighborhood of advertising is also a mode of satisfaction of human needs and wishes. This paper embrace the theme of but the advertisements will effects on the women and youngsters and also the manner the organizations ar exploitation their techniques to position the pressures on consumer to urge their product and also the manner the kids ar force their folks to urgethe merchandise. It in addition provides the information concerning what proportion the company aracting with ethical values within their advertisements and also the manner they cheat the people within the society. In today's competitive market, advertisers ar usually following the unethical practices to fight the competition. we have analyzed with the help of examples the assorted unethical practices utilised by advertisers in advertisements in land and in addition mentioned some world cases resolved by cardinal (Consumer criticism council) following the obligatory ASCI Codes for it.

**KEYWORDS:** promotion, Ethics in Advertising, girls and youngsters, Competitive market, moral problems, promoting Communication, Unethical advertising

## **A contribution of Indian Legacy in Environment Conservation**

**Ms. Shilpi Bansal 1**

(Department of Applied Science, Dewan v.s.Institute of Engg & Technology, Meerut)

**Ms. Divya Tripathi 2**

(Department of Applied Science, Dewan v.s.Institute of Engg & Technology, Meerut)

### **Abstract**

The existence of environmental pollution and ecological disturbance has recently emerged as a major problem or the burning problem. Pollution is increasing to such an extent that the administration has to order to wear a mask in schools is compulsory or even there were off in schools just because too pollute atmosphere outside.

This paper is written to discuss that environment is a point of concern since ages even in Vedas it is explicitly mentioned. And now it is a high time to invoke every individual to realize the need of this alarming situation. The paper has discussed many traditional practices followed since ages to protect the environment and tried to focus on how the seers of olden days were concerned about the environment that behind every tradition there is a hidden care for the environment.

**Key Words:** Environment, ecology, tradition. Culture, science,

## **“An Analysis of the Relationship of Leadership and Business Ethics with Reference to Indian CorporateSector”**

**Dr. Nidhi Agrawal**

*Assistant Professor*

*Institute of Technology & Science*

*Mohan Nagar, Ghaziabad*

### **Abstract**

In the current market scenario with increasing pace of competition it has been observed that the foremost need of the corporate world is long term survival. To achieve this objective their prime concern is to hire a person who has not only leadership qualities but also a sense of utilizing his ethical skills not merely for the growth of the organization but also for smooth conduct of business with the support and cooperation of other employees in the organization through developing a sagacity of loyalty, social justice, benevolence, trust, honesty, faith, confidence, motivation and a qualitative work culture for maintaining competitiveness and through all actions of the employees to be performed with values and beliefs for taking fair and balanced decisions necessary for long term success.

Leaders must create an ethically friendly work environment for all employees, communicate ethical issues, serve as role models and put mechanism in place for the development of the employees. The leader should assess the areas for ethical risks and try to find the solutions for their revival. Organizations should focus on ethical skills along with the technical skills in the recruitment screening process to hire quality people and also should ensure participation of all employees in ethics training programmes to make them learnt and evaluate the impact of ethics on business activities and organizational performance.

## **Effect of Organizational Culture and Climate on employee Engagement and Performance (with special reference to Punjab National Bank, Meerut)**

**Ms. Nisha Singh, Assistant Professor, AVGSCMC, Subharti University, Meerut**

**Dr. Avanish Tyagi, Professor (Principal), AVGSCMC, Subharti University, Meerut**

### **Abstract**

Every organization is recognized by its unique characteristics which are termed as culture. Culture or climate of any organization makes it different from other organization, hence culture itself influences the employee's engagement in the organization and employee engagement is the benchmark for the productivity in organization. This paper examines the effect of organization culture on employee engagement.

## **Strategic Approaches to Business Sustainability**

*Author*

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### **Abstract**

Achieving a Business Sustainability is a step beyond CSR. It requires a strategic approach to planning rather than an incremental approach to deliver long term benefits. With current social, environmental, technological and political challenges facing business it is imperative we change. This paper explores the value of Strategic Approach to business sustainability, and discusses the role of different approaches in strategic sustainability for companies.

