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Management Practices amidst Covid-19

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MANAGEMENT PRACTICES AMIDST COVID-19

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PREFACE

Covid-19 as a global pandemic has caused a considerable commotion socially and economically. Everyone has gone through this crisis; there are many challenges faced by professionals worldwide. Almost every work setup was forced to shut down and continued work from home with their valuable resources. Work from home brought many advantages and disadvantages for every profession.

This book throws light on the challenges and circumstances that professional faced during this pandemic. Almost every stakeholder like organizations, employees, customers, and others were affected by the situation Managerial practices that emerged during Covid-19 are being discussed here. During this pandemic situation, management practices endured enormous changes that were never planned nor expected. Some failed tremendously, whereas some successfully emerged as an imminent style of management.

The purpose of this book is an effort to bring together expert opinions from researchers, academicians, scholars, and the management professionals from across the different areas of management, social, economic, and agriculture; and how these all acted/reacted in this crisis. Covid 19 resulted in enormous opportunities and challenges for every profession which has been disused here; this book tried to heighten all those opportunities and challenges faced by management practices and others, and how these all-professionals work.

The book opens the horizon of vast opportunities for researchers who are conclusively looking to create theories and applications on Management practices during Covid-19 pandemic situations and show how every profession works during this crisis.

Editor

Dr. Divya J Thakur

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Editors

*Divya J Thakur
Pooja Verma
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GROWTH OF E-BUSINESS DURING COVID-19: ROLE OF HR PRACTICES.

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ABSTRACT

In this study, we tried to examine the growth of E-Business during this pandemic situation and also highlight the role of HR managers throughout this crisis. In this study, we discuss E-business, meaning and their importance also shows how E-Business is used by every organization to run their business in this (COVID-19) pandemic situation. In this paper, E-Business is divided into eight components Business intelligence, customer relationship management (CRM), supply chain management (SCM), Enterprise resource management (ERM), E-commerce, Online activities between businesses, Collaboration, electronic transfer within the firm, and shows how HR manager manages these all composes through this pandemic crisis. In this study, we have tried to show how E-Business is growing during this pandemic crisis and how HR manager helps their organization and their employees through these cries and help them to accept this change of new style of working in the organization.

Keywords: *E-Business, Customer relationship management (CRM), supply chain management (SCM), Online business, E-commerce, and Business intelligence.*

INTRODUCTION

E-Business Electronic business or online business is executed with the help of the internet, within or across the counter. E-Business is similar to Commercial transactions. In this, we are also buying and selling of goods. Still, in E-Business, we also provide services and better technology to customers with the help of the internet, web, extranet, and intranet. With E-Business, the organization can direct intact with their customers and provide their services as per their needs. E-Business gives a new vision to Commercial business, in this include digital information, advanced communication, new technology to trade in the initial stage to implement business. Technology is a new necessity of every business; with the help of these new ways of doing business, employees feel more infracted and promote a new understanding of Alavi and Leidner 2001. It is imperative to build a good infraction network in the industry because when employees are intact, they can do their work more efficiently Lee and Kim 2014. E-Business also includes business processes like online business, digital marketing, CRM (customer relationship management), direct selling goods, etc.

There is a considerable growth of E-Business during this (COVID-19) pandemic situation; everyone is doing work of the home through online platform. As we all know, the (COVID-19) pandemic situation is very new for everyone; no one is prepared for that. Under this crisis, E-Business help every organization run their business using HR practices. Under this situation, the HR executive came out with those new policies for employees to under this crisis Dayal et al., 2021. On the basis of the current (COVID-19) situation, no one knows when this situation can be ended, so every organization/business are preferred online business or E-Business. In this station, Employees are incapable of coming and visiting companies and do their work, so E-Business is the best way to do their work under a given time. Organizations need to adopt new technologies in the future to overcomes this type of crisis, and online business is the best way where employees can easily do their work Sheppard, 2020. According to previous studies, new technologies and more dependency on internet services,

used by every organization. E-Business is also a part of this under this. Under this, there is low maintenance cost, increases promotion, increases productivity, and the organization can directly interact with their customers and other business partners (Jardim-Goncalves et al., 2012; Raymond et al., 2005).



(https://saylordotorg.github.io/text_small-business-management-in-the-21st-century/section_08/5bdf7cfdb919a17293a0695490951d98.jpg)

Role of HR Manager and E-Business Components During COVID-19

1. Role of HR Manager in Business intelligence During COVID-19

Business intelligence is where organizations collect, analyze, and store information about the market and their competitor, which help (organization) them take further decision-making business; this is primary research about market and customers which HR executive in the organization does. This can be done with the help of an online survey that will be a more essayer and time-saving process. Through this survey, organizations can directly connect with the customers and know about the latest trends in the market under this (COVID-19) pandemic every organization working through an online platform. It is the best way the organization can do its survey and make decisions for their organization.



(<https://i.pinimg.com/originals/bc/23/74/bc237409f3248ab18758b8ba3d22d3ee.jpg>)

The main aim of an HR manager is to manage the entire work in the organization and run the organization smoothly; under this (COVID-19) situation, the HR manager needs to solve all the problems related to

employees and organizational growth in a limited time with less cost Laumer et al., 2010 and with the help of B.I. (Business intelligence) organizations can do a further survey about the market, competitors, and customers.

2. Role of HR Manager in customer relationship management (CRM) During COVID-19

Customer relationship management (CRM) refers to maintain the long-term and sustainable relationship between the organization/business and its customers Baashar et al., 2016. the main motive of CRM is to collect all the information/data about the customers and provide them services. Under this pandemic, situation CRM is beneficial for every organization; with the help of this, organizations can directly interact with their customers and provide the necessary services. Customer relationship management (CRM) focuses on how the organization can satisfy its current customers and create more customers (Mohsan et al., 2011. During this (COVID-19) situation, CRM helps every organization connect with their customers directly, and HR managers manage this entire work in the organization through this online platform.



(<https://5.imimg.com/data5/WW/NC/MY-2629930/customer-relationship-management-system-500x500.jpg>)

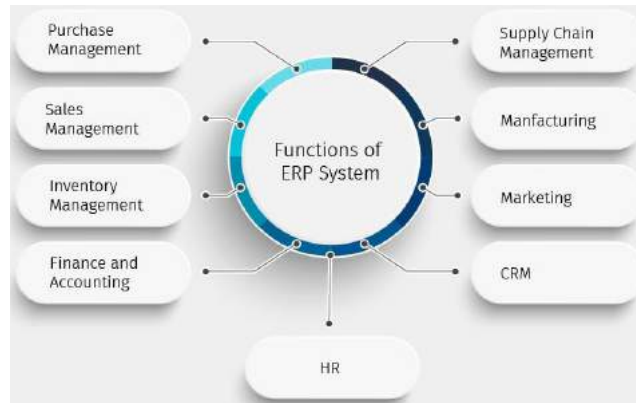
Throughout the real pandemic situation, the HR manager helps every employee while taking online meetings regarding their work, maintains a healthy relationship between the employees and their customers, and CRM is the best way to do that. Singer-Velush, Sherman, & Anderson, 2020. HR manager received all the information about customers with the help of CRM software. Under this (COVID-19), every organization uses this software, provides services to customers, and runs their business (Dayal et al., 2021).

3. Role of HR Manager in supply chain management (SCM) During COVID-19

Supply chain management (SCM) is a network or chain from vendors' raw components to delivering products or services. The entire process between the customer and the product delivery is called supply chain management (SCM). Throughout this (COVID-19) situation, this supply chain might be delayed for some time under a lockdown period, but later on, it starts working, and nowadays, every customer using these services. HR manager is appointed to manage the workforce, job satisfaction of employees, and increases efficiency Sadhu,2020. while this (COVID-19) HR manager is responsible for managing the entire work in the organization, SEM is the best way to deliver its products to its customers. Nowadays, everyone (customers) is using online delivery for their products/goods, and by using this method, organizations can directly deliver their products to their customers.

4. Role of HR Manager in Enterprise resource management (ERM) During COVID-19

Enterprise resource management is about integrating all the functions and departments in the organization; it includes departments like (sales department, finance department, HRM department, accounts department, product department, and marketing department, etc.) in one system together and used by the organization as per the need.



(<https://resources.tallysolutions.com/wp-content/uploads/2020/02/functions-of-erp-systems.jpg>)

It is created by every organization to maintain its records within the business. The HR manager is responsible for maintaining these records in the organization. These records help the HR manager analyze the organization/business's current position and take further decisions in the organization through this pandemic situation. This is to provide all the necessary information quickly and effectively about the organization's department to those who need it.

5. Role of HR Manager in E-commerce During COVID-19

E-commerce is also known as electronic commerce, buying and selling goods and services through online modes (Flipkart, Amazon, Myntra, Ajo, etc.). Nowadays, everyone is using the online market for their need, and E-commerce is the best way to do that. Based on current circumstances, when the coronavirus pandemic crisis is there, everyone is structured at home. Every customer uses e-commerce for buying their products. As we all know, the online marketing/ digital market is the new platform for every organization to directly connect with their customers and sell their goods and take feedback now from their customers.



<https://www.temok.com/blog/wp-content/uploads/2020/08/ebus2.jpg>

In every organization/business, the HR manager helps their employees adjust to these types of changes, whether from their home or workplace (Carnevale & Hatak, 2020 because previously, online marketing is not that much used by the customer. Still, during this (COVID-19) pandemic crisis, everyone is using online marketing. Every brand or organization tried to launch their app or website, Frome, where customers can directly purchase their products.

6. Role of HR Manager in Online activities in businesses During COVID-19

Online activities and business concert with all the activities happening in organization with the online mode is focused on sharing all the communication or information regarding business with the help of email, intranet, online meeting, and instant messaging to employees. Throughout this entire (COVID-19) pandemic situation, several challenges and opportunities exist for every organization/business. The HR manager is the one who has

to manage these all things together, Carnevale & Hatak, 2020. When everyone is doing their work through online mode, HR managers use online activities between businesses more frequently, or we can say that with the help of this organization can easily connect with their employees and work has been done. Before this pandemic crisis organization also use online business activities for doing their job but not that much, nowadays when every employee is doing work from home online activities is more used. The HR manager is the one who scheduled all these activities for employees and also makes a proper record of this; without the HR manager, it will be pretty tricky for the organization to run their work smoothly in the organization.

7. Role of HR Manager in Collaboration of partners in the organization during COVID-19 pandemic situation.

Collaboration can be internal and exalter business parents; every organization needs to collaborate between their partners and their employees to active their goal. Through this pandemic situation, it is imperative to make proper Collaboration in the organization. The HR manager is the one who helps the employees to make that and under their feelings and makes balanced Collaboration between the internal or external business partners.

8. Role of HR Manager how electronic transactions within the firm take place During COVID-19

All the electronic transactions in the organization can be done with the help of the internet, email, intranet, and other instant message sender apps/software. As we all know that nowadays, every organization wants to connect with their employee's intranet internally; direct is the best way to do that during this entire (COVID-19) pandemic situation when every employee work from their home, the internet is used by the organization to connect with their employees because the intranet is a private network which is mainly used by organizations/companies to connect with their employees internally. It is also beneficial in sharing information in the organization. The HR manager's responsibility is to manage the work in business, and there should be a proper connection between the employees and their organization. With the help of electronic traction, organizations transfer their information between the employees and internally connect with them during this pandemic crisis. Hr manager helps them to do their work correctly and provides all the necessary help to employees. Whether it's personal or professional, employees are working from home during this pandemic crisis, and sometimes it's tough to manage these things. HR manager helps their employees on that Dayal et al., 2021.

CONCLUSION

E-Business or Electronic business is done with the help of the internet. All the departments and transactions occur through the internet or intranet, as we all know during this pandemic situation. When every employee, organization/business runs their work through an online platform, in that situation, E-business is very helpful for organizations to run their business correctly in this pandemic crisis where every organization tried to run their business through an online platform. HR manager is the one who their employees during this situation because previously employees are not habitual to work from their home. It is a different experience for them, George & Bohns, 2020. HR managers help every employee in the organization through this crisis and make their work essayer for them.

Nowadays, every organization wants to establish their business through an online platform because it is less costly, easy to access the market situation and direct connection with their customers. However, organizations previously know what exactly customers want from their organization. With the help of E-Business, it is more essayer to established, COVID-19 cries are the times where everything is doing through the online platform, and every organization tried to run their business on this platform.

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WOMEN EMPLOYMENT: NEW NIGHTMARE FOR INDIA

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ABSTRACT

Women's empowerment entails promoting women's self-worth, their ability to make their own decisions, and their right to influence social changes for themselves and others. As we all know, women's empowerment is a vital topic to be discussed, particularly in underdeveloped and developing countries like India. The study is concerned with Indian policies relating to women's empowerment and employment. The research relies on secondary data sources. The necessary information about the role of government policies in women's empowerment and engagement and their various components gathered from books, journals, internet sources, or related topics. The paper's findings show that the Government has implemented several policies to encourage female employment, but the number of female participants continues to decline. Furthermore, we find evidence that changes in measurement methodology across our research have likely contributed to the estimated decline in female participation, owing to the difficulty of distinguishing between domestic duties and contributing family work. However, the main long-term issue is a lack of employment opportunities for women in India due to factors such as occupational segregation.

Keywords: Empowerment, Women Employment, Ratio

INTRODUCTION

Significant milestones achieved in India in 2017. First, it has gained the most rapidly growing economy globally, retaining growth levels above 7% steadily from 2011-2012. The other ground-breaking was, with Indian women's participation and job levels dropping to their lower levels ever since their liberation in 2017. India is a country in which less than one-quarter of women employed and only one fifth. As per the World Bank report 2017, India has one of the lowest levels of participation by the women labour force worldwide, with only part of the Arab countries below India.

COVID-19 has only exacerbated these trends. Women confronted with the brunt of the first lock. 26.6% of the female workforce retired from the workplace compared to 13.4% of males between March and April 2020. According to CMIE (Center for Indian Economic Monitoring), even in December 2020, female workers remained 14 per cent lower than in December 2019 compared to 1 per cent for men (IWWAGE, 2020).

This is a queer composite - why is there no greater female participation in the workforce in a nation with Significant education gains, significant fertility decreases, and economic growth rises? In India's economy, sectors like service (39 to 53%) and industry (33 to 27%) has contributed to GDP were observed between 1977 and 2017. Rural men working in agriculture decreased their share from 80.6% to 53.2%, but rural women only declined from 88.1% to 71.7%. (MOSPI, 2020). Between 1994 and 2010, in India's ten fastest-growing professions, women have been given less than 19% of the new jobs.

Men demonstrated their support for women in agriculture by increasing seedboxes, harvesters, thresholds, and husking equipment. Machine stitches and textile machinery gradually eliminated women's textile work. According to a McKinsey Global Institute report, nearly 12 million Indian women may lose their jobs due to automation by 2030. With rising household income, the need for a "second income" has decreased, particularly in the last three decades. As a result, families are retiring women from work as a sign of prosperity. The "revenue effect" could explain the 9% drop in female labor-force participation between 2005 and 2010. Female tertiary enrollment increased from 2% to 4% of female workers, 47 percent of whom did not enter the labor force (NSSO, 2018-19). As a result, women account for only 17% of cloud computing jobs, 20% of engineering jobs, and 24% of data/artificial intelligence jobs (WEF, 2020). Women still have unpaid care; women spend

five hours per day on domestic work, on average, compared to 30 minutes for men (Wire staff, 2019). Women have an excessive limited mobility to a nearby market alone, which only allows 54% (NFHS, 2015-16). Women regularly sacrifice their salaries, career progressions and educational opportunities to fulfill their family duties, safety concerns and other restrictions. This is a shock, which led to massive job losses for women, especially informal workers, and to a slow recovery for female micro-entities, in connection with the COVID 19 pandemic. It has also increased domestic work, increased digital gender differences, disrupted school for girls.