**Key Words: Strategic Approaches, Sustainability, Business Sustainability, Sustainable Development, Sustainability, Strategic Sustainability, Green Giants, Triple Bottom Line, CSR.**

## **Role of values, ethics and leadership in organizational development.**

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### **Abstract**

This paper gives a brief insight on what are values and ethics especially in business context . It helps us to understand the key role it plays in today's organizations growth and development . It highlights the significant role played by the leaders in creating an ethical environment in business organization. It also seeks to analyze the basic determinants that ensure the role of leaders in establishing the values and ethics in the organizations. To succeed in the 21st century, organizations need to make ethics a priority and the leaders need to play a vital role in establishing the same. It is the prime responsibility of the leaders to align work ethics with the organization's mission, vision, goals, values and strategies.

## **Working environment Spirituality: A Paradigm Shift to Ethics from Business**

**Ashish Vishnoi (Assistant Professor)**

*Department of Management and Commerce, Shri Guru Ram Rai University, Dehradun (India)*

**Dr. Pooja Jain (Assistant Professor)**

*Department of Management and Commerce, Shri Guru Ram Rai University, Dehradun (India)*

### **Abstract**

In the present business setting, working otherworldliness has turned out to be most wonderful parts of the hierarchical culture. The continuous discussion about otherworldliness at the work environment has elevated the cognizance of the moral duty among the corporate natives. The awareness of other's expectations inside the workers has been broadly updated by the otherworldly qualities, which specifically had an effect on the general advancement of the profitability and additionally the hierarchical development. In any case, the headway of otherworldliness at working environment is widely founded on an individual duty towards the structure of an ascetic workplace to upgrade the profound awareness and scholarly development. Also, to build up the moral pioneers in the work environment, the act of otherworldliness is basic in day by day hierarchical daily schedule. As per 'Walter Earl Fluker' in his master hypothesis expressed that otherworldliness requests that pioneers should spread and support the feeling of self that see the interrelatedness of self, life or the feeling of shared characteristic.



**Title: A Study on Effects of Safety and Welfare Measures on the Motivation of Employees with respect to Balrampur Chini Mills Limited**

Author1: Ms Nisha Singh, Assistant Professor, AVGSCMC, Subharti University, Meerut

Author2: Dr.Princi Gupta, Assistant Professor, AVGSCMC, Subharti University, Meerut

**Abstract**

Labour sector addresses multi-dimensional socio-economic aspects affecting labour welfare, productivity, living standards of labour force and social security. To raise living standards of the work force and achieve higher productivity, skill up gradation through suitable training is of utmost importance. Manpower development to provide adequate labour force of appropriate skills and quality to different sectors is essential for rapid socio-economic development. Employment generation in all the productive sectors is one of the basic objectives. In this context, efforts are being made for providing the environment for self-employment both in urban and rural areas.

**Analysis of Impact of GST on Glass Industry of Gorakhpur**

**Dr. Rakesh Kumar**

Assistant Professor MMM university of Technology Gorakhpur

**Vinay Kumar Srivastava**

MBA Student, MMM university of Technology Gorakhpur

**Abstract**

Goods and Services Tax (GST) is an indirect taxation in India merging most of the existing indirect taxes into single system of taxation. It was introduced as The Constitution (One Hundred and First Amendment) Act 2016, following the passage of Constitution 122nd Amendment Bill. The GST is governed by GST Council and its Chairman is Union Finance Minister of India. The glass industry in India is quite old and well established. In recent years, the industry has transformed and developed. From rudimentary mouth blown and hand working processes, the industry has evolved to adopt modern processes and automation in a large way. Production of glass in India is pre dominantly found in the states of Uttar Pradesh, followed by Maharashtra, Gujarat, Andhra Pradesh, Tamil Nadu and Karnataka. In India, Firozabad is the central hub for many glass manufacturing industries and one of the leading manufacturers and exporters of glass products. Nearly 40% of the glass produced here is exported. Products manufactured include bangles, kada, kangan, jar, glass, candle stand, flower vase, decorative lights, etc. Now the implementation of GST is affecting every industry whether positive or negative. In this reference we also analyze the effect of GST implementation on Glass Industry particularly in Gorakhpur Industrial Region. For this we have taken the secondary source of information from the particular glass manufacturing company. We have also analyzed the effects of GST on the price of glass product, sales turnover and their profit.