Government, the private sector, the media and the social sector should work together to improve working conditions, reduce wage gaps, enhance opportunities and change women's attitudes to characterize a socio-economic gender recovery after Covid19. Governments can set employment targets for gender-based public work. Central and State governments may consider wage subsidies to promote women's employment in small and medium-sized enterprises. In skill training institutions, the Government could introduce mandatory and incentive-based gender objectives. Companies should track women's percentages across employment roles at different seniority levels. Companies and NGOs should join forces to bridge the digital gender gap by offering girls from disadvantaged communities' free mobile phones and laptops and long-term training. Above all, employers, the community, media and social influencers should promote equal rights for men and care partners.

OBJECTIVES OF THE STUDY

1. To determine the impact of government policies implemented on the female employment.
2. To analyses the ratio of female to male Labour force participation rate in India.

RESULTS

This study is based on secondary data. The data have been collected through different sites (Government and non. Government). Analysis of the date is done by using descriptive analysis, line chart and scatter chart.

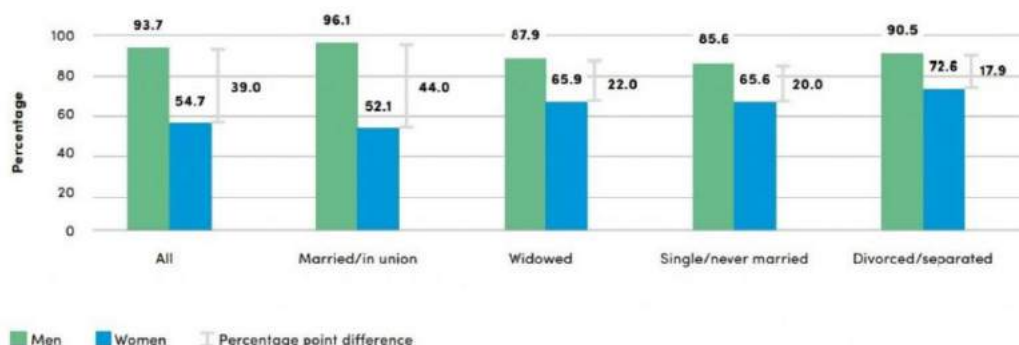
Table: 1 - Women Labour Force in India

WOMEN IN LABOUR FORCE			
YEAR	LABOR FORCE ININDIA	PERCENTAGE OF FEMALE LABOR FORCE	WOMEN IN LABOR FORCE ININDIA
2001	406722314	25.737	104678122
2002	416990123	25.91	108042140.9
2003	427513791	26.086	111521247.5
2004	438149349	26.261	115062400.5
2005	449085798	26.427	118679903.8
2006	451850215	25.743	116319800.8
2007	454681303	25.061	113947681.3
2008	457434576	24.376	111504252.2
2009	460259998	23.704	109100029.9
2010	462951189	23.033	106631547.4
2011	463753798	22.118	102573065
2012	464761442	21.227	98654911.29
2013	469136973	21.091	98945678.98
2014	473314433	20.825	98567730.67
2015	477296183	20.652	98571207.71
2016	481184542	20.49	98594712.66
2017	484532665	20.434	99009404.77
2018	487622021	20.209	98543534.22
2019	494732705	20.317	100514843.7
2020	471689092	20.3	95752885.68
AVERAGE		23.00005	105260755.1

The results of Women empowerment in India analysis (table 1) suggested that - from the year 2001 to 2020, the labour force has been changing. The table shows that the labour force sometimes increases and sometimes indicates a drastic low rate. But the percentage of the female labour force is still between 20.3 per cent to 26.43 per cent. As in 2001, the ratio was 25.78 %, and in the year 2020, the percentage was 20.03%. There is a massive downfall of women labour force percentage in the past 20 years compared to the portions. The average

rate of women in the labour force is 23%. In 2001 there were 10,46,78,122 women in the labour force whereas, in the year 2020, there were 95752885.68 women in the labour force. The average of women in the labour force is 105260755.1. Therefore, in India, the labour force shows a good amount of increment, but the percentage of the female labour force is still deficient.

Figure: Global Participation of Men and Women in Labour workforce



Global labour force participation rate among individuals aged 25–54, by sex and marital status. Source: ILO

This graph describes that out of 100 per cent of men and women (age 25-54), 93.7 per cent of men’s and 54.7 per cent of women participates in women labour; the difference is about 39.0 per cent. And this graph inclined of we further distribute it based on marriage it goes like 96.1 per cent of men and 52.1 per cent of women get to indulge in women labour and the difference increases from 39.0 per cent to 44.0 per cent. The difference between men and women labour force percentage decreased drastically in the other cases (Widowed, Single/never married and divorced/separated). It can conclude that married women prefer to do work/jobs, which increased the difference between men and women labour force. On the other hand, there is an increase in the women labour force in another case because in those cases, women are responsible for their livelihood or get responsibilities of their family.

Table: 2- Percentage of Female to Male Labor Force Participation

RATIO OF FEMALE TO MALE LABOR FORCE PARTICIPATION RATE (%) INDIA	
Year	Percentage
1961	49.55
1971	21.81
1981	37.87
1991	41.93
2000	37.06
2001	48.07
2005	38.97
2010	32.75
2012	29.53
2018	27.91
2019	28.92

The ratio of female to male Labor force participation rate in INDIA analysis (table 2) suggested that - Since 1961 to 2019, the proportion of female to male labour force participation rate sometimes increases and sometimes decreases. The table shows that the minimum ratio was in the year 1971 that is 21.81% and the maximum ratio was in the year 2001 that is 48.07%.

FINDINGS

The present study has undertaken to compare the policies related to women's empowerment and their effects. For the comparison, the secondary data is collected from the past 20 years, showing the ratio of women to the

men labour force, i.e., 1/4th. It has observed that the number of policies implemented by the government doesn't impact the labour force in women even spending a tremendous amount of money; no change is found. The reason is the care economy which means the burden of household work of women compared to men. Women spend their maximum time on child care, domestic work and other household work. However, the researcher notes that household per capita income increases. Women leave the workforce since family status linked to their household activities. Household work becomes more attractive as the family income increases. In their article, Verma and Negi (2020) said that the India Maternity Benefits Act 2017 has somehow decreased the women labour force as employers are hesitant to employ women in their organization. They also argue that due to many loopholes, it will be challenging to improve women participation. According to Fonseca and Mariana (2020) stated that parliamentary policies are reflecting more female participation. Chavan (2020) study also noted that the credit received by women is only 27%, whereas credit received by men is 52% of their deposits.

CONCLUSION

It is concluded from the study that despite the various programmes of the govt. The country has not made great strides in female employment. The analysis shows that the policy cannot be fully effective in the absence of more considerable and structural changes in society concerning women's attitudes. Women face profound constraints as a result of gender division of labour in the home and community. It estimated that female employment in India increases between 2002 - 2020 due to many factors, including social norms women in India have limited choice in terms of occupations. The financial results indicate that religion and social perceptions of women, level of education, household size, income and presence of young children. It has been found that the structural characteristics in the labour market have played a more critical role of the female working-age population in influencing participation rates. Structural barriers such as norms that in bit women's labour market options correlate with the consistent decline in women's employment.

Moreover, measurement issues also appear to have played a role in female participation estimates across data collected. The government is making arduous efforts to differentiate between domestic duties and contribute to family work. In addition, investing in employment-intensive infrastructural development and ensuring women participation in decision-making on the creation of community assets alleviates their care burden and generates employment when specific measures are in place to encourage their participation.

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CORPORATE SOCIAL RESPONSIBILITY- A FRIEND IN NEED AMIDST COVID-19 (INDIAN PERSPECTIVE)

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COVID-19, a global pandemic brings enormous challenges to businesses, societies and, Governments. From the business perspective, a huge number of small- and large-scale businesses have to shut their operations all around the world. Equivalently, it also provides great opportunities for existing businesses to flourish and new businesses to operate. The pandemic has also impacted society in terms of loss of life, dropping of employment, reduced household income, rise in poverty and, increased mental stress. And Governments have to spend a large portion of their budget for building medical infrastructure, fulfilling food demands, procuring vaccines, and running vaccine drives for the whole population.

The Governments have to strengthen all the sectors of their economy, build confidence and provide medical support to their people. All these goals cannot be achieved alone, thus the need for corporates and people to join hands together with the government has risen. Corporates in this hour of need, are performing frontline activities to reduce the impact of COVID-19. Corporate Social Responsibility thus, “is a friend in need” in this time.

1.1 INTRODUCTION TO CSR

Corporate Social responsibility act as a central platform for business corporate to be responsible towards society. The resources from the natural environment have been used by businesses to produce customer-oriented products and services. Businesses try to generate high revenues, thus increased profits from the selling of valuable products. Huge industrial setups and exploitation of natural resources have an adverse impact on society and the environment around. Pollution levels in air, land, and water have increased. Deforestation, infrastructural projects and, industrial penetration caused loss to natural habitats. Population and poverty are on continuous growth. Thus, Corporate Social Responsibility is the concept by which corporates become accountable and responsible towards the society for their activities. The benefit and upliftment of the society along with profit maximization of the corporates is the motto of Corporate Social Responsibility. CSR is the shift from profit maximization to profit Optimization (Pankaj, 2021).

The last two years of this COVID-19 have proved that Corporates are entrusted with core values of humanity, integrity, and environmental concern. They are actively participating in social upliftment activities as a regular part of their operations. Corporates doing CSR activities are also setting an example to others to adopt the models of CSR. The initiatives were taken under CSR, help corporates to increase brand awareness, spreading word of mouth, and involving customers in decision making.

This is however true that a large number of businesses do not accept social responsibility as a part of their business operations. Many of authors contributed their thoughts in this regard as:

“Every large corporation should be thought of as a social enterprise; that is an entity whose existence and decisions can be justified insofar as they serve a public or social purpose.” (Dahl, 1972)

Similarly, the one theorists’ state that

“Business encompasses the economic, legal, ethical and discretionary expectation that society has of organizations at a given point in time.” (Carroll,1979)

1.2 INTERPRETATION OF CSR

CSR is defined as:

“Corporate Social Responsibility is a value-based concept that allows the corporates and businesses held responsible towards society. CSR deals with upliftment and improvement of society in return for harnessing its resources.” (Pankaj, 2021).

“Corporate Social Responsibility is a support to the society, employees, nation from the side of corporates, which benefits in the upliftment of society, environment protection, building of valuable brands and developing the nations”. (Pankaj, 2021).

1.3 ACTING AREAS OF CSR

A total of 21,349 companies contributed to 30,984 CSR activities during the financial year 2019-2020. Table 1 depicts the list of the top 10 CSR contributors’ companies in India.

Table 1: Top 10 Contributors of CSR spending

Sr. No.	Company Name	Contribution (INR Cr.)
1	Reliance Industries Ltd.	639.70
2	NTPC Ltd.	491.80
3	Oil and natural gas corporation ltd.	408.99
4	TCS Ltd.	280.22
5	IITC Ltd.	247.50
6	Central Coalfields ltd.	214.60
7	Nmhc Ltd.	210.09
8	Tata steel ltd.	204.06
9	Infosys ltd.	202.30
10	Power finance Corporation Ltd.	194.47

Source: National CSR Data Portal (www.csr.gov.in)

Table 1, clearly depicts that a huge amount has been spent by Governmental and Non- Governmental Companies over CSR. This amount is spent over below listed areas:

- i. Promoting Education
- ii. Improving Skills and Livelihoods
- iii. Agriculture and Rural Development
- iv. Providing better Health, Safe Drinking Water and Sanitation facilities
- v. Environment protection, Sustainable Development, and Solar Energy
- vi. Women empowerment and Child Development
- vii. Technology Incubation
- viii. Promotion of Sports and athletic activities
- ix. Slum Area Development
- x. Art, and Culture
- xi. Support to Differently-Abled

The systematically structured committees formed by these corporate study societal aspects, design improvement strategies, and implement them in the predefined area.

1.4 CONTRIBUTIONS OF CORPORATES DURING COVID-19 IN INDIA

The corporates in India from time to time marked their presence to help the country in the time of need. Table 2, lists the comparative records of various CSR aspects during different financial years.

Table 2: Comparative Data on CSR

Financial Year	Total no. of Companies	Total amount spent (INR Cr.)	State and Union territory covered	Total number of CSR projects	Development sector entered by companies
2014-15	16548	10,066	36	9,365	29
2015-16	18292	14,517	36	18,468	29
2016-17	19551	14,342	36	23,076	30
2017-18	21455	13,909	36	23,889	29
2018-19	24965	18,728	36	30,843	29
2019-20	21349	21,231	36	30,987	30

Source: National CSR Data Portal (www.csr.gov.in)

This is evident from Table 2 that the total amount spent on CSR activities has shown a positive growth among various years. Also, the total number of projects taken under CSR has been tremendously increased over the years.

But these figures are not enough as the COVID-19 health pandemic demand more attention from the corporates. In COVID-19 private sector corporates, PSUs and people accepted the challenge to make this world better again. The help provided during the worst conditions in the time of COVID-19 spread is the best example of their contribution to society. The prime minister care fund got flooded with donations from various corporates and the individuals making their contributions. Below is the list of contributions made during the pandemic:

- i. TATA Sons and TATA Trusts committed to donating 1500 crores of rupees.
- ii. Baba Ramdev from the side of Patanjali donated 25 crores.
- iii. Reliance Industries donated 5 crore rupees to Maharashtra CM Relief Fund.
- iv. Mahindra and Mahindra use their manufacturing units to make ventilators in the time of need.
- v. Larsen and Tourbo limited extended the support of 150 crores to PM cares.
- vi. ICICI group committed 100 crores to fight corona.
- vii. Bosch India contributed 50 crores to combat the spread.
- viii. Coco-Cola provided initial support of more than 100 crores.
- ix. SBI foundation committed 30 crores.

Vedanta, JSW group, Hero cycles, Bajaj Group, ITC, AXIS Bank, Parle, Sun Pharma and Kotak Mahindra Bank, Piramal Group, ONGC along with others contributed a huge amount of money to the Government as a helping hand, thus fulfilling their responsibilities (CSRbox, 2021).

1.5 CRITERIA FOR CSR AS PER COMPANIES ACT 2013 IN INDIA

Indian traditional and cultural values, allows corporates to understand their responsibilities towards society. From dynastic charity during 1850 to 1914, donations for freedom struggle during 1914 to 1947, setting up of Charity trust and NGOs in 1947 to 2013 and introduction of mandatory 2% rule as per Companies act 2013, the concept takes the form of Corporate Social responsibility. The government put the necessary regulations on the corporates for being equally supportive to the people and society of the country.

Understanding the significance and value of Corporate Social Responsibility, the new legal provisions for CSR has been formulated under the Indian Companies Act 2013. These provisions are influenced by the idea of Give and Take. CSR allows companies to give something back to society by utilizing its resources in return.

As per *Chapter IX, Sec 135* of Companies Act 2013-

Every company: -

- i. Who is having a Net Worth of rupees 500 Crore or more
- ii. Or having a turnover of rupees 1000 Crore or more
- iii. Or having a Net Profit or rupees 500 Crore or more

During any financial year, Company has to spend at least 2% of their average Net Profit made during the three immediately preceding financial years in implementation of its Corporate Social responsibility Policy.

Corporate falling under the above said conditions must constitute a Corporate Social Responsibility Committee having the Board consisting of three or more directors, out of which at least one director shall be independent as per Companies Act 2013. The committee formed in this way shall perform these below-listed functions: -

- i. Formulate and recommend to the Board, a CSR Policy, which shall indicate the activities to be undertaken by the company as specified in Schedule VII.
- ii. Recommend the amount of expenditure to be incurred on the activities to be performed.
- iii. Monitor the CSR Policy of the company from time to time.

Net Worth in simple words here means as the total money value of Assets a corporate owns subtracted by the money values of Liabilities they owe. The simplest formula to calculate net worth is: -

$$\text{NET Worth} = \text{Total Assets} - \text{Total Liabilities}$$

Turnover here means the money value of total sales of products and services made by a business in a particular period. Turnover however calculated for a financial year. Sometimes, they are also called income and gross revenue. Turnover is the measure of the performance of businesses in a particular financial year.

Whereas the Net Profit of a firm is obtained by subtracting the Cost of Goods sold and operating expenses from the turnover/revenue of the firm. In the simplest form, Profit is equal to the Sale price of the product minus the Cost price of the product. Mathematically, it can be calculated as: -

$$\text{NET Profit} = \text{Turnover} - (\text{Cost of Goods sold} + \text{Operating Expenses})$$

Companies act 2013 brought big reforms for the corporates towards being socially responsible. The law provides huge benefits to the Corporates as well as penalties to those who do not follow the criteria of the CSR as per the rule.

1.6 IMPORTANCE OF CSR DURING COVID -19

CSR funds in India are utilized in Swachh Bharat Mission, rural development, clean Ganga mission, slum development, health and sanitation, education, environment protection, animal welfare, women empowerment, and reducing gender equality, etc. As per regulations, CSR is mandatory in some countries (In India CSR is mandatory as per Companies Act 2013), while as in some countries businesses by their will help the communities to grow.

During the COVID-19 period, the contributions of corporates have been appreciated throughout the world. Corporate Social Responsibility is important for shaping the nation and society and also enhancing the image of business corporates. CSR creates a “win-win” situation for both corporates and society.

Importance to the Nation and Society during COVID-19: -

- i. It helps in strengthening the medical infrastructures and proving spaces to be used for COVID shelters.
- ii. Providing financial support to migrant workers, unemployed people, and less skilled labor.
- iii. Running food supply programs during the hour of need to the people, who cannot afford it during this time.

- iv. It helps in providing a healthy environment to the people in need.
- v. CSR helps in establishing oxygen plants, providing oxygen concentrators, and supplying medicines to the underprivileged.
- vi. Several awareness programs on social media are also run by corporates to inform the general public about the COVID guidelines.
- vii. Masks distribution programs are also important in the COVID period
- viii. It creates a positive environment, where people in small villages collaboratively become self-dependent and self-reliant.

Importance to Businesses and Corporates: -

- i. **Brand Builder:** CSR initiatives provide a helping hand to the community, which gives them recognition and reputation in return. CSR efforts add more value to the brands of a company. People attach emotions and sentiments to the products. Brands are treated as “Good Brands”.
- ii. **Increased Customer Base:** All those people who are associated and benefitted with CSR activities of a firm, use the products of the firm. CSR activities have the power to make the people in contact with the firm, who are even not aware of the name of the product or even using it. People for the good deeds of the firm joined the firm as a follower and consumer. Increased consumer base in different areas inspires firms to produce more, sell more, and earn higher profits.
- iii. **High Performance:** A good image in Society, leads good and capable people to join the organization as loyal employees. They work hard and continuously perform for the betterment of the organization.
- iv. **Positive Culture and employee involvement:** Appreciation from the society and Government for CSR initiatives, creates a positive environment for work inside and outside of an organization. This impacted as long association of employees with the organization.

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CONSUMER BEHAVIOUR FOR HOUSEHOLD APPLIANCE IN LUDHIANA

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ABSTRACT

Consumer is a king of the market. In today's competitive world attracting, satisfying & maintaining consumer are more difficult than to producing goods. To buy a single product there are many brands are available into the market. In case of home appliances there are many international and national brands are there for the customer's satisfaction. The aim of this study was to identify the factors that influence preference for a brand of home appliances and help determine their consumption patterns. It also discloses the attitude and buying behavior of consumers towards different - different brands. This study identifies the most preferred brand by consumers in each category involved in home appliances. In research methodology, primary data was collect through personal and telephonic interview with the help of a structured interview schedule. This study also identified that the brand preference of consumers regarding their purchase of household appliance in Ludhiana. The use of organized questionnaire has been generating responses from the respondents who belong to different parts of Ludhiana.

Keywords: *Brand preference, Consumer behavior and Household appliance.*

INTRODUCTION

In India home appliances industry is one of the fast growing and competition oriented industries of the country. It increases the competition in the industries has brought the companies under pressure to win customers and this has made the consumers more authorized. In these days, every company in the home appliances industry is wise sufficient to measure customer satisfaction regularly, because key to customer retention is customer satisfaction. In virtually everyone feels the need to own these devices. Buying and selling home appliances consumer knowledge is a great help in marketing your home appliances: Consumer orientation is absolutely essential in the marketing of home appliances as the home appliance market helps in gaining market share knowledge of the factors that influence buyer behavior is highly competitive of home appliances, marketers will be able to better understand how consumers react to donation status. Marketing there is a camp of studios in Search, a suggestion of interest to parents who write Search. When state studies and natural history research of the domestic era were also given priority. To be more precise, the natural curiosity in the camp and in the suggestion are also the motives of the selection of this suggestion. As a resident of Louisiana County, the researcher selected the Ludhiana area as the primary data collection site for the study. The second reason is that the per capita income of the population is also high.

LITERATURE REVIEW

STUDIES RELATED TO CONSUMER BEHAVIOR

According to the American Marketing Association, consumer behavior is the forceful effect of communication, the interaction of the behavioral environment in which humans are beings to conduct the exchange aspects of their lives. Engel, Blackwell, Minyard opined that consumer behaviors are those actions directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions. . In a study carried out by Kuester, Sabine (2012) revealed that consumer behavior is the study of individuals, groups or organizations and the processes they use to choose, secure and have products, services, experiences or ideas to be satisfactory. Use for and what effect do these processes have on the consumer and society. Loudon and Bitta (2002) in their book affirm that consumer behavior is the decision process and physical activity involved in the evaluation, acquisition, use or disposition of goods and services.

Schiffman and Kanuk 2000, p.5 stated that consumer behavior focuses on how individuals make decisions to spend their available resources on consumer-related goods. In another study by Shiffman and Kanuk (2004), they stated that consumer behavior is the behavior in which consumers show their abilities to discover, buy, use, evaluate and dispose of the products and services they expect. that will meet your needs. Wells and Prensky (1996) revealed in their book that the study of consumers when they exchange some value for a product or service that satisfies their needs.

STUDIES RELATED TO THE FACTORS INFLUENCING THE SELECTION OF A PARTICULAR BRAND

RESEARCH METHODOLOGY

The household appliances like: Mixie, Grinder, Refrigerator, Washing Machines and TV are those item's of household appliances that are included for the purpose of this study. Ludhiana district is study area is cramped to sample population. This study mostly based on primary data. In this study random sampling methods is used to select the households. The sample size was restricted to 150 in this area. Questionnaire was designed and used as tool for data collection from the households. The questionnaire was operated to the head of the family available at the time of collection. It was a detailed questionnaire joining questions on issues: brand preference, type of branded product and the factors influencing the purchase, etc.

LIMITATIONS OF THE STUDY

Limitations of the study given below:

- I. This study covers only selected area of household appliances like: Mixie, Grinder, Refrigerator, Washing Machine & Televisions. After running pilot study other household appliances have been neglected.
- II. Considering the size of the universe, the size of the sample households is not enough and the study was limited to 150 sample size.

ANALYSIS AND DISCUSSION

The information collected from the household with the help of questionnaires and it was classified on the basis of the product. Also frequency & percentage was uses in the tables whenever it is necessary.

MIXIE

Mixie helps to women for solving much of their problems in the kitchen work in almost all houses in urban area & rural area & semi-urban areas. An enquiry was made among the entire sample selected to find out their brand preference and the factors influencing their selection of a particular brand of mixie, which is presented in the following tables.

Table 1 : Mixie - Brand Preference

Brand Name	Frequency	Percentages
Kenstar	27	18
Philips	12	8
Preethy	17	11.3
Butterfly	29	19.3
Maharaj	8	5.3
Sujathaa	23	15.3
Usha	11	7.3
Khaitan	4	2.7
Mr. Butler	19	12.7
Total	150	100

By analyzing the view points of 150 respondents regarding their brand preference of Mixie, 19.3% of them chooses Butterfly's is most popular brand among the Mixie, this is followed by more with Kenstar - 18%, Sujatha with 15.3%, Mr. Butler with 12.7%, Preethy with 11.3%, Philips with 8%, and Usha with 7.3%. Remaining 2.7% of them were preferred Khaitan.

Table 2 : Factors influencing the selection of a particular brand of Mixie

Factors influencing the selection of a particular brand of Mixie	Frequency	Percentage
Advertisement	26	17.3
Family Members	30	20
Friends and relatives	21	14
Sales Representatives	15	10
Brand name	58	38.7
Total	150	100

While analyzing the views of 150 respondents regarding the factors influencing the selection of a particular brand of Mixie, 38.7% said that the important factor was brand name i.e. followed by more with family members - 20 %, advertisement with 17.3 %, friends and relatives with 14 % and the remaining 10 % were influenced by sales representatives.

Table 3 : Brand Preference - Grinder

Brand Name	Frequency	Percentage
Butterfly Table Top	55	36.7
Bajaj	11	7.3
Jaipan	10	6.7
Mr. Butler	35	23.3
Other Brands	19	12.7
Not using	20	13.3
Total	150	100

Regarding Grinders popular brand compete with local brand products in the market to gain a market share. In this study, the researcher made an enquiry to find out the overall opinion of respondents regarding their brand preference of Mixie and the factors influencing their selection of a particular brand in the household appliance market of Ludhiana are given in table-3 and table 4.

By analyzing the view points of 150 respondents regarding their brand preference of grinder, 36.7 % of them said that Butterfly is most popular brand among the grinder, this is followed by more with Mr. Butler- 23.3 %, Bajaj with 7.3 %, Jaipan with 6.7 %, and other brands with 12.7 %. Remaining 13.3 % of them are not using grinder.

Table 4: Factors influencing the selection of a particular brand of Grinder

Factors influencing the selection of a particular brand of Grinder	Frequency	Percentage
Advertisement	32	21.3
Family Members	30	20
Friends and relatives	16	10.7
Sales Representatives	12	8
Brand name	60	40
Total	150	100

Source: Direct Survey

The result of table 4 reveals that brand name was the main factor that influenced the selection of a particular brand of grinder. The second important factor was the influence of advertisement and third one was the influence of family members. The fourth one was the influence of friends and relatives. And the last but not the least important one was the influence of sales representatives.

REFRIGERATOR

In this section the researcher made an analysis of the Brand Preference and the factors influencing the selection of a particular brand of refrigerator in the household appliance market in Ludhiana.

Table-5: Brand Preference - Refrigerator

Brand Name	Frequency	Percentage
Godrej	20	13.3
Samsung	40	26.7
BPL	8	5.3
Kelvinator	6	4
Whirlpool	35	23.3
LG	37	24.7
Videocon	4	2.7
Total	150	100

Source: Direct Survey

By analyzing the view points of 150 respondents regarding their brand preference of refrigerator, 26.7% of them said that Samsung brand is the most popular brand among the all refrigerator brands, this is followed by more with LG — 24.7%, Whirlpool — 23.3%, Godrej with 13.3%, BPL at 5.3%, Kelvinator at 4%, and Videocon with 2.7%.

Table-6: Factors influencing the selection of a particular brand Refrigerator

Factors influencing the selection of a particular brand of Refrigerator	Frequency	Percentage
Advertisement	65	43.3
Family Members	18	12
Friends and relatives	11	7.3
Sales Representatives	15	10
Brand name	41	27.3
Total	150	100

Source: Direct Survey

Table 6 shows the factors influencing the selection of particular the brands of refrigerator. Household is mostly influenced by advertisement with 43.3%, 27.3% said that brand name was mainly influenced them, followed by family members with 12%, sales representatives with 10% each and friends and relatives at 7.3%.

WASHING MACHINES

Well known companies such as BPL, Whirlpool, IFB, and Samsung are recently introduced in market. Consumer's have option to buy washing machines with drier or without drier. Main purpose of the drier is to remove the moisture in the clothes within a short period of time. A modern technology of hot washing facility and timer functions are also introduced.

Table-7: Type of Washing Machines

Type of Washing Machines	Frequency	Percentage
Fully automatic	65	43.3
Semi-automatic	85	56.7
Total	150	100

By analyzing the view points of respondents regarding the type of Washing Machines, majority (56.7 percent) said that they have purchased Semi-automatic washing machine and remaining 43.3 percent of them said that they purchased fully- automatic washing machine.

Table -8: Brand Preference - Washing Machines

Brand Name	Frequency	Percentage
Samsung	20	13.3
BPL	12	8
Whirlpool	36	24
LG	32	21.3
Videocon	16	10.7
IFB	29	19.3
National	5	3.3
Total	150	100

Source: Direct Survey

By analyzing the view points of 150 respondents brand preference of washing machine is 24% of them said that Whirlpool is most popular brand among the washing machine, this is followed by more with LG —21.3%, IFB —19.3%, Samsung with 13.3%, Videocon with 10.7 %, BPL with 8 % and National with 3.3%.

Table-9: Factors influencing the selection of a particular brand of Washing Machine

Factors influencing the selection of a particular brand of Washing Machine	Frequency	Percentage
Advertisement	59	39.3
Family Members	18	12
Friends and relatives	10	6.7
Sales Representatives	8	5.3
Brand name	55	36.7
Total	150	100

Source: Direct Survey

Table 9 shows the factors influencing the selection of particular brands of washing machine. Household is mainly influenced by advertisement with 39.3%, 36.7% said that brand name was mainly influenced them, followed by family members with 12%, friends and relatives with 6.7 % and sales representatives with 5.3%.

TELEVISION

Television is an important part for mass media communication. It is very helpful to improves our general knowledge and general information. It has been a fast growing advertising media using both video and audio signals. . In the last few years our state has witnessed the emergence of television as a powerful household appliance advertising medium. It is one of the major consumers durable in household appliances. In case of Televisions there is huge competition among various companies such as Samsung, Philips, Soni, LG Onida, Akia, Videocon and BPL.

Table 10 : Types of Television

	Frequency	Percentage
LCD Monitor	54	36
Flat	96	64
Others	---	---
Total	150	100

Source: Director Survey

It is clear from the table that 64 per cent of the respondents selected for the study purchased Flat TV that were available in market, while 36 per cent of the total 150 sample respondents purchased LCD Monitor TV.

Table 11 : Brand Preference - Television

Brand Name	Frequency	Percentage
Samsung	24	16
BPL	28	18.7
Philips	5	3.3
Sony	12	8
LG	20	13.3
Onida	34	22.7
Videocon	5	3.3
Akai	6	4
National	16	10.7
Total	150	100

Source: Direct Survey

Regarding the brand preference of Television, it is evident that a majority (22.7%) of the respondents selected for the study said that they purchased Onida, it is followed by more with BPL-18.7%, Samsung with 16%, LG with 13.3%, National with 10.7%, Sony with 8%, Akai with 4% and remaining 3.3% each with Philips and Videocon.

Table 12 Factors influencing the selection of a brand for Television

Factors influencing the selection of a particular brand of Television	Frequency	Percentage
Advertisement	46	30.7
Family Members	16	10.7
Friends and relatives	11	7.3
Sales Representatives	19	12.7
Brand name	58	38.7
Total	150	100

The table 12 shows the factors influencing the selection of particular brands of television on consumers in the home appliance market of Kerala. The table reveal that household is mainly influenced by brand name with 38.7%, 30.7% said that advertisement was mainly influenced them, followed by sales representatives with 12.7%, family members with 10.7% and friends and relatives with 7.3%.

FINDINGS AND CONCLUSION

Consumer behavior and purchasing pattern is much studied topic by our consumer behavior researches. But still there is much more to know as our consumers and their decision making process is getting complex. The result of the study given below:

1. The result of the study showed that Butterfly is the most popular brand among the mixies that households have. Other important brands of mixies follow it were Kenstar, Sujatha, Mr. Butler, Preethy, Philips, Usha and Khaitan.
2. Brand name has much influence in selection of Mixie and it was followed by family members, advertisement, friends and relatives and sales representatives to some extent.
3. Butterfly T.grinder occupied a major portion of the respondents and it was followed by Mr. Butler, Bajaj wet grinder, Jaipan and other brands to some extent.
4. Brand preference of the respondents towards the refrigerator shows that Samsung has occupied a major portion of preference. That indicated LG Whirlpool, Godrej, BPL, Kelvinator, and Videocon to some extent followed it.
5. Households are mostly influenced by advertisements in selection of refrigerators and after that it was followed by brand name, family members, sales representatives, and friends and relatives to some extent.
6. Majority of the households have semi-automatic washing machines and remaining of the household's have fully automatic washing machines.
7. The brand preference of the respondents towards washing machine, whirlpool and LG occupying a major portion of preference indicates that it was followed by IFB, Samsung, Videocon, BPL and National to some extent.
8. Advertisement has much influenced the respondents in selection of the washing machines by brand name, family members, friends and relatives, and sales representatives to some extent.
9. Most of the house has flat TV and the remaining house has LCD monitor TV.
10. Brand Preference of Respondents towards Television, Onida has captured a large portion of the indicated preference followed by BPL, Samsung, National, Sony, Akai, Philips and Videocon.
11. The brand name has somewhat greatly influenced the respondents in the selection of television and advertising, sales representatives, family members and friends and relatives.