## **Which traits envisage job performance?**

### **(A study of OCEAN)**

**Ravindra Kumar,**

**(Research scholar, Faculty of Commerce & Business Administration, D.N.P.G College, Meerut)**

**Kavita Singh,**

**(Research scholar, Faculty of Commerce & Business Administration, D.N.P.G College, Meerut)**

#### **Abstract**

This study explored the influence of OCEAN: The Five Factors towards Job performance. The five factor model, commonly known as the Big Five, is one of the most researched models of personality traits. The model provides a great synopsis of everyday personality and how it relates to the workplace. The theory being that there are five major trait categories that depict our personality. The study is to examine on how personality affects the job performance in organizations. In theory, job performance of an individual is the function of skills, knowledge, motivation, and abilities directed to role prescribed behavior, for example formal job responsibilities (Rose, et. al, 2010). Big Five Personality will cause an effect on employee's job performance.

## **Ethical issues in advertising a corporate social responsibility for protecting consumers**

***Ms. Rinkey Sharma***

*(Asst. Professor in Bharat Institute of Technology, Meerut)*

***Mr. Gaurav Som***

*(Asst. Professor in Bharat Institute of Technology, Meerut)*

#### **Abstract**

This paper explore ethics in the advertising industry and social responsibility towards the customer for providing them a protection against unethical practices of advertising. sometimes Advertising creates ethical issues in a various ways, which includes false and manipulative, sales promotions and publicity. The basic concern for advertising is that ads must be truthful and not misleading. Ethical considerations fall into a gray area for advertisements and it relate to the manner in which the content is being delivered and the message of the advertisement. The paper reviews the background of ethics and company's social responsibility in the advertising industry in the light of free market economics and Possible incentives for proactive, socially responsible advertising are explored.

# Challenges of Financial Inclusion in India

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2.Department of Business & management Studies, Meerut Institute of Engineering & Technology, India

## **Abstract**

Now days we hear the term financial inclusion almost every day, the basic meaning of this term is to include every one into the net of formal financial services so that all the households of the society can contribute towards the journey of growth of the economy. As it was found by United Nations in the year 2000 that the main source of poverty is that a huge part of our society is not able to avail even basic financial service. India had also started to work on this phenomenon since the year 2005. Today in the year 2018 we have made several benchmarks in almost every field but unable to do “Financial Inclusion”. This paper is an attempt to discuss why we are struggling since last 13 years & discuss some challenges of “Financial Inclusion” in India

## **EMERGING ROLE OF LEADERSHIP, VALUES AND ETHICS IN ORGANISATIONAL DEVELOPMENT**

***Dr. Roma Ghai\*<sup>1</sup>, Mr. Ashish Kumar<sup>2</sup>,  
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### **Abstract**

An organization whether commercial or non-commercial is formed with a vision, mission or purpose. Its success largely depends upon the quality of its human resources comprising of its employees at all the levels – bottom, middle and top level, its employers and its external elements like suppliers, customers, patrons etc. The quality of internal environment of an organization depends upon the selection of employees, clear demarcation of their duties and responsibilities, dynamics of team heads i.e. leaders, the values and ethics followed regularly and religiously in daily working of the organization. Thus, the three elements – Leadership, Values and Ethics are most important pillars of organizational behavior. A good team is a waste unless its headed by a competent leader. Similarly, without properly defined organizational values, the preferences and morals of management or employers cannot be conveyed to the employees from top to bottom level. Also Ethics, which reflect the moral code of conduct to be followed by everyone working in an organization are also equally important as in their absence there shall be total chaos, conflicts and confusions in the functioning of an organization. Thus, in today's modern and competitive era, an organization's survival and success largely depends upon its leaders or team heads coordination and vision, its values as defined and conveyed by the top management and ethics followed in handling employees and competition. Together these create an image of organization internally among its employees, customers and suppliers and outside among the society, nation and the world.

## **People's Perception for Economic Growth and Development of District Ghaziabad.**

**Rupanjali**

### **Abstract**

The analysis is based on a broad view of economic development, focusing on human well-being and 'social opportunity' rather than the standard indicators of economic growth. India's success in reducing deprivation since Independence has been limited. Recent diagnoses of this failure of policy have concentrated on the counterproductive role of government regulation, and on the need for economic incentives to accelerate the economy. Professors Dreze and Sen argue that an assessment of India's failure to eliminate basic deprivations has to go beyond this limited focus, and to take note of the role played in that failure by inadequate public involvement in the provision of basic education, health care, social security, and related fields. Even the fostering of fast and participatory economic growth requires some basic social change, which is not addressed by liberalization and economic incentives. The authors also discuss the historical antecedents of these political and social neglects, including the distortion of policy priorities arising from inequalities of political power. Following on from this, the book considers the scope for public action to address these earlier biases and achieve a transformation of policy priorities. ` ... a fine account of India's achievements and failures ... written throughout in a fine style ... it will be a starting-point of subsequent discussions on social life in India.'

## **Sustainable Solutions For environmental Problems in Delhi**

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9953471748

### **Abstract**

Increasing mindfulness on the different ecological issues has driven a movement in the way customers approach their life. There has been an adjustment in customer demeanors towards a green way of life. Individuals are effectively attempting to decrease their effect on nature.. In the advanced time of globalization, it has turned into a test to keep the buyers in fold and even guard our indigenous habitat and that is the greatest need of the time. Green advertising is a wonder which has created specific significance in the present day showcase and has risen as a critical idea in India as in different parts of the creating and created world, and is seen as an essential procedure of encouraging practical advancement.

Delhi has become center for industry and of education. The rapid growth and development in Delhi has results in overpopulation stress and severe burden on utilization of natural resources, It also resulting in Air Pollution, water pollution, Noise Pollution, loss of biodiversity which is a challenge for us. Business ventures have a pressure to meet the unlimited demand within limited natural resources of Biodiversity. Delhi, is the sixth-most populated metropolis in world (second largest if the entire NCR is included), is one of the most heavily polluted cities in India. In May 2014 the World Health Organization announced [New Delhi](#) as the most polluted city in all over the world.

The city suffers from air pollution caused by transportation, road dust, industries and pollutant and organic chemical emissions, cigarettes, Tobacco smoke. Noise pollution comes mainly from industries, transportation, aircraft etc. Water pollution and lack of adequate solid waste treatment facilities have caused serious damage to the river , the Yamuna. Several steps have been taken in the recent past to improve the environment condition which includes massive focus on afforestation, universal use of CNG by commercial vehicles, ban on plastic use, better management of solid waste, treatment of waste water and improvement of sewage system etc. But still many challenges remain to contain the environmental pollution. This paper summarizes the major environmental concerns in NCT of Delhi. And how it is affecting supply of goods and services during severe pollution crises in Delhi and what marketing strategies are being made to stand in this competitive world specially in the area of Green Marketing.

## **ETHICAL COMMITMENT IN BUSINESS- A SUSTAINABILITY APPROACH**

**Ms. SANJANA TEWARI**

Assistant Professor, Management Department

Indirapuram Institute of Higher Studies (India)

### **Abstract**

In the current scenario there is so much cut throat competition that in order to survive, grow and sustain the business organizations have started to cross the ethical boundaries. The lust of gaining higher profit has made them follow unethical practices. To ensure the sustainability of the organizations, ethical commitment has become the need of the hour. Business Ethics provide the organizations with a potential analytical framework to understand what is wrong and right and encompasses all the levels of business activities, including all the obligations and responsibilities that the business has towards all its stakeholders. This is possible only when the business leaders have a strong ethical commitment towards sustainable business practices and translate them to the organizational mission and objectives. Implementation of well formulated ethical business policy has enumerable benefits for the organization as it provides rational methods for addressing the present situation and identifying the future issues creating an optimistic connection between success and sustainability.

This paper focuses on the major aspects of sustainability- social, economic and environmental and the role of companies in addressing them. Also this paper addresses to the concept of achieving ethical commitment in the business by developing an ethical work culture and climate and its role in transforming a business in to a sustainable one.