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AN EMPIRICAL STUDY ON STRESS MANAGEMENT DURING COVID-19

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ABSTRACT

We all experienced stress in our lives in our journey so far because of the majority of many health problems or influenced by other difficult situations. This chapter helps you to understand how stress affects your body and you learn stress management techniques to make stress work for you rather than against you. It is worth remembering that this time will soon pass. The world has faced many time difficult situations like big diseases, big wars. The better and worse, time always passes. That doesn't mean that time will always be just like this or challenging but if we focus on it and do what is hope for our health then it is hope for us & also for the community. Therefore, this study will help you to come out of this pandemic stress.

KEYWORDS: *Management, Outbreak, Worse, Community, Pandemic.*

INTRODUCTION

This time is going very critical; many people have lost their loved ones because of which people are mentally stress. Therefore, this study shows what stress is and what is stress management and how corona virus has created stress in people's life.

WHAT IS STRESS?

We can consider stress Physically, Emotionally, in addition, which makes our body mentally unrest and can also cause disease.

- Physical stress may cause trauma, infections, toxins, Illness and injuries.
- Emotionally stress may cause tensions and is numerous and varied.

WHAT IS STRESS MANAGEMENT?

Stress can effectively managed in many different ways like stress management plans. The best stress management plans includes of stress relievers that give us a direction for stress physically and psychologically and help us develop resilience and management skills.

SIGNIFICANCE/IMPORATNCE OF STUDY

- This study helps you to find the ways to come out from stress.
- From this, you understand the concept the stress and stress management.
- Life is full of problems, do not be afraid, face it and enjoy every single moment of your life.

OBJECTIVE OF STUDY

- Life is full of problems, but we have to find the ways come out from these kinds of situations.
- This study will also help you with things like how you can calm down your stress.
- This study will also tell you the benefits of stress.
- This study also provides you knowledge about how you can manage your stress during COVID-19.

DEFINATIONS OF TERMS

Management: Management includes planning, organizing, directing, staffing and controlling. A whole composed of relationship among the members.

Outbreak: A sudden outburst, flare-up, outbreak of an unpleasant situation (especially of disease or violence). Outbreak involves only one case.

Worse: (comparative form of 'bad' or 'badly') worse, worse, and worse.

Community: A community is a social unit consisting of norms, guardrails, values, customs or identities. Communities share sense of place in a given geographic area or in a virtual location through communication platforms.

Pandemic: A Pandemic is an epidemic of an infectious disease that has spread over a large area, for example across several continents or around the world, affecting a large number of people.

REVIEW OF LITERATURE

The health issues that noticed the most in covid 19 were stress, anxiety, depression symptoms, insomnia, denial, anger and fear globally (Torales et al 2020).

Stress, anxiety and depression go hand in hand in this pandemic, the results of the global study showed that it increases the risk of mental health disorders among various population groups (Ji et al 2017; Mohindra et al 2020; Xiao et al 2020).

Historically disease pandemic associated with mental substances. Recently a article published in JAMA Psychiatry, it suggests that COVID 19 may lead to increase the risk of suicides (Xiang et al 2020).

Corona Virus suspects committed suicide in UP hospital test positive- India News 2020; Anxiety over COVID 19 leads to Phagwara woman's suicide: The Tribune India 2020. Strict lockdown laws, social distancing, restrictions in the movement could result in increase screen time. Constant misinformation in social platforms may result in a state of panic, stress and anxiety & often-resulting depression. High prevalence of mental health problems, which positively associated with frequent social media exposure during Corona Virus outbreak (Geo et al 2020)

CAUSES OF STRESS

Stress comes from many sources, which are known as stressors. Situation may perceive as "Stressful" by one person but in eyes of other, it seems "Challenging". Certain situations tends to causes more stress in most people and it can increase the risk of burnout for example When we are in a situation where time is short and product demands are high, we are likely to experience stress. We feel stressed even when we do not have proper equipment; even when others are judging us harshly and where substances for failure are precipitous or unforeseeable. In most of the situations their job failures, relationships, financial issues and health diseases, as well as busy schedules stress many people.

BEST WAY TO GAIN CONTROL OF STRESS

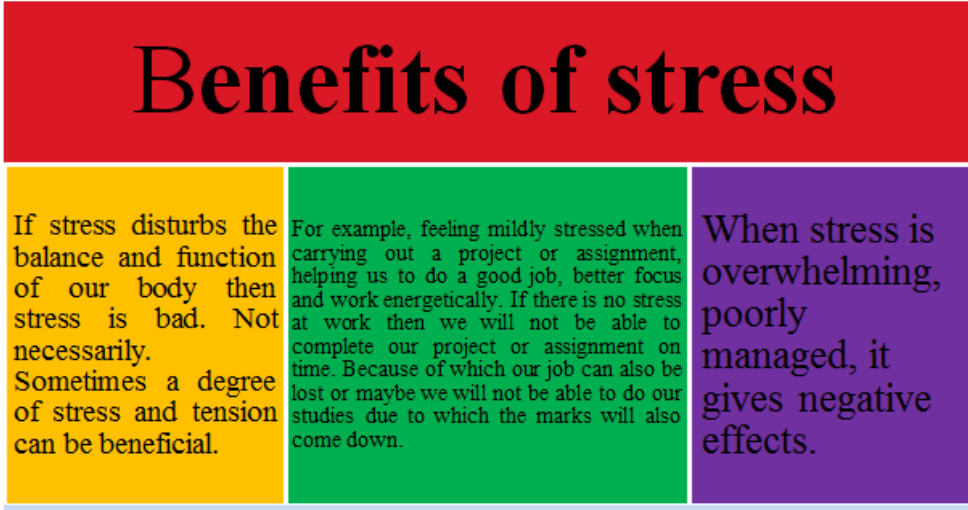
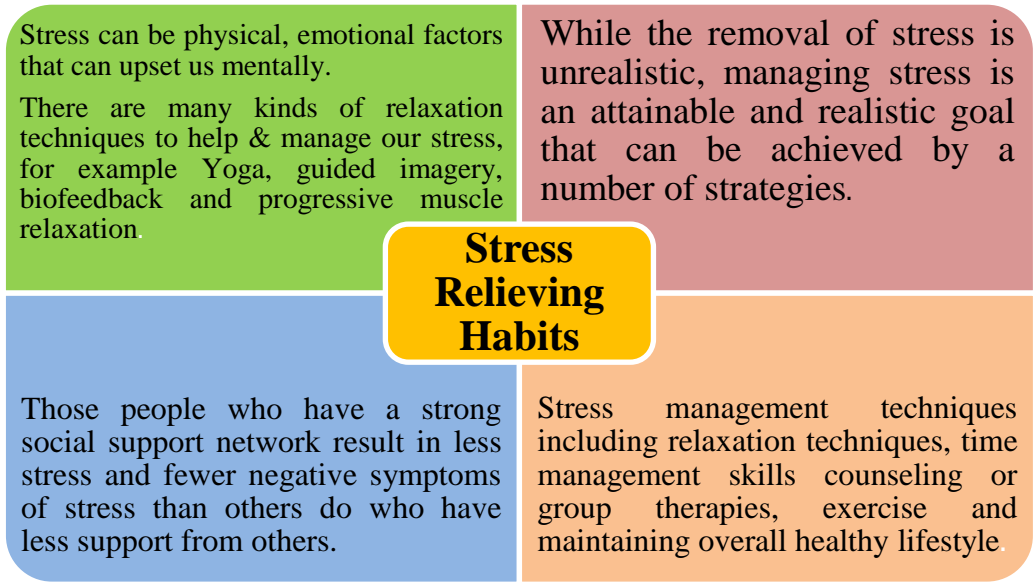
Effect: stress effects differently to each of us like; one person may be experience by headaches, while another one may be affecting by a common reaction and third may be a number of other manifestations like increase in heartbeat or lack of appetite.

Here is a very long list of people who have experienced stress, we all express stress in our own way that range from lenient to life threatening. Stress affects our immunity, which can affect virtually all areas of our health. It also affects our frame of mind in many ways as well. Creating a stress management plan is a part of a plan for overall wellness.

FIVE WAYS TO CALM DOWN YOUR STRESS QUICKLY

DEVELOP STRESS RELIEVING HABITS

Some problems are not very big but we take them to the ground too much, due to which we are stressed, so make it a habit not to take small things to heart. Take a deep breath and wash what happened. Deep rooted healthy habits like exercise; regular meditation helps to promote resilience towards stressors if you make them a regular part of your life. Also communication skills and other lifestyle skills can be very helpful in managing your stress and changing how we feel from "Overwhelmed" to "Challenged" Or even stimulated.



MANAGING STRESS DURING COVID-19

If you feel stress, then you are not alone. Instead of focusing on the nervousness, think about how to control it. When you think of controlling from the outside then you will be able to control from the inside than you powerfully reduce your anxiety and boost up your confidence.

STRESS REDUCTION TIPS IN COVID-19

- **Follow the health related guidelines:** Follow the health related guidelines given by the doctors. These guidelines include; proper hand wash, use sanitizer every required moment, cleaning commonly used surfaces. Not only protect your health, also it helps protect the health of unprotected people in your community, like older, adult and those with serious or fundamental health issues.
- **Create morning routine:** When you are at home, follow the same routine daily as you used to do before. It helps you to be more productive and positive. Get up every morning at the same time you used to get up. After that exercise, take a shower, do meditation and have a healthy breakfast and spending happy hours with family.
- **Check in with loved one regularly:** Also, follow the guidelines given by the government and keep up to date with your family, friends and neighbors. Instead of going to someone's house, you can also check his or her condition on the phone, on whatsapp or by text message.
- **Find ways to help others:** In this, it is included that by taking groceries from the shop, drop it at the door of a poor house. In the time of Corona, along with bollywood actor Sonu Sood, many people helped each other. Purchase greeting cards from your favorite restaurant, donating to local charity. Focusing on yourself helps you to reduced stress and a greater sense of health.
- **Maintain daily self-care habit:** Self-care include exercise, meditation, walking outside, book reading, taking a bubble bath, painting and other your hobby, journaling, gardening etc. Pick the one thing and do the same time every day.
- **Limited news and media consumption:** When we check daily news and some bad news comes in it, then we get depressed and our sympathetic nervous system is activate and can send us fight-or-flight mode says Flanagan. News should be you check once and twice in a day like in morning and after dinner, turn off news alerts and acquire news from one or two reputable news channels.
- **Get sleep and rest on time:** The ever-changing news environment can create the lot of stress; you cannot sleep due to stress. In the time of this pandemic, it is necessary to sleep in a recommended amount to stay focus on your work and on managing the stress in this era. Dr. Sullivan recommends to all avoiding stimulants like alcohol, caffeine and nicotine before sleeping.

Following these steps helps you to come out from stress. A long way you to manage with the ever changing environment and helps you to keep those around you, especially children, calm and focused. If you are not able to manage your anxiety or depression, contact a behavioral medicine provider for an in-person or virtual visit.

CONCLUSION

From this study, we get to know how people's physical and mental health was affect due to COVID-19. This study will also help us in the matter of how we can reduce the stress caused by corona. Many people lost their lives in this period; many people lost their jobs Due to which the life of him and their relatives was affect. Every problem has a solution, so in this study also many solutions by which we can reduce our stress level. We have to follow the guidelines given by the government and should often do that this period ends soon and everything should be like before. If you follow the ideas given in this paper, then defiantly you will be able to reduce stress and spend happy hours with your family.

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MANAGEMENT PRACTICES AMIDST COVID-19: AN OVERVIEW

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ABSTRACT

From the drop of sales of lipstick to fashion brands producing masks and PPE kits, from auto manufacturers supplying oxygen to hospitals and children adapting to online schooling to employees working from home, the pandemic saw significant strategic shift in their business practices. The ongoing pandemic brought some major reforms that were driven by survival to innovation. This crisis induced change showed the world, how businesses fail and how they function. Indeed, this research article underscores how the world did not stop.

INTRODUCTION

This research paper is focused on analysing the changes that the global pandemic forced the global corporates to adopt in their management practices from early 2020. Management practices can be defined as working methods, tools and innovations that the company's managers use to make their organizations more efficient. These practices can be related to Operations, HR, Finance and IT division of a business enterprise, which are together responsible for smooth functioning of the businesses. Various management concepts and theories help in understanding dynamics of work and behaviour in organizations. In the contemporary business scenario, managers utilize these combinations of ideas to support their operations. As it is rightly said that extraordinary situations demand extraordinary responses, this premise was proven during corona pandemic when management practices quickly evolved as per the requirement.

PANDEMIC DRIVEN IMPACT ON GLOBAL BUSINESS

The year 2020 was the year of anomalies, the world faced unprecedented challenges- social, economic, and environmental. The novel corona virus rampaged unchecked across the globe, threatening human existence, and causing loss of life. As per WHO statistics around 80,155,187 confirmed cases were recorded worldwide. It led to around 1,1771,128 fatalities globally till Dec 29, 2020. The severe health and humanitarian crisis originated from the city of Wuhan in China and spread across countries of the world. As there is no full proof medical intervention, stringent to moderate lockdown was imposed at regular intervals across countries of the world. The lockdown may not have stopped the actual orbit and spin of our planet, but the world faced complete standstill. The COVID-19 pandemic changed how world operated. The imposed lockdown on one side was done to curb the disease spread while on the other side it collapsed the economy of the world and affected humanity.

The pandemic caused global socio-economic disruption including the shutdown of factories and businesses. Events got cancelled and the transportation industry halted. The executives around the world faced collapse of customer demand, significant regulatory modifications unemployment, and economic recession increased uncertainty.

The International Monetary Fund predicted, global GDP to shrink 3%, in 2020 making it worst economic contraction since the great depression. Organizations therefore required to laydown groundwork for recoveries. In such difficult times the employees' looked forward for effective communication by organizational leaders. (Van der Meer et al., 2017; Van Zoonen & Van der Meer, 2015) Technology and social media enabled human being to remain connected, informed, and productive while being physically apart. Cloud based collaborative video conferencing helped the academia and service industry remain functional. New standard operating procedures were framed as per the respective Central and State Government guideline in various countries. A Gartner, Inc. Survey of 800 global HR executives on March 17, 2020 found that 88% of organizations have encouraged employees work from home. Nearly all organizations, 97% of them cancelled work related travel. As per the research published by Sandford Institute of Economic Policy & Research (June, 2020), the Covid

induced work from home had made around 42% of US labour force working from home completely, led to 33% losing their jobs and remaining 25% of labour force engaged in essential services were working from their business premises. This work from employees now formed more than two thirds of the US economic activity.

BUSINESS CONTINUITY IN INDIAN SCENARIO

As per the report published by CRISIL, organized dining restaurants in India accounted 40-50% revenue cut. It led to heavy job losses, defying the popular belief that dining is recession proof business. The size of India’s restaurant industry is estimated to be ₹ 4.2 trillion. The Sunday Guardian on July 4th, 2020 published a story estimating loss of ₹ 1 trillion in last 100 days.

Apart from the impact of corona virus on health and worldwide economy, the biggest challenge with its onset was how to continue the business during pandemic which was here to stay for unknown period. Government offices to private corporations all were guided by standard SOPs as social distancing became a new normal to prevent and control the spread of the virus. Indian government had implemented one of the most stringent lock down starting from March 25, 2020 when no workers or employees except the one involved in emergency and essential services could work from offices. Gradually when the unlocking process began, then manufacturing and construction companies were given permission to start their operations with limited strength maintaining distancing and hygiene. Hardest hit was the travel industry where the virus spread caused near bankruptcy. Like travel, most government had forced closure of restaurants. This again caused a shock to everything from restaurants to reservation and review apps to delivery services. As per the report published by CRISIL, organized dining restaurants in India accounted 40-50% revenue cut leading to job losses, defying the popular belief that dining is recession proof business. The Sunday Guardian on July 4th, 2020 published a story estimating loss of ₹ 1 trillion in last 100 days. The size of India’s restaurant industry is estimated at ₹ 4.2 trillion. For those in the services sector for example Information Technology (IT) and Banking & Financial Services (BFSI), working from home became immediate solution to continue the business. These companies were the biggest contributor of increase in office space demand between 2008 and 2019 which was growing at the pace of 9.7% CAGR across eight major cities in India as per the data released by Knight Frank, the real estate consulting firm. As per the occupancy-based share of office space transactions till 2019, IT and BFSI sector including those operating in knowledge Process outsourcing sector occupied more than 50% of country’s real estate space which had migrated abruptly to operate from employees’ home not by choice but to save lives the definition of workplace changed from brick-and-mortar offices to remote workplaces overnight.



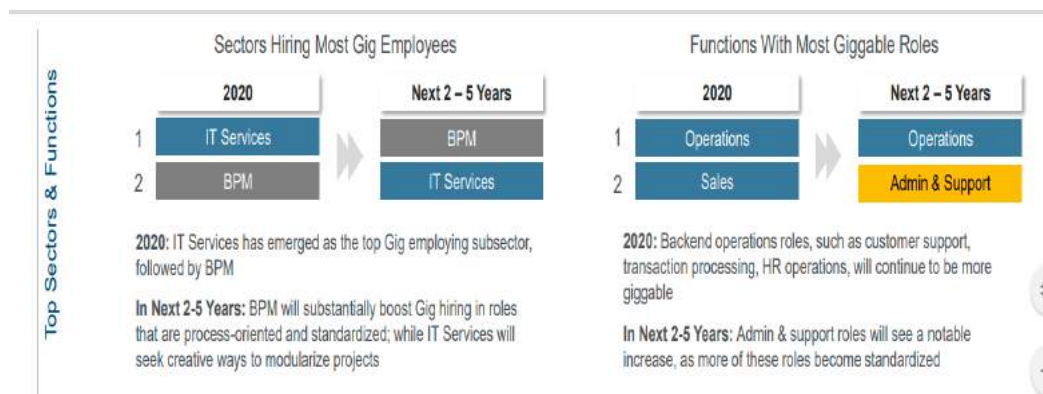
Source: Knight Frank Research Report

STRIVING TOWARDS NEW NORMAL AND EMERGENCE OF GIG WORKERS

Agility, creativity, and flexibility these were the key characteristics which were demonstrated by the company’s management to deal with this new situation. Very quick guidelines were issued by the government to allow these companies to make work from home and work from anywhere policies permanent. The government tried to help these companies to make their working model more flexible by removing all the regulatory requirements

which prevented them from adopting work from home (WFH) and work from anywhere policies. The company's management ensured that the employees could manage work effectively. In many cases employees had to be supported with digital infrastructure like laptops, office furniture, curtains and data card. This pandemic induced work from home delivery model removed the scepticism regarding the efficacy and trust factors of working from home from the mind of senior leadership. The approach towards work has changed from fixed schedule and fixed place to flexible hours and place of work.

This has led to the emergence of a new workforce popularly known as "Gig workers" that can support on demand work both in person and remotely. NASSCOM, which is trade association of Indian IT and BPM industry, defines "Gig Economy" as free global markets where companies and contractors set short term and on demand professional relationships that are flexible and skill-based tasks or projects. As per the conservative estimate corporate gig employment potential will increase to 4-5 million in the total formal sector employee base of 50 million in next 3-4 years. Currently half of the Indian industry is actively engaging gig work model predominantly in tech sectors. This gig employment is going to increase in next 2-5 years led by BPM and IT services industry. The top sectors and functions which is going to demand the gig workers the most in near to intermediate term is depicted below:



Source: NASSCOM

CONCLUSION

However, as far as economic outlook is concerned the businesses are preparing themselves for prolonged downturn. As per the McKinsey survey report on Indian corporates published on June 22, 2020, the domestic companies are trying to prepare themselves to such kind of shocks by adjusting their cost structure and business portfolio. These companies are trying to downsize their fixed cost and will focus to invest more on value creating sectors such as IT, pharmaceuticals, consumer goods and services and medical products. The year 2021 is projected to be year of economic upturn, when the world is looking towards getting out of the pandemic and health scare. But the lessons learnt in terms of flexibility, adaptability, use of technology and crisis management in doing business is going to shape the corporates better in coming years.

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EXAMINE THE IMPACT OF COVID-19 IN INDIAN BANKING SECTOR

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ABSTRACT

The covid-19 epidemic is an unbelievable shock to the Indian economy. It has disturbed all the sector at global level across the country. Before Covid-19 epidemic economy was already in an unsteady stage and after that cut-off of economy activities and country wide lockdown the economy is likely to face extend phase of slowdown. The force of economic slowdown turns on the nature and duration of the lockdown over the country with huge number of population and more dependency on the informal labour and unarranged banking practices has revolve the economy into an undisciplined situation. According to current estimate damage to the economy is worse. India's apex bank implemented required policy modification with the support of experts in order to combat the covid-19 pandemic. Whole Indian banking sector suffered and continue to suffered many challenges. Like Liquidity issue India also decrease the REPO rate individual are struggling to make ends meet, the RBI bank of India decided to give customer a break by extending the repayment term. The purpose of this research paper is to examine the modifications made by the RBI as a result of covid -19 has influenced the Indian Banking sector general. A remedy is also offered for the Indian Banking sector to deal with the losses caused by the covid-19 pandemic. According to the findings the Indian banking sector has implemented a number of seeks in response to the covid-19 pandemic in order to make the banking system more efficient and effective NPA, non-recovery of loans, consumer frauds bad loans and other issues plagued most Indian banks and covid-19 has hastened the demise of the Indian banking industry without a doubt, banks are formed in India with the primary goal of making money by providing expected convenience to consumer. However, covid-19 has altered the situation for Indian client people's revenue sources came to a standstill as a result of company closures these are the problem that our Indian banks are facing in the present epidemic.

Key Words: - *Indian Economy, Covid-19, RBA, Banks, GDP.*

INTRODUCTION

The Indian banking system is constantly enacting adjustment in order to mitigate the impact of covid-19. It will alter the way the world functions. It causes severe depression the corona virus was originally discovered in Wuhan, China's capital in December 2019 and has since spread around the world on march 11th 2020 the world health organisation declared it a pandemic after witnessing its infection and rising mortality rates. As notice current scenario India is extensively affected from corona virus. According to the world health organization, there have been 7273958 confirmed cases of covid-19 reported worldwide with 413372 deaths. In India, there are 137448 current cases of covid-19 with 8102 mortalities reported by Indian government covid-19 has sent the entire globe into recession, and it has touched every industry in India. Unemployment continues to grow supply chain management is under a lot of pressure. The Indian banking industry has been impacted by the corona pandemic. A new corona virus has caused an outbreak in banks. As the virus spread throughout India, borrower and business face dangerous issues such as job losses, sales slowdowns and profit reduction. Banking customers

desired financial relief and the RBI of India encouraged national banks to give it by enacting customer friendly banking regulation to address employee security concerns, it was decided to allow workers to work from remote location. The world health organisation (WHO) has encouraged individuals to utilise contactless payment. Wherever feasible and to avoid touching banks notes as much as possible. The corona virus was discovered to survive for days in banking notes, speeding up the transmission of the disease.

One of the positive changes brought by the corona in India is that banks are expecting this transformation towards digital marketing. People in India is now relied in online banking, telephone banking and mobile apps for their financial needs. HSBC banks in India began their operation by dividing population. Non-performing assets (NPAs) have become more of the concern at the bank level. In India the rate of NBA risen. Currently, NPA rates is equal to China's at 2%, but the credit costs ration might be worse. According to the report, the asset quality continues to decline in the corporate, small and medium-sized enterprises (SME), and retail segments for lending, putting pressure on lender's profitability and capital. The COVID-19 Pandemic has posed several problems for Indian banks. Because of the uncertainties surrounding the intensity and duration of the epidemic, as well as the accompanying impacts of India's bank of restrictions on economic activity, the overall operating environment is unfavourable. Indian Bank already had a low level of consumer and corporate confidence. The Indian financial market has been impacted by global risk aversion.

India's main authority is the Reserve Bank of India. The Reserve Bank of India (RBI) sets monetary policy and provides direction to all public and private sector institutions. RBI issues bank notes and maintains reserves in order to maintain monetary stability in India and to run the country's currency and credit system. The Reserve Bank of India (RBI) maintains price stability while maintaining the country's growth. All commercial banks (Including Small Finance Banks, Local Area Bank, Regional Rural Banks) and all primary (urban) cooperative banks / State cooperative banks/ District central cooperative banks have received the COVID-19 Regulatory package from the Reserve Bank of India. All Non-Banking Financial Companies (including Housing Finance Companies) and All India Financial Institutions.

The government and the Reserve Bank of India are working nonstop to provide assistance to the people. The government has announced a 1.7 trillion package for the underprivileged who require financial assistance for their survival and food security. Due to the COVID-19 Pandemic, many corporate workers have lost their jobs. The government is constantly developing economic measures and strategies in order to lower the unemployment rate. Many social institutions in India have also been given instructions by the government to strengthen themselves and promote the upliftment of society.

OBJECTIVES: -

1. To investigate the impact of Covid-19 on RBI Policy.
2. To Analysed the impact of Covid-19 in Indian Banking Sector.
3. To offer a solution for the Indian banking sector to deal with the covid-19 Pandemic.

LITERATURE REVIEW

Krishna A Goyal, Vijay Joshi (2012) studied "Indian banks Industry: Challenges and Opportunities" Published in International Journal of Business Research and Management (IJBRM) Study purpose is to highlight broad emotions, problem and possibilities in the Indian banking industry. This article is breakdown into three sections. The first section offers an overview of the Indian banking industry and its current state. The second section examines the Indian banking industry's numerous problems and possibilities. The third section states that Indian's banking product and marketing strategies must be prioritised in order to gain a lasting competitive advantage over national and international banks.

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with growing competition Indian banks must adopt proactive strategies that focus on product innovation, off balance sheet operations to raise revenue from non-core activities efficiency in service delivery processes, effective risk management and most importantly service quality.

2. Kawaldeep Kaur, Neetu Sharma, Sahil Kapur (2014) Studied banking industry Indian scenario published in international journal of business management founded that the private sector's work force strength has decreased by 20% since the voluntary retirement schemes were implemented (URS)
3. Dev, S.M (2006) Studied financial inclusion "Issues and challenges" Published in Economic and Political weekly founded that financial inclusion is critical for impoverished farmers, rural non-farm companies and other disadvantage populations to improve their living situation. Small and marginal farmers, as well as various socioeconomic groups, face significant levels of financial exclusion due to a lack of access to formal finance. Apart from traditional banking institution which should see financial inclusion as a commercial opportunity as well as social duty, the self-help group movement and microfinance institution play an essential role in improving financial inclusion. The necessitates new regulatory procedure as well as banking sector depoliticization.
4. Dr Asif Perwej (2020) Studied "The impact of pandemic covid-19 on the Indian Banking System" Published in International journal of recent scientific research Founded that The instant learning from the ongoing COVID-19 circumstances will build on much-needed difficulty towards digitizing and enhance the backend operations.

ANALYSIS

1. Indian's Reserve Bank Reforms: -

By RBI Circular, several regulatory steps for combating COVID-19 Pandemic Disruptions were published, including formulating provisions and asset classification norms. In their announcement, they state that they will reduce debt payback terms and improve access to working capital management, as well as focusing on preventing financial stress among business owners so that they may continue to operate in a favourable climate.

2. Impact pf COVID-19 In Indian Banking Sector: -

The impact of covid-19 Pandemic has been largely disruptive. Since 1991, Indian Banking Sector has witnessed the lowest growth. India's real GDP Growth has been forecasted by Fitch Ratings at 12.8% for the financial year ending on March 2022. Covid-19 wave have crumpled the dull recovery in the corporate confidence and consumer.

3. Solution for the Indian Banking Sector to deal with the covid-19 Pandemic: -

Banking Industry is unanimously working in response to covid-19 pandemic. Banking Industry is effectively deploying its technology and exhibited the unprecedented agility and flexibility. Banking sector plays an important role in stabilizing the economy by mitigating the damaging impacts from crisis to sustain the finance. Banking sector can play a role of leader by pushing the sustainable finance agenda.

CONCLUSION

During the course of time, it has been ascertained that apprehension and delayed progress are two aspects of the market which are in constant. The period before 1991 and after this, has been evidential to all the environmental changes. Post liberalization period has exaggerated the growth in many sectors, especially in banking and financial sector. Financial institution eases a contributive healthy environment by enhancing the skills of employees. Financial institution is escalating through digital channels and are focusing over consumer centric approach. In fluctuating conditions due to covid-19, central government is encouraging its citizens to innovate

creative business models. Covid-19, unfortunately has affected the economics of India and its financial sector as well. The Economic impact has been largely disruptive. Indian economic is witnessing the lowest growth since Economic Liberalization. However central government and reserve bank of India has taken same steps to ameliorate the impact of pandemic on Indian economy. But covid-19 Pandemic has obstructed the growth and under nation-wide lockdown, the economy came to deadlock. Given the uncertainties, the situation in covid-19 calls for active leadership and greater efforts to deal with the changing circumstances.

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OPPORTUNITIES OF DIGITAL MARKETING DURING COVID 19 PANDEMIC

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ABSTRACT

Unlike other major global events, COVID-19 fundamentally altered how we view the environment, perceive, and live. The economic and social pandemic lockout will be a profound fact for us and future generations in the human drama of lost lives, fractured families, and scarred cultures. Among the numerous changes that occurred in 2020, the importance of digital marketing is now highlighted. Increased digital consumption as a result of the COVID pandemic, from Netflix entertainment to online grocery shopping, has forced businesses large and small to rethink their marketing mix—and to prioritize digital marketing as a critical tool for communicating with new and existing customers. The reasons for the increased importance varied, but various researches indicate that more than half attributed it to the growth of digital marketing and the increased need for performance marketing campaigns to drive sales. The latest corona virus is spreading at such a rapid rate that it is impossible to predict when it will stop. This paper attempts to explore the opportunities faced by digital marketing in India during the COVID Pandemic.

Keywords – COVID19, Digital Marketing, Opportunities

INTRODUCTION

Today, we see businesses roughly divided into two categories: those that are overburdened with orders (groceries, household goods, pet supplies, pharmacy, and general merchandise) and those that are disadvantaged with lack of orders and interactions (automotive, furniture, luxury, appliances, and hospitality). On the other hand, the shopping landscape as a whole is undergoing unprecedented change as a result of growing importance of unified channels and customer service in today's environment, as non-essential businesses have closed their doors to assist in slowing the spread of COVID-19. This required retailers and shoppers alike to make an abrupt shift to a digital-only reality. In fact COVID has boosted digital marketing in the following ways. Companies who are the fastest and more flexible in adapting to the new reality will have a huge advantage in the market and will become industry leaders the others will have to follow. For that, marketing is essential in this new race to be recognized as a market leader. It brings more business, new customers and more importantly, it creates and strengthens customer loyalty for the brand.

OBJECTIVES OF THE STUDY

The primary objective of this study are as follows:

1. To gain the basic understanding of various Digital marketing tools
2. To understand the impact of COVID in Digital Marketing
3. To study the opportunities of digital marketing in COVID era

DESIGN OF THE STUDY

The study relies on secondary data sources. Secondary data is gathered from published sources such as textbooks, journals, and magazines, as well as from blogs and articles published on websites.