### **Role of Ethics and social responsibility in marketing**

**Dr.Rakesh Kumar**

Assistant professor, MMM University of Technology, Gorakhpur

**Sanjeev Kumar**

MBA Student, MMM University of Technology, Gorakhpur

### **Abstract**

Ethical issue is a condition of choosing actions that may be right or wrong, ethical or unethical. Ethical issue in pricing may be in fixing its price or failure in disclosing the full price of purchase. Comparing ethics and social responsibility, ethics focuses on individual or group marketing decision, whereas social responsibility is the total effect of marketing practices on society. This study focuses on understanding business ethics, socially responsible marketing, development and implementation of a socially responsible marketing plan and ethical issues in marketing. The content is collected from different books, journals, websites, etc. The aim is to study whether the companies follow an ethical and socially responsible marketing strategies to achieve the company goals.

## **ROLE OF CODE OF ETHICS IN PROMOTING SUSTAINABLE WORK CULTURE: A LEADERSHIP PERSPECTIVE**

**Dr. Satish Kumar\***

Assistant Prof. Faculty of Social Work,  
The Maharaja Sayajirao University of Baroda  
Vadodara, Gujarat

### **Abstract**

Ethical workplace cultures prioritize self-transcendence values such as care, compassion, honesty and the responsibility to uphold the rights of all persons and of nature. When we say that one organizational culture is “more ethical” than another, we refer to how adequately the organization's values, systems and policies address the complex realities of its everyday operations. An ethically adequate workplace culture will leverage such essential. An ethically less adequate organization will leave gaps between its values and operations unaddressed and will leverage only a small portion of the tools that can shape ethical culture.

Workplaces in which employees at all levels strive toward self-transcending values and adhere to ethical obligations are, by definition, more ethical than those in which employees strive toward self-enhancing values or violate their ethical obligations. We probably all know people in our private lives who say one thing but do another. Workplace cultures are no different.

Aristotle famously counseled that rather than always seek the ideal, a virtuous person or culture will strive to attain the mean between too much and too little. Too much moral courage turns into self-righteousness. Too little moral courage turns into cowardice. Workplaces in which employees seek a balanced, pragmatic approach to living out their ethical values develop cultures of character that make ethics practical, attainable and adequate to the complex challenges of modern work. Perhaps the most important point for HR professionals to understand is that good work can only be sustained in an ethical workplace culture.

So, it is very important for the leader to ensure the ethical practices and follow the professional code of ethics like to work/act accordance with the highest standards of personal conduct, to ensure the acceptance of differences, to provide the right to participation and right to self determination, to maintain confidentiality and privacy, ethical responsibility to colleagues, respect, fairness, and courtesy and to maintaining the integrity of the profession.



**AN EMPIRICAL STUDY TO ANALYSE**  
**BUYING BEHAVIOUR**  
**OF INDIAN ONLINE CUSTOMERS**

**Ms. Silky Sharma<sup>1</sup>, Dr. Shalini Srivastava<sup>2</sup>,  
Dr. Vikas Garg<sup>3</sup>, Mr. Jagteshwar Singh<sup>4</sup>**

*Amity Business School, Amity University, Uttar Pradesh, India*

**Abstract**

E-commerce evolved as businesses started to shift from real time market to digital market. The online shopping system being a prominent part of E commerce has brought down political and physical barrier. Online shopping has become new type of retail shopping. It has become a substitute for real market price. It has now been adopted all over the world including India. The knowledge of online shopping in India is now beginning to increase rapidly. Shopping online is different from traditional shopping in terms of experience on the part of consumers. Consumers in traditional markets can touch and feel the products before purchasing it and on the other hand in virtual markets products can be assessed visually only. The purpose of this paper is to understand the values of consumers that prefer shopping online to gain a better understanding of the buying behaviour of customers in India.

Becoming no. 1 of web clientS in India gives a splendid prospect to web based shopping. On the off chance that E-advertisers know the key elements influencing conduct of clients and its relationship then they can figure their showcasing methodologies to change over potential clients into faithful ones and holding existing on the web clients. This specialist paper features on factors which online Indian clients remember while shopping. After fulfilment of study Researchers found that cognizance, detected convenience, solace of utilization; detected pleasure and security are the five parts which influence purchaser observations about web based acquiring.