GROWTH OF DIGITAL MARKETING

Digital marketing is a subset of traditional marketing that makes use of the internet and digital technologies such as computers, smart phones, websites, social media platforms, application software, and e-mail to promote

products and services. The development of digital marketing in the 1990's and 2000's altered the way brands and marketers approach marketing plans and strategies.

With the invention of content marketing, Search Engine Optimization, Social Media Marketing and e-commerce marketing - Digital Marketing has grown in popularity in recent years. While digital marketing and advertising had been growing steadily, the outbreak of COVID-19 provided an unexpected boost, by stranding people at home with little or no work and influencing a rapid shift in behaviour toward digital platforms, digital media, and digital content. Rather than a large coherent audience, digital marketing strategies involve efforts to adapt advertising to different platforms and to customize advertising to different buyers and devices.

TOOLS OF DIGITAL MARKETING

When it comes to digital marketing, few things are more critical than the tools that digital marketers use to accomplish their tasks. These include social media platforms such as WhatsApp, Facebook and Instagram, as well as analytics tools such as Google Analytics. By enabling marketers to create, test, and measure the performance of their campaigns, digital marketing tools enable marketers to quickly and effectively launch and test campaigns. Advertising on a digital platform is extremely flexible in nature and can be tailored and customized to the needs and requirements of a diverse customer base without much effort. It is also adaptable to a variety of display sizes, thereby eliminating the disadvantages of traditional advertising techniques.

DESIGN TOOLS

Another critical component of digital marketing is design, which is particularly prevalent when it comes to creating advertisements and content such as social media posts and blog posts. Because digital marketing is such a design-intensive field, it would be impossible to practice effectively without design tools such as Canva and Photoshop, which enable those without extensive graphic design skills to incorporate dynamic images into their content.

APPLICATIONS FOR CONTENT MARKETING

For marketers whose primary focus is on content marketing, tools like CoSchedule and Hubspot are invaluable for content creation and curation. They can assist marketers in identifying content opportunities and creating compelling blog and social media posts that resonate with their audience. And, because Buffer also allows users to see what their fans are talking about on social media, that content is almost certain to be impactful and generate attention for a particular event or news storey.

ANALYTICAL TOOLS

Analytics tools are another set of beneficial tools for digital marketers. These range from Google Analytics (which is used to track web traffic to a specific website) to social media analytics tools such as Facebook Insights and Twitter Analytics, which provide engagement metrics and assist marketers in optimizing their campaigns. Additionally, there are tools like Periscope that track user data, site searches, and conversion metrics on the backend of a site (particularly those related to conversions, sales, and user demographics).

PLATFORMS FOR SOCIAL MEDIA

Social media platforms such as Facebook, Instagram, and Snapchat are an integral part of any integrated marketing strategy because they allow marketers to engage with their audiences and generate buzz about their brands. Along with the standard features offered by these platforms, there are some features tailored specifically for marketing. Among them is Facebook Ads Manager, which enables marketers to run and track advertisements. Additionally, these platforms integrate well with social media management tools such as Buffer and Hootsuite, making it simple to schedule social posts and track engagement.

TOOLS FOR EMAIL MARKETING

Email marketing tools are the final set of tools in a digital marketer's toolbox. These tools assist marketers in developing email campaigns that amplify their content and encourage users to take additional actions with their brand, such as signing up for events and purchasing products. Email marketing platforms such as MailChimp and Iterable are popular email marketing tools because they enable marketers to build email lists and automate

their email campaigns. Additionally, these platforms provide analytics for each email campaign, which simplifies testing and optimization.

GROWING OPPORTUNITIES FOR DIGITAL MARKETING IN COVID ERA

Online marketing accounted for half of all global ad spending for the first time in February of 2019, according to eMarketer. A recent study claims digital spend would account for two-to-one-three-thirds of all media revenue by the year 2023. Since in the early 21st century, digital expenditure has tripled, we can now clearly see that it is accelerating. It is very likely that by 2020 and later to have an effect on CO19. The most interesting recently emerging tool is Google Trends. Google Trends analyses the frequency scores how frequently a term is used in Google It has been a useful means of studying how global pandemic tendencies affect lifestyle, behaviour, behaviour, and attitudes since lockdown to making short-term predictions Innovative search terms and how they are informing the progression of company focus As an example, search terms that emerged earlier in the lockdown include recipes, recipes, as well as homey foods and ideas about drinks. However, later on, terms such as ‘lose belly fat’ were found to be popular! We use spikes in search queries to ensure our clients stay in-the-trend and enhance our target customers’ brand exposure. The best way to engage your audience with new content is to focus on current topics, according to these results. Content is more important than ever.



INCREASED TIME SPENT ON SOCIAL MEDIA

Increased social media engagement created an environment conducive to increased social media marketing: Due to the COVID-19 outbreak, which resulted in a lockdown and work-from-home guidelines, people use to have a great deal of free time, which they got to spend primarily on social media. As a result, marketers now have the opportunity to leverage on and strengthen their relationships with customers via various Social Media platforms such as Facebook, Twitter, and Instagram.

CHANGE IN EMPHASIS FROM K.P.I. EXPECTATIONS TO LIFETIME VALUE

Traditionally, digital marketing has relied on analytics and Key Performance Indicators (K.P.I.) to determine the effectiveness and efficiency of campaigns. However, the Corona Virus outbreak has diminished the importance and emphasis placed on K.P.I.'s and increased the importance placed on Customer Lifetime Value.

INCREASED YOUTUBE VIDEO CONTENT

While Reliance Jio's internet revolution reduced the cost of internet access, the advent of COVID-19 liberated people to the point where they had more time to spend. As a result, demand for video content on video streaming platforms such as YouTube has skyrocketed. Similarly, demand for micro video content platforms has skyrocketed. These factors enabled marketers to leverage video and microvideo content to advertise and promote their products and services.

INCREASED IMPORTANCE OF AI CHAT-BOTS

Companies introduced A.I. based Chat-bots, which would offer required assistance to consumers via a pre-programmed chat space, as people's online behaviours increased during quarantine and the majority of the workforce was on work-from-home status. Customers' liking for these types of chat-bots has grown suddenly as a result of their use, and as a result, these chat-bots have become virtual assistants for customers.

SPOTLIGHT ON EXPERIENTIAL MARKETING:

Since consumers are spending more time online during this lockdown, marketers must focus on making the customers' online experience engaging; otherwise, the consumer can become bored quickly if the website, landing page, or virtual environment does not provide a good experience. As a result, advertisers are putting a lot of effort into making consumers' online experiences as pleasant as possible when they visit the website, attend a webinar, visit a curated content centre, visit landing pages, and so on.

SOARING DEMAND FOR OTT HUBS

During the COVID-19 lockdown era, demand for and viewership of Over-The-Top Content Hubs including Netflix and Amazon Prime soars. The increase in demand for these O.T.T platforms offers an opportunity for digital marketers to promote and sell their goods and services across these platforms.

INCREASED CONSUMER AWARENESS OF PRODUCTS

Over the past few months, people have been spending more time online researching goods and services. As a result, it is pushing brands and advertisers to effectively maintain their online reputations and be open to consumer feedback and requests in order to prevent any potential backlash.

WAY FORWARD – HOW BRANDS CAN CAPITALIZE ON DIGITAL MARKETING

There is no question that COVID-19 has had a positive effect on digital marketing for the most part, but moving forward in the post-COVID era, marketers must sustain or rather build on current digital opportunities in order to retain the consumer base that was gained during the COVID period. Companies that adapt to the new situation more quickly and flexibly will have an enormous market advantage and become the industry leaders to which others must adhere. Marketing is therefore essential to become a market leader in this new race. More business, new customers are provided and, more importantly, customer loyalty for the brand is created and strengthened.

BE SOCIALLY RESPONSIBLE

While the businesses have acquired a large amount of customer interaction on different social media sites, they must sustain this engagement when acting responsibly in the future. Profiting from fear is the most unethical thing a company can do. Criminals, not businesses, do this. Yes, in most countries, hoarding and selling vital products, as well as promoting and selling them during a time of need, is considered a criminal offence. The best measure here would be to invest your time and money in a long-term profit.

SUSTAIN THE EFFECTIVENESS OF DIGITAL MARKETING

The eye of the storm is optimum time for brands to invest in content warehousing, community building, and solid SEO for your ecommerce domains. Following COVID, as people return to their daily lives and routines, the challenge for marketers would be to maintain the same volume and consistency of web traffic on their websites and landing pages. Even after COVID, marketers must continue to create engaging digital content and a virtual ecosystem to handle and sustain web traffic.

CREATE CONSUMER AWARENESS

The best way to reach out to your concerned audience is through digital channels. This begins by clearly and methodically educating the customers of how the pandemic will affect how they buy/access your products/services. Providing them with a sense of calm before they approach you in a panic would go a long way toward keeping them in the long run. As previously mentioned, simply being accessible for concerned users on social media sites will go a long way. You should also work to dispel misinformation spread by false theories and rumours on the internet, which is one of the main sources of instability in today's world. Keep it real with personalization - during testing times like these, providing individualized help and attention to the users is a perfect way to make an impact. Finally, you can lighten the mood by stressing how your goods and services can benefit even the fortunate and healthy who are trapped at home.

HIGHLIGHT YOUR CSR ACTIVITIES

A digital forum is an excellent way to publicize any CSR/charity events the company is involved in. Many companies have started events or programmes to support the less fortunate. In these difficult times, giving back to society is a positive move. Your charitable activities will benefit from increased scope and awareness with the support of micro sites and social media channels.

CONCLUSION

Consumers don't want to hear influential people who don't share their feelings. Certainly they don't want to see the same brands continuously advertising the same stuff on the same channels, just because they have money to throw at it. The brands which take this simple approach and keep their audience in mind will certainly be rewarded in future years! Digital is currently at the core of all businesses and digital marketing is an essential tool for brands and marketers during the pandemic period to implement marketing strategies. The marketing sector in general was dramatically affected but there was an enormous boost in the digital marketing industry. COVID-19 put Digital Marketing on track and paved the way for further digital marketing development.

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THE DEGROWTH ALTERNATIVE: NEED OF THE HOUR

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ABSTRACT

Degrowth is a term that has been derived from a French word 'décroissance' meaning reduction. Degrowth is emerging as a substitute ideology for sustainable development. Degrowth defies the ordinary growth model of economics on the basis that the developed nations have become economically unsustainable, uneconomic and counter productive. Degrowth proponents call for such political and economic policy which will focus on planned economic contraction which means equally reducing the production and consumption so that it increases human well-being and enhances ecological conditions. Normally when this question is asked that how economic progress look like, the common answer is that a larger and a bigger economy is better but this idea is getting drained because on a finite planet, the economy cannot grow forever. Degrowth can support urban sustainability. Degrowth simply means eradication of economic growth as a social objective. This will give a new direction to the society, the society which will use less natural resources and will organize and will live differently from today. Degrowth questions the damage caused by the expanding economic growth and its injustice like the cost of over consumption generally borne by developing nations and these nations are facing major environmental damage. Degrowth is a planned process of reduction of energy and resource use to bring back the economy into balance and aims at improving human well being. Degrowth aims at long term socio-ecological sustainability. Companies should adopt this degrowth concept as consumers are changing and want a simpler life. A degrowth economy can certainly inspire innovation in companies.

Keywords- Degrowth, Sustainable Development and Companies

1. INTRODUCTION

Economic growth has been dominating the politics and policies since 1945. Economic growth had been associated with increase in GDP, GNP, inflation, real national income, levels of savings, measures of human development index, human poverty index etc. Environmental concerns have always subordinated growth objectives. The expectations of win-win situation, sustainable growth by technological efficiency have not been fulfilled (Demaria *et al* 2010). The answer probably lies in degrowth. Probing the concept of degrowth highlighted some positive and negative facets of it. The term Degrowth has been used in many times recently in many social and economic debates. It is the translation of the French term 'décroissance' meaning reduction. Degrowth is something which has theoretical implications and is a political slogan which is not symmetrical to growth (Latouche 2010). Degrowth concept is based on the ideology that the global economy is an ecological overshoot, so it becomes very important to reduce the size of the economy. Once the ecological limits are reached, the focus should be on a steady state economy or zero economic growth (Tokic 2012). In 2008 in Paris the first ever International Conference on Socially Sustainable Economic Degrowth has taken place. The proponents of degrowth were present there and they were gathered to support the ideology of degrowth which resulted into "Paris Degrowth Declaration". This convention called for a paradigm shift from the general pursuit of economic growth to a new concept i.e. "right- sizing" of the global and national economies. Right-sizing means reducing the global ecological print to a sustainable level, increasing consumption by the people who are in poverty in a sustainable way basically to a level where they can have a decent life and it also implies reduction to a particular level within a reasonable time frame (Research & Degrowth 2010). Growth in countries has always been measured by the indicators like GDP, GNP, Human development index etc. Incessant growth has led economists worldwide to question these basic concepts of growth as the world could not be saved from epidemic like Covid-19, natural disasters, poverty, economic crisis etc. Despite so much growth what went

wrong? In the race to grow, has the world ignored some basic facts like equality, well-being, sustainable development, social justice etc? That's why nowadays Degrowth is emerging as an alternative for Sustainable development. This ideology is still not being accepted by the global economies and has a long way to go. Degrowth provides us with understanding of the present age dilemma of balancing the social equity, environment and economy.

2. CONCEPT OF DEGROWTH

When one hears the term “degrowth” , it is easy to assume that this new economic vision would imply poverty and misery, as if going back to the stone age, it means resigning ourselves to a stagnant society or being anti progress. However this is not the case. Degrowth is a concept that will free us from the shackles of material excess. We simply donot need as much things if it is delivered at the cost of planet health, social justice, and personal well-being. Consumerism is a gross failure of imagination, an addiction which is deliberate that degrades nature. Degrowth is a way of life that is founded on minimal material and energy requirements. It's about building a sufficiency economy, finding out how much is enough to live comfortably and realizing that enough is plenty (Alexander 2014).

Generally growth means growth in GDP, and when the term degrowth is used then one might assume that it is something related to reducing GDP. Proponents of degrowth clarifies this that degrowth is not about reducing GDP , but reducing the material and energy throughput. Degrowth means an economic situation in which the economic wealth produced neither increase nor decrease. Degrowth is a voluntary process. It is based upon the idea that reduction in the global production and consumption can preserve the planet and can ensure the future of humanity. Degrowth does not mean poverty and is not a negative word. It is something which is suitable with high levels of human development. It is possible for the developed economies to shrink their resource consumption and focus on things that really matters like health, happiness, well-being and longevity. Degrowth basically challenges the conventional economic growth and the maxim that more is better. Degrowth tries to tackle problems like loss of biodiversity and global warming and also focuses on human well-being (Rathi 2020). Degrowth has five dimensions which includes development as actual well-being not only through materials, steady state economies instead of growth oriented economies, fostering a solidarity economy, reconfiguring consumption and redefining value (Bakshi 2016).

The idea behind degrowth is that the developed nations would support zero growth or even diminishing GDP as this will lead to an economy that makes humans healthier and happier. The ideology of degrowth is based upon principle of balance at all levels and also on readjustment of disparities. This means on one hand there should be reduction in usage of natural resources by the developed countries. On the other side, developing and underdeveloped countries should be able to exploit the developments that have already taken place in the developed countries. Sustainable degrowth means an equitable downscaling of production and consumption so that it increases the well being of human beings and improve the ecological conditions at a global level for long term. When sustainable word is associated with degrowth it does not mean that degrowth should remain for an indefinite period but here sustainable means with reference to environmentally sustainable and socially beneficial. Proposition behind degrowth is that human development without economic growth is possible (Schneider *et al* 2010). Degrowth basically calls for a society where people live with limited ecological means, with shrinking economic systems and providing more space for ecological and human systems. This will lead to a sustainability debate that considers all aspects i.e. population, technology, lifestyles, social justice, democracy and quality of life (Kerchner *et al* 2018). There is one more type of degrowth coined by Van den Bergh (2011) i.e. Radical Degrowth. It is a very broad term explaining the meaning of degrowth which denotes many radical changes in the economy. It involves changes in values, ethics, preferences, profit making, role of money and ownership (Van den Bergh and J.C, 2011). Degrowth would involve embracing living in a simpler way that is consuming and producing less.

3. IMPLICATIONS OF DEGROWTH FOR THE COMPANIES

There are clear trends showing how consumers in the West are now driving degrowth. This movement does not mean the end of consumerism rather it means companies should produce those products that have better longevity and products which will produce less waste. This movement has started taking place in the Western

countries as consumers there are worried about their impact on the environment and are focusing on changing their patterns of consumption. Between the years 2017 and 2019, people in France are careful about flying i.e. Sweden's Flygskam or flight shaming movement, that rejected unnecessary air travel. This brought up a major change in the preferences of the consumers to less polluting travel options like trains (Economic Times 2020). One important point that companies should consider is that the idea of degrowth has found very positive effects in consumers mind. Companies need to start adopting this trend with regard to their products and production processes in order to remain competitive. As consumers demand are changing and so as their behavior, so companies will have to adapt this trend in order to sustain and maintain their competitive advantage. The companies should change their thought process while making the products and should focus more on producing the products which are more durable, disposable and should consume less resources and should provide maximum satisfaction to the consumer. Companies should start investing in fixing their products longevity rather than promoting replaceable products. Companies should take this concept as a tool for innovating its operations. There is a need that companies should pursue degrowth adapted product design. The firms can lead their operations by degrowth oriented standard setting. It will be easy for the companies to adopt this concept if they make well being and psychological safety as the major part of the culture of their business (Roulet and Bothello 2020).

Nike- global sports brand, is indulging in the ideology of Circular Design. This ideology is based on the idea that more sustainable world is a collective effort. Nike clearly said that it is important for the brands to focus on community oriented thinking (Johnson 2020). Many private companies like ITC, Mahindra, Infosys, Wipro have been doing work in monitoring the social and ecological implications of their own operations and these companies are making efforts to reduce their burden on the environment. These companies are doing this by preparing an annual sustainability report brought out by these companies.

4. WHAT LIFE WOULD BE IN A SOCIETY THAT WILL FOLLOW DEGROWTH MODEL?

The first focus would be living a simple life. This will call for consumption in a responsible manner and less wastage. The society would focus on localize our economies and reduce global trade as far as possible. Economies would be organized in such a way that everyone's basic needs are satisfied and then redirect their energies from economic expansion. We would try to reduce our working hours and would focus on more home production and leisure. This will lead to less income but more freedom. Everyone would be rich in their simplicity. Degrowth society would lead to a good life for all and would focus at forming a society that would aim at the well-being of all people and protect the ecological basis of life. This will call for a change in the consumption patterns, production and culture. Values of the degrowth society will include mindfulness, solidarity, cooperation etc.

It will be important to identify minimum and maximum limits within which we can move i.e. Minimum limit would be related with basic needs of human beings and the maximum would be decided on the basis of limitations of climatic change and emissions that can be released in the atmosphere.

Degrowth society will bring a drastic change in the fashion and marketing industry. A new era of sufficiency will take place where people will re-use clothes creatively and refashion their old clothes. People will become expert recyclers in a degrowth society. Degrowth society will make people aware about their actions and its impact on the society.

Degrowth society would call for redistribution of resources in a just and a fair way. Degrowth society would focus on developing eco-social policies. These are the policies which would address social inequality and climatic change simultaneously. Degrowth society emphasizes a socially just and ecologically sustainable society. Degrowth society would give more importance to well-being over GDP. Degrowth society will include the importance of communities, good health, happiness etc.

Degrowth society will lead to sustainable development and will focus on well-being and equity. This society will aim at consuming resources in such a way that will lead to less environmental issues

5. CRITICAL ANALYSIS OF DEGROWTH

Degrowth slogan has various supporters and there are various set of critique for growth but still degrowth model don't have any theoretical framework. The degrowth mode does not have any strong set of suggestions to move out of the growth stage. Degrowth movement completely ignores the human nature. Degrowth calls for reduction in consumption of materials but one major problem with human beings is that once they get habitual to their life-style it becomes very difficult to change their nature and push them out of their comfort zone. Degrowth proponents calls for selective growth but it becomes difficult to decide that which sector should be ignored and which sector should be considered (Herath 2016).

Florentin (2018) discusses that urban degrowth is subject to accumulation of processes, each process is a self-fueling spiral. Spirals of urban degrowth will include demographic spiral (population loss), urban shape spiral (urban wasteland, empty buildings), socioeconomic spiral (mass unemployment) and public finances spiral (high debt).

Degrowth is mainly criticized on the grounds that it unfeasible and donot have any implementable actions. It does not have a clear definition and is vague and can easily be misused. The proposed solutions for degrowth like lower material standards of living, restrictions on individual freedom to consume are not compatible with the existing political climate (Robra and Heikkurinen 2019).

Degrowth in cities would call for a change in technology, values, budget and also degrowth would lead to new arrangements between stakeholders and will create new value in the territories and utility networks. Degrowth will lead to a social change which is difficult to implement.

There are no historical examples of degrowth and there is absence of empirical data which can be examined to know about the implications degrowth for human beings. The only thing we know about degrowth is that it involves reduction in consumption and production activities. We also know that it will be accompanied by transformation in economic, social and cultural background but there are no empirical studies that study the implications of this movement (Buchs and Koch 2019).

6. DEGROWTH AND INDIA

India's economic growth has lead to inequality. India is among the most unequal countries in the world. The rich people in India cornered almost 73% of the wealth generated in India. Inequalities also exists in the area of education, health and nutrition (Roy 2020). Now comes one important question : whether a developing country like India should adopt this model or not? Many people think that degrowth is a western concept and can be adopted by only those nations that have already grown. It needs to be kept in mind that degrowth society will be a society where social security would be very strong to fight against any crisis, policies would be formulated by keeping in mind the distributive justice and where reliability on the market forces for the social needs is less (Ghosh 2020). India needs at this point of time a holistic development approach that will concentrate on ecosystem and distribution concerns also in development.

Degrowth calls for a different kind of society. Degrowth calls for a society based on the concepts of democracy, equality and simplicity, no discrimination. In India degrowth would aim to re-politicize the debate on socio-ecological equity by putting social and environmental well-being at the centre of the economic decision making. The winds of change are blowing in India and this model of degrowth is the reason for the same.

Degrowth in India differs from that of Global North. In India there is no need to establish a novel paradigm for degrowth. The only thing which is required is that to preserve the degrowth paradigm. Traditional Indian values have always been in consonance with the main ideas of degrowth. Values of our Indian culture has always focused on ways by which wastages can be minimized, limitations on material desires, maintenance of social bonds etc. In rural and tribal areas reverence, dependence on ecosystems and communication ways are widely practiced till date. Ideas like sharing, equality, sufficiency etc. has existed as a part of daily life.

CONCLUSION

The present chapter represents an attempt to explain degrowth as an alternative so that companies should start adopting this model. Degrowth can be successful only if it would be an all inclusive degrowth. It is very

difficult to change the trend that has been in existence since a long time. That's why implementation of degrowth will take a long time and will be done in fractions. The balance between nature and human activity has been destroyed. It is the need of the hour to adjust the things in a sustainable manner. Degrowth does not mean people start compromising with things, start consuming less, this only means to reduce unnecessary consumption. For degrowth to become a reality, the world's population should be directly proportional to the resources available in the world. Degrowth philosophy is basically Gandhian philosophy, which means we each have to live a simple life. MK Gandhi has been teaching this philosophy 90 years ago and there are people who always want to live a simple life because they know that it is more meaningful. Degrowth should never be confused with recession. Degrowth is a planned policy to reduce inequality and improve well-being. It should not be misunderstood or connected with recessions which are not planned and donot lead to these outcomes. Degrowth will expand public goods and services like health, education, housing etc. but in a sustainable manner. In nutshell Degrowth calls for an economy which is different altogether (Hickel 2020). Degrowth is perfectly compatible with the high levels of human development. Maybe changing the terminology from degrowth which gives a negative feel can popularize the concept.

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IMPACT OF COVID-19 CRISES ON CONSUMER BEHAVIOR DURING THIS PANDEMIC SITUATION

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ABSTRACT

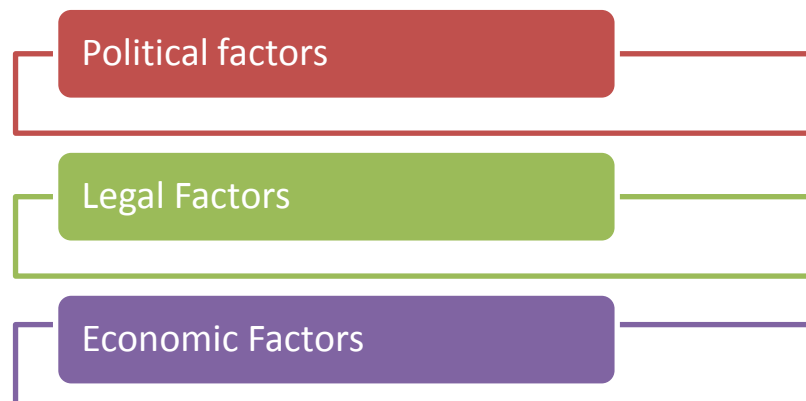
Consumer behavior is an important factor in the success of companies. To know how the consumer behaves, what factors influence companies to manage their marketing mix, communication, branding more effectively with customers. Sometimes identifying the factors that affect consumers is very difficult to identify because very often they are internal factors. In global markets current situation mainly influenced by external factors like; political and legal steps and the economic situation. This study based on secondary data to identify changes in consumer behavior because of political, legal, and economic factors caused by the spread of illness COVID-19.

KEYWORDS: Consumer behavior, External factors, Global market, Marketing mix.

INTRODUCTION

Year 2020 has truant down in retail history and many problems keep coming and opening new possibilities. One of the benefits of an otherwise unfavorable position is the fact that customers have started to realize how important retail is to their daily lives. Covid-19 changed the world of retailers and customers. On comparing with previous period, it was founds that the average of the spending is large and the frequency of purchase is decremented. The confidence of the customers is fallen and they are worried about their future.

CUSTOMERS ARE INFLUENCING BY THESE FACTORS:



WHAT ARE THE FEATURES OF CONSUMER BEHAVIOR?

Consumer behavior is an inter-disciplinary social science that blends elements from psychology, sociology, social anthropology, ethnography, marketing and economics and especially behavioral economics.

The study on consumer behavior also investigates the influences on consumers from the groups such as family, friends, sports, reference groups and society.

Consumer behavior examines how emotions, attitude and preferences affect buying behavior. Characteristics of individual consumers such as demographic, personality lifestyles and behavioral variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referral.

The study of consumer behavior is concerned with all aspects of purchasing behavior- from pre-purchase activities through to post-purchase consumption, evaluation and disposal activities.

Customer relationship management (CRM) databases have become an asset for the analysis of customer behavior.

➤ **Significance of study**

- This study will tell you how the consumer affected due to Covid-19.
- This study will tell you how the consumer behavior changed due to Covid-19.
- This study gives you an overview of consumer's purchase decision process.
- In this you will also know how 4Ps of marketing influence consumer behavior.

➤ **Objective of study**

- First objective of the study is to know the impact of the COVID-19 crisis on consumer behavior during this pandemic situation.
- This study explains dimensions of consumer behavior decision and its context.
- This study also explains about application of knowledge of consumer behavior in marketing decision.

➤ **Definition of the terms**

- **Consumer behavior:** It means how a consumer gives or reacts to a product and service after consuming it. A consumer can be an individual person, a group or an organization.

- **External Factors:** External factors are those influences, circumstances or situations that are effect a consumer externally. For instance, change in taste & preferences, change in codification & other social elements.
- **Global market:** Global market defines as marketing on a worldwide large scale. It takes global operation's dissimilarities, closeness & opportunities to reach global objectives.
- **Marketing mix:** Marketing mix includes main 4P's product, price, place, promotions and other two are process and physical evidence.

➤ **Dimensions of Consumer Behavior:**

Consumer behavior, in its broadcast sense, is concerned with understanding both how purchase decision are made and how products or services are consumed or experienced.

Some purchase decisions involve long, detailed proceses that include extensive information search to select between competing alternative

Other purchase decisions, such as impulse buys, are made almost instaneously with little or no investment of time or effort in information search.

Some purchase decisions are made by groups (Such as family, friends, households or business while we are made by individuals.

When a purchase decision is made by a small group, Such as households, different members of group may become involved at diffrent stage of decision process.

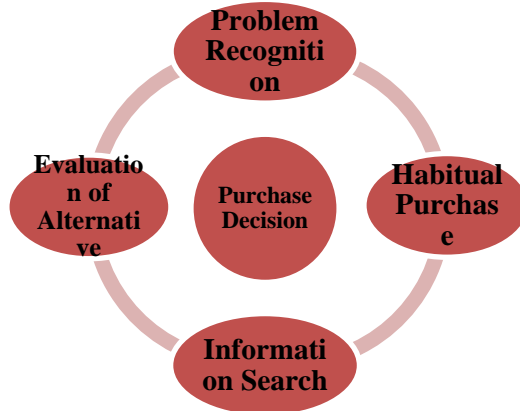
➤ **LITRATURE REVIEW**

In this difficult situation has huge impact on everyday consumer's life. The COVID-19 pandemic has exotically changed both the businesses & consumer behavior (Donthu and Gustafsson, 2020; Pantano et al., 2020). Laato et al. (2020) underline that the government prepared to close the schools, restaurants, Some shops and other public services like buses etc, which has higher risk of spreading covid-19. Due to this fact, it is also possible to consider that the customers have changed their shopping habits for long run. Kirk and Rifkin's (2020) history shows that a period of crisis often perceived as an motivation for significant transformation in society and recommend paying attention to consumer behaviors in each of three phase: reacting, coping, do-it-yourself behaviors and then also longer-term adapting.

The change in consumer behavior identified in this article was the COVID-19 pandemic, which from the point of view of theoretical background, we can consider as an external belonging to the group of natural factors. However, commendatory factors influenced by consumer behavior, according to the author, political, legal factors and economic factors also influenced by consumer behavior, which represented by restrictions and uncertainty caused by concerns about the economic future.

Zamazalova (2008) explained the internal and external factors that influence consumer behavior. Among the external factors, he marketing macro environment mentioned, one who influences the execution and evolution of marketing ventures that aimed at target customers.

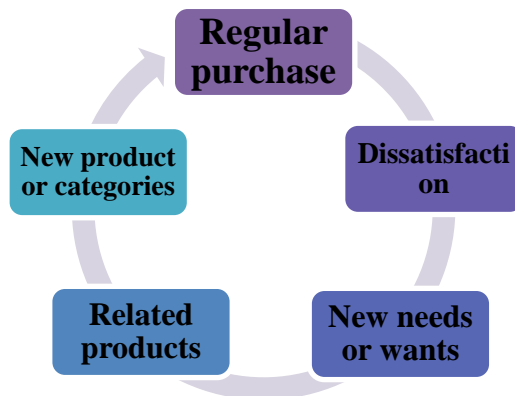
➤ **PURCHASE DECISION MODEL**



PROBLEM RECOGNITION

- The first stage of purchase decision process is problem recognition (also known as category need or need arousal).
- It happens when the consumer recognizes a need, commonly defined as the difference b/w the consumer's current state and their ideal state.
- In simple way of analyze about problem identification is that where consumer decide that he/she is in the market for a product and service to satisfy their needs and wants.

➤ **Habitual Purchase**



➤ **Information Search**

- Customer searches all information about the product before buying.
- He may confirm that product with his family, friends and relatives who have used it before.
- He searches on Google and online sites. He checks product reviews and feedback.