## **Women empowerment leading to Organizational development- Role played by Feminist Ethics & Smartphone**

**Mr. Shashank Goel<sup>1</sup>, Dr. Prateek Gupta<sup>2</sup>**

<sup>1</sup> *Department of Management studies, Centre For Management Development (INDIA)*

<sup>2</sup> *Department of Management studies, KIET Group of Institutions (INDIA)*

### **Abstract**

Women empowerment is the buzz word throughout the world today. Women are being empowered through various governmental and non-governmental initiatives to excel in organizational sector of their choice. Due to these women empowerment initiatives women have acquired good positions in different sector of organizations and are contributing at optimum levels leading to organizational development. Also, Women are no more disconnected with the technology as was in the past. They have adapted themselves to the environmental needs and are connected to the world through technologically advanced telecommunication devices such as smartphone which has equipped them with multiple capabilities that make them independent and self-dependent. Feminist ethics have played a very important role in bringing about the desired change in the situation of women in the world. Present paper is drafted to study the role played by feminist ethics and smartphone adoption by women and this correspondingly leading to organizational development.

## **Organizational Development of Sector Specific SEZs: A Study of Moradabad SEZ**

**Dr. Shely Rastogi<sup>1</sup> and Dr. S. K. Agarwal<sup>2</sup>**

<sup>1</sup> *UGC-PDFW Scholar, Department of Commerce & Bus. Admn., D.N.P.G. College, Meerut*

<sup>2</sup> *Associate Professor, Department of Commerce & Bus. Admn., D.N.P.G. College, Meerut*

### **Abstract**

A stable and hassle-free environment is essential to carry out exports and this in turn would require raising the level of production, reduction in duties and taxes and other forms of financial support. Keeping these goals in mind, the Government of India designed a framework to setup Special Economic Zones (SEZs) throughout the country which are involved in the production of cheap and quality export oriented goods and services. Earlier the SEZ policy mentioned the minimum area required as 1000 hectare but later the improvement in policy through amendment reduced the minimum area requirements to 100 hectares for SSSEZs, for Information Technology (IT) and IT enabled services (ITeS) 10 hectares. The establishment of SSSEZs is a major improvement in SEZ policy as well as in Indian economy as it leads to setup small SEZs in those areas too where big SEZs could not be established. To evaluate and analyze all these and other related aspects, the present research study is undertaken.

## **Ethics for Professionals**

***Mrs. Shweta Sharma***

*(Ass. Professor) B.I.T, Meerut*

*Ms. Aditi Sharma, Corporate Executive*

### **Abstract**

The purpose of this paper is to impart knowledge and awareness of Value of Ethics.

Paper includes several sections i.e. it depicts a general and technical idea of what actually Ethics means? Ethical behavior means that you are living, working or playing in an ethical way by the set of standards that are generally considered to be right or good.

The second half of the paper presents the clear view on the Suggestions for professional i.e. how an ethical behavior can help the business man and the customer as well in the present business environment.

Paper also includes principles of business ethics it says all professional and private record should be protected, secured and maintained the confidential information should be only used for the actual business responsibilities. If any information is disclosed it needs to be authorized by the individuals. Students are expected to adhere to and practice the Code of Ethics like: representation, academic honesty, respect for district rules and regulations, respect for the open exchange of ideas

## **AN ASSESSMENT OF ETHICAL CONSIDERATIONS IN HOUSEHOLD WASTE MANAGEMENT: A CASE OF JAIPUR CITY**

**Dr. Smita Sharma, Shweta Sharma, Archana Sharma**

*Post Doctoral Fellow, School of Business and Commerce, Manipal University, Jaipur*

*Assistant Professor, Department of Environmental Science, IIMT, Greater Noida*

### **Abstract**

The ancient Indian texts emphasize the existence of a harmonious relationship between human beings and other creatures on the earth. It is important to understand these intricate relationships and promote holistic development of all species on earth. The waste streams generated through individual households is also an aspect which holds its roots in the Indian ethos. The tremendous amount of waste generation has resulted into excessive pressure on the waste sink. This capacity has reached its peak in today's world in most of the nations. The time has come when we need to question the values of our society and the direction which we have taken to meet sustainable development. The present study identifies this gap with special reference to the waste management practices adopted by various households in smart city Jaipur. The study also evaluates significant outcomes of the implicational process of waste management in households manifesting in the integrated waste management process adopted in the city of Jaipur. The sample size of 390 respondents was evaluated for the purpose of study. Random method of sampling was used and correlational analysis was performed. The correlation analysis reveal a significant positive relationship between environmental awareness and environmental attitude (.721). The relationship between household waste and environmental attitude was also on the higher end. The relationship between environmental attitude however was only moderately correlated (.456) with household waste separation. This suggests that initiatives should be taken to translate these environmental attitudes to household waste separation behavior.

## **WORKPLACE ETHICS- A ROADMAP FOR ORGANIZATIONAL SUCCESS**

**Dr. Sonal Kapoor and Ms. Ritika Bora**

Faculty, Associate Professor, Indirapuram Institute of Higher Studies, Ghaziabad (India)

Faculty, Assistant Professor, Indirapuram Institute of Higher Studies, Ghaziabad (India)

### **Abstract**

At a time, when the world wide stagnation is in growth and employment is apparent many people seem to be diverted to follow the ethical values and moral principles. Most of the organizations have their own code of conduct and ethical principles but they are failing to communicate and integrate them in their work process. Therefore, the need of the hour is to enlighten them with the workplace ethics. A workplace ethics ensures positive ambience at the workplace. It leads to happy and satisfied employees who enjoy coming to work rather than treating work as a mere source of burden. Employee actions are not limited to themselves but it also helps in strengthening the bond with other employees. The management plays an essential role in inculcating workplace ethics among employees. Managing ethics in the work place is about how the values, ethics and moral principles are utilized for sound decision making. Taking these views into consideration the present study will show how ethical norms can influence employee behavior in an organizational environment. It also focuses on the issues an employee faces in a workplace and some recommendations for supporting and promoting ethics in the employees.

### **Impact of Jan Dhan Yojna on Common People**

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### **Abstract**

Pradhan Mantri Jan Dhan Yojana (PMJDY): Financial Inclusion and Inclusive Growth in India

It's an opportunity of all Indians who are belonging from rural area and they had no awareness about fund savings as Pradhan Mantri Jan Dhan Yojana (PMJDY)". It is a scheme for comprehensive financial inclusion launched by the Prime Minister of India, Mr. Narendra Modi on 28 August 2014. He had announced this scheme on his first Independence Day speech on 15 August 2014.

Reserve Bank of India (RBI), vide its Press Release dated 26.08.2014, has further clarified that those persons who do not have any of the 'officially valid documents' can open "Small Accounts" with banks. A "Small Account" can be opened on the basis of a self-attested photograph and putting his/her signatures or thumb print in the presence of officials of the bank. Such accounts have limitations regarding the aggregate credits (not more than Rupees one lakh in a year), aggregate withdrawals (not more than Rupees ten thousand in a month) and balance in the accounts (not more than Rupees fifty thousand at any point of time). These accounts would be valid normally for a period of twelve months. Thereafter, such accounts would be allowed to continue for a further period of twelve more months, if the account-holder provides a document showing that he/she has applied for any of the Officially Valid Document, within 12 months of opening the small account.

# **The role of Business Ethics and Ethical Issues of Marketing in Banking Industry in India**

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## **Abstract**

In this competitive world each bank needs to own most market share. during this last most share differing kinds of selling methods and ways area unit adopted by banks. except for the expansion and survival each business should trade off between 'profit' and 'ethical' problems regarding their promoting methods. So, a number of these promoting methods adopted by banks may be unethical. Unethical practices will profit briefly run however will severely injury name of bank within the end of the day. In general, ethics is outlined as “a branch of philosophy coping with what's smart and dangerous and with ethical duty and obligation”. Ethics is that the common prescribed follow of various ethical principles or values. It concentrates on the overall nature {of ethical|of ethical} and therefore the specific moral alternative a private makes in relationship to others. Ethics in banks is all the a lot of vital because it establishes confidence of public within the system. smart moral practices area unit vital for banks as banking industry is predicated on trust and confidence of individuals. gift paper is modest decide to uncover unethical practices in promoting of banks and problems that make moral conflict.

“Core moral values embrace honesty, integrity, fairness, accountable citizenship and responsibility. In short, business ethics means that "choosing the great over the dangerous, the proper over the incorrect, the truthful over the unfair, the reality over the lie". perceptive the law is one basic skilled demand for banks. they have to additionally pay shut attention to ethical issues so as to create the proper moral selections on a daily basis. The upholding of associate moral culture in banking is of crucial interest to regulators, banks, workers and customers alike. Banking ethics area unit the ethical or moral principles that bound banks selected to abide by. There isn't associate ethics investigator or a universal code of moral conduct, however the banks that vaunt their moral credentials vet {the moral|the moral} standing of potential investors and partners and additionally select the businesses that they successively invest in with their ethical policy in mind.

## **Wilful and Strategic Defaulting-A question on Ethics in Indian Banking System**

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## **Abstract**

The paper critically examines how the unethical practice of wilful and strategic defaulting of loans by borrowers hampers the sustainability of Indian Banking system and ruins the socio-economic development of the country. This study analyzes various issues and challenges of wilful and strategic defaults and their implications on the profitability of Indian Bank with focus on the role of regulatory framework on wilful and strategic defaults. The importance of values and ethics in the effective and efficient functioning of banking system are further highlighted. If these are not followed properly by the borrowers and bank officials, it could jeopardize the conductive environment of banks which is very important for their sustainability and profitability.

## **GOING THROUGH THE ETHICS IN VALUE BASE INTEGRATED LEADERSHIP**

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### **Abstract**

Any organization strongly recommends persons having ethical leadership quality and influencing the power of personality. The issue of going through ethics in value base integrated leadership is the very essential need nowadays or forever for any organization. Ethics is the way to enhance the leadership talents that we have in. The paper aims to examine that leadership starts with influencing power towards people and organizations. But if a leader is influencing that does not mean that he or she is a good decision maker. The article also tends to develop only critical thinking and decision-making power does not lead to leader development. To create a value base leading quality, it needs ethical awareness at all levels. This research also points out that how it is important to a stable 'workplace climate'. It's about leading others to make ethical decisions. The finding of the article tends to show that how essentially ethics is needed in taking actions by the leader in a positive and influensive way. Because what goes around that comes around. It considers how ethical thinking works in a positive manner at every level of an organization.

## **ETHICAL ISSUES FACED BY WOMEN IN IT AND EDUCATION INDUSTRY IN DELHI-NCR REGION**

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### **Abstract**

Women in IT Industry were found to be quite happy and comfortable and facing comparatively less issues at their workplace whereas Education Industry is still lagging behind. According to the women in IT Industry, their safety is the topmost concern of their employer and with time problems and conditions related to maternity period (leaves, workload etc.) are also getting better. As far as Education Industry is concerned, although the ratio of men to women is almost equal but it can be clearly seen that the ratio is not even near to one-third. This paper focussed on the ethical issues which are faced by the women in both IT and Education Industry.

## **FINANCIAL INCLUSION: A STEP TOWARDS EQUALITY OF OPPORTUNITIES TO ACCESS FINANCIAL SERVICES**

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### **Abstract**

The concept of Financial Inclusion is not a new one. It has become a catchphrase now and has attracted the global attention in the recent past. Lack of accessible, affordable and appropriate financial services has always been a global problem. It is estimated that about 2.9 billion people around the world do not have access to formal sources of banking and financial services.

With the ongoing third phase of the financial inclusion plan and the fillip provided by the PMJDY, further progress was made towards the goal of universal financial inclusion. With the latest branch authorisation policy that recognises BCs, which provide banking services for a minimum of 4 hours per day and for at least 5 days a week, as a banking outlet, the importance of technology in banking services is going to increase further.

Operationalisation of SFBs and payments banks is expected to further expand the geographical penetration of banking services at low cost in an affordable manner, providing further impetus to the financial inclusion agenda. For digital payments and their facilitation through various incentives by the Government is also expected to provide a boost to the objective of a 'less-cash' society. At the same time, to ensure that Bank further strengthened the Banking Ombudsman Scheme.

Looking ahead, it is expected that through new institutional mechanisms such as the IBC, the Government and the Reserve Bank's resolve to collectively address the problem of stressed assets and banks' own efforts toward improving efficiency, credit monitoring, risk management and internal accruals, they will be able to overcome the strains on lending capacity and efficiently perform their role as financial intermediaries. In this direction, the Government's initiative in the form of an 'Alternative Mechanism' for consolidation of PSBs will help create strong and efficient banks. Nonetheless, banks will have to adapt and adjust to the rapidly evolving financial environment brought about by the entry of niche players and emerging financial technologies



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