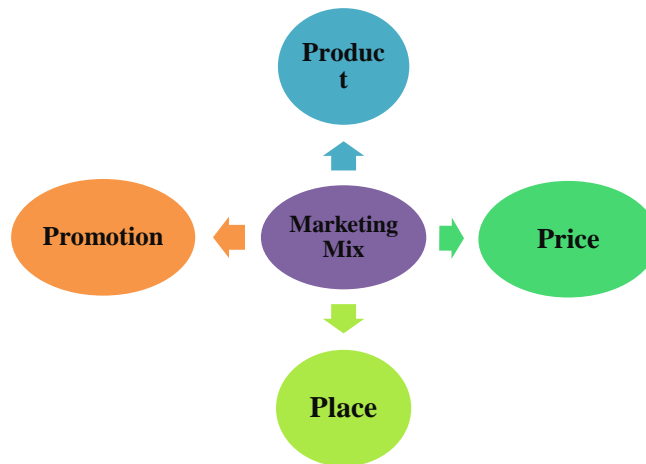
➤ **Evaluation of alternatives**

- If the consumer finds the product may be lacking or he finds the price high, then he starts searching for an alternative product.

➤ **Purchase Decision**

- Once there have alternative to resolve the procedure through the actual [purchase and easily evaluated the consumer firms.

➤ **Marketing Mix and Consumer Behavior**



Product: In marketing mix, product element relates to product and service, which offered to customers for purchase. Products can have three stages: core, actual and supporting product. Core product is related to mobile phones can be explained as the possibility to communicate easily with other person in distance. Actual products are relates to specific brand and model of a mobile phone and supporting products are those products like mobile phone with one-year warranty.

Price: It is an important element in marketing mix. There are four types of price strategies: economy, perforation, skimming price and premium price.

Place: In marketing mix, place element relates to point of distribution and sales of product and services. Online sales platforms totally changed the place element of marketing mix to a considerable extent.

Promotion: Promotion element of marketing mix, refer to any combination of promotion mix integration of various elements like advertising, public relations, personal selling and sales promotions.

CONSUMER BEHAVIOR AND COVID-19

This situation changes the human behavior in different directions with some aspects. COVID-19 is not s normal crises. To control these troubled crises, the government has done lockdown. As all elements of the economy are closely intertwine with public health measures and lockdowns, the resulting economic instability of nations is pointing to a change in market dynamics. In every market, consumers are the drivers of market competition, growth and economic integration. Along with economic unreliability, consumers are meet changes in behavior, although how much of an impact the change acknowledges during the situation will be a question. Consumer attitudes, behavior, and buying habits are changing – and many of these innovative ways will persist even after the pandemic. While shopping is currently focusing on basic needs, people are shopping more advisedly, buying local and adopting digital commerce. To manage segregation of consumers, they are using digital platforms to connect, learn and play and they will continue to do so.

CONCLUSION

This pandemic situation may have totally Changed Consumer Behavior. Essential goods have become so expensive that poor people can hardly survive. In all well organized sectors, sales of food items, medicines, clothing and footwear, electronics goods increase in sales volumes through online platforms. In departmental stores goods and food, there was a change in structure of purchase and frequency of purchase. Demand of

cloths, footwear and electronics, which were closed due to government measures, decrease, in spite of growing number of purchases. Now the shop is open, people are going to the shops and buying products.

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360 DEGREE FEEDBACK : A LITERATURE REVIEW

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ABSTRACT

360 degree feedback, itself gives a clear picture of the organization being flexible, and adaptive as per the need of the people in the organization. 360 degree feedback is a process of evaluation where usually feedback is taken from superiors, peers, subordinates, workers and customers and after the evaluation is over the feedback is shared with the workers by manager providing them a clear idea and also sense of their growth through developmental sessions. It is used for both i.e assessment and development. The purpose is to find out contribution of 360 degree feedback to the organizations and its growth.

INTRODUCTION

As we that 360 degree feedback nowadays is so important for any organization to appraise the performance of employees. And appraisal is very important because in today's competitive world the company has to survive and this would only be possible because of human resource of the company. To keep a continuous check on the performance of the employees, the company can come to know about how efficiently the employees are working to meet the goals. Since, the feedback is taken from superiors, subordinates and peers so there is no existence of bias appraisal.

OBJECTIVES OF THE STUDY

The objectives of the study are as follows:-

1. To know the deviation between current literature and old existing literature.
2. To show the importance of 360 degree feedback appraisal in an organization.

METHODOLOGY OF THE STUDY

The articles used are downloaded from Google. Few articles have been taken for review purpose.

REVIEW OF LITERATURE

- **Curtis (1996)** focused on why companies appreciate 360 degree feedback. It helps in having an unbiased management style of doing appraisal, better communication, better understanding of gap between exact and planned performance, strength and weakness identification is also there.
- **Huggett (1998)** highlighted that 360 degree feedback has good results expectations. A reliable decisions can be made on the basis of the information taken from this method which would be worthwhile. But, it has to be done in a friendly manner by management just to avoid a sense of convenience of the employees and their insecurities so that their mindset wouldn't be affected.
- **Hallam (2004)** prioritises on Advancement of Human Asset Management through 360 aggregate reporting. It emphasizes on the training to be provided to strengthen the skills of staff.
- **Edwards (1996)** focused on enhancing the performance by 360 degree feedback. It enhances the performance of the employees by providing various career development chances. There is a possibility of having better performance as 360 degree gives motivation, improves information quality and employees knowledge, supports learning.
- **Moxley (1996)** says that by using 360 degree feedback an organisation makes its managers more proficient. It is actually one of the part of management development process. 360 degree is a routine process by which managers need to motivate themselves in their career.

- **Pollitt (2004)** states that 360 appraisal would be more effective when individuals are trained to give and receive feedback. Because of it they know themselves much better and help them in their career growth.
- **Rowe (1995)** focuses on the advent of 360 degree feedback in an organization relies totally on its culture. If the culture doesn't fit in then the feedback system can't be taken back at later point of time therefore it gains more effectiveness when wide range of people are involved in the process which further leads to the quality of feedback.
- **Vloeberghs (1999)** said that growth of the individual takes place only when they accept the job happily. And if psychology of a person is rated low then it leads to dissatisfaction.
- To improve the performance, there should be a backup of assessment development centre methods leading to high performance.
- **Newbold (2008)** says that 360 degree appraisal are a powerful addition to the performance management system. The author emphasizes on the success of 360 feedback. It is succeeded only due to some factors such as clear purpose, readiness of organization, employees participation, the way it is supposed to run, and lastly smooth feedback delivery.
- **Samaduzzaman (2013)** it is an effective performance evaluation method to measure the efficiency of a person. The feedback helps in removing the misconceptions and wrong perceptions wherein the author failed to focus on the type of the organisations where 360 degree feedback has been used and has made an impact.

CONCLUSION

The literature review discusses that the 360 degree feedback to be successful the organization should have two aspects i.e. the process and the purpose. The process of the appraisal should be clear to all employees along with its purpose that why it is taken into consideration by the company. If these two aspects are crystal clear to employees then they would contribute towards it more efficiently and the management will get more productive output from 360 degree feedback appraisal.

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COVID-19 AND ENTREPRENEURSHIP: LESSONS LEARNED AND EMERGING THEMES

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INTRODUCTION

The Covid-19 epidemic of 2020 will be a defining event in the year's history. As a result of its speed and disruption and its devastating implications, the virus is more significant than any other occurrence. In addition to underdeveloped and emerging countries, it is spreading to an ever-increasing number of developed countries. The economic ramifications are just as severe as the social ones. A preliminary assessment indicates the current economic crisis is likely to surpass that of the 2005-2008 global financial crisis in terms of severity. This could have much more severe consequences for the world of entrepreneurship, startup activity, and entrepreneurship. As a result of past crises and studies, there are specific lessons to be learned. It is possible to expect entrepreneurs to be more afraid of the adverse economic effects. This could lead to decreased market demand, less access to resources (notably financing), or administrative measures that guarantee social distancing. There is ample literature that shows potential, and new entrepreneurs can be easily scared. Fear of failure is a significant barrier to pursuing entrepreneurship (Bosma et al., 2008; Li & Liu, 2011; Morgan & Sisak, 2016).

This perspective suggests that there will be a sharp drop in the number and quality of entrepreneurial projects. Entrepreneurs will face additional obstacles due to the crisis. Recent media reports suggest that the Covid-19 economic catastrophe is already affecting startups (Griffith 2020). The last financial crisis had a significant impact on entrepreneurial activity in developed countries and emerging markets (GEM 2019). (Lerner, 2010) reported a substantial decline in venture capital investments during the 2008 crisis. The pandemic could again lead to a similar trend. The expected economic effects are much more severe and concentrated over a shorter period of time, so the impact on entrepreneurial initiatives could be more significant. It will impact all countries regardless of their level of development. The extent of the fall will depend on how resilient and adaptable existing startups are and whether new ventures can take advantage of it. For an emerging economy, (Dahles & Susilowati, 2015) show that many businesses are remarkably resilient to external shocks.

In this systematic literature review, we analyzed the articles published in top journals in the context of entrepreneurship and COVID-19 and presented a perspective from data analysis about the ongoing research in this area. We analyzed scientific research records on Covid-19 and entrepreneurship with computable statistical methods and present visualizations of interrelationships between scientific research data records on Covid-19 and entrepreneurship. We compare the coverage of research on Covid 19, entrepreneurship, and small-medium enterprises development by organizations and countries. This paper is the first to provide a comprehensive review of the Covid-19 pandemic and its effects on entrepreneurs. These findings may be applicable to two lines of inquiry. The first step is to comprehend the mechanisms underlying a specific catastrophe, such as the COVID-19 epidemic. This article contributes to the growing body of knowledge on crisis management and entrepreneurship during the last year and a half. This article, which focuses on entrepreneurship, is meant to supplement the literature on economic COVID-19. It exemplifies a critical tenet of every economic philosophy. Because entrepreneurship is the bedrock of all economic activity in a free market system, any examination of the economic effects of a crisis would be incomplete without it.

2. METHODOLOGY

(Clark et al., 2021) identified appropriate literature that addresses the research question in an organized way. the CIMO framework (contextual intervention mechanisms, outcomes, or CIMO). (Booth et al., 2016) is used for creating search terms that can be used against various databases. CIMO recommends following the four steps of CIMO to narrow down a search. The purpose of this work is to determine the in-depth review of the COVID-19

external shock on entrepreneurial phenomena related studies. As a result, the search term is restricted to the first two steps of the CIMO process, context, and intervention. As a result, the final search term created reflects both entrepreneurial activity and COVID-19 intervention. This strategy achieves a balance of breadth, depth, and complexity. (Fisch & Block, 2018) .Further narrowing of the search would have resulted in too few studies to allow for reasonable analysis.

Academic journal articles in English were considered as an inclusion criterion. This means that only refereed publications are included and no unrefereed work papers are excluded. We have narrowed down the search to ABS 2 and above journals only. So the criteria is - (TITLE-ABS-KEY (covid) AND ((TITLE (entrepreneur*)). The database fields title, abstract, keywords were used to search the results. The initial sample was n = 251. The result of removing double entries was n = 245. This sample was narrowed by full-text inspection. False hits were removed, such as articles published before 2020 or those not published in English. This applies to articles that only provide an English title and abstract, but are written in other languages, and thus produce false hits when querying databases. Articles that didn't report the results from an empirical study, did not use original data from the COVID-19 pandemic and did not provide evidence that was directly relevant to entrepreneurship were also removed. Reference checking (Booth et al., 2016) was used to identify an additional study that could be added to the sample. The procedure led to n = 156 articles that were relevant to the research question.

This article uses computable statistical methods to analyze and mine data on entrepreneurship scientific literature and Covid 19. We then analyzed the data records using R Studio. For statistical analysis, we used the "bibliometric" package (Aria & Cuccurullo, 2017). Although scientometricians can use several software tools to analyze or visualize bibliometric data, the choice of tool is dependent on the type of analysis performed. Bibliometrix can analyze and map bibliographic data simultaneously. Because it is open-source software created in R-packages, knowledge workers can examine, update, and improve it. It's written in R, an open-source language with over 16,000 software packages and a strong developer and user community. So bibliometrix can be utilized as part of a bigger data analysis workflow. Bibliometric approaches quantify the productivity of scientific outputs. Bibliometrics is the study of books and other media using mathematical and statistical approaches.

2.1. Bibliometric analysis

Bibliometrics in this article refers to the use of computable statistical methods to:

- a) Scientific research records and publication citations are examined to determine research linkages.
- b) To evaluate the most popular terms numerically.
- c) Determine how problems investigated by different organizations and countries are interconnected.
- d) To assess the extent to which different countries have covered certain research subjects
- e) To count the number of times a term (keyword) appears

3. RESULTS

3.1. Basic information about the sources and authors

Table 1. Main information about the dataset

Description	Results	Description	Results
Sources (Journals, Books, etc.)	115	DOCUMENT CONTENTS	
Average years from publication	17.7	Keywords Plus (ID)	314
Average citations per document	0.7041	Author's Keywords (DE)	728
Average citations per year per doc	1.758	AUTHORS	
References	7266	Authors	573
DOCUMENT TYPES		Author Appearances	635
article	116	Authors of single-authored documents	38
article in press	23	Authors of multi-authored documents	535
book chapter	1		
conference paper	9	AUTHORS COLLABORATION	
conference review	1	Single-authored documents	46

editorial	2	Documents per Author	1.74
final	56	Authors per Document	0.575
note	10	Co-Authors per Documents	0.637
review	2	Collaboration Index	2.97

The results for the selected keywords and the biblio information generated through the Scopus search engine are presented in table 1. It outlines the type of documents, basic information about the authors, average citations. The total articles are 116, out of which 23 are in press. All these 116 articles have 0.7041 average citations with 17.7 is the average time since the first publication. There are 535 authors who published related to entrepreneurship and COVID-19 in the last two years; surprisingly, documents with multi-author are 535, and documents with the single author are 38, implying that authors collectively produced the academic literature. The 535 authors who collaborated gave rise to the collaboration index up to a value of 2.97.

Figure 1 shows the most relevant affiliations associated with the documents, La Trobe University, Melbourne Victoria Australia and University of Hohenheim Stuttgart, Germany with 11 articles are at the top followed by Indian University, Bloomington, Indiana with 10 and University of Salentolecce, Lecce, Italy, University of St. Andrews and University of Turku with six articles each are at third place.

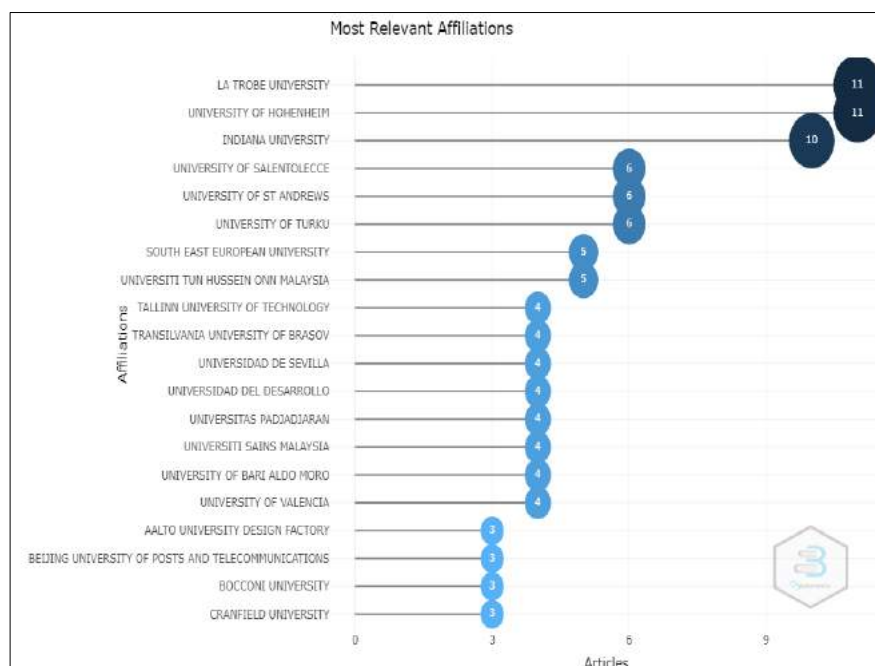


Figure 1. Most relevant affiliated institutions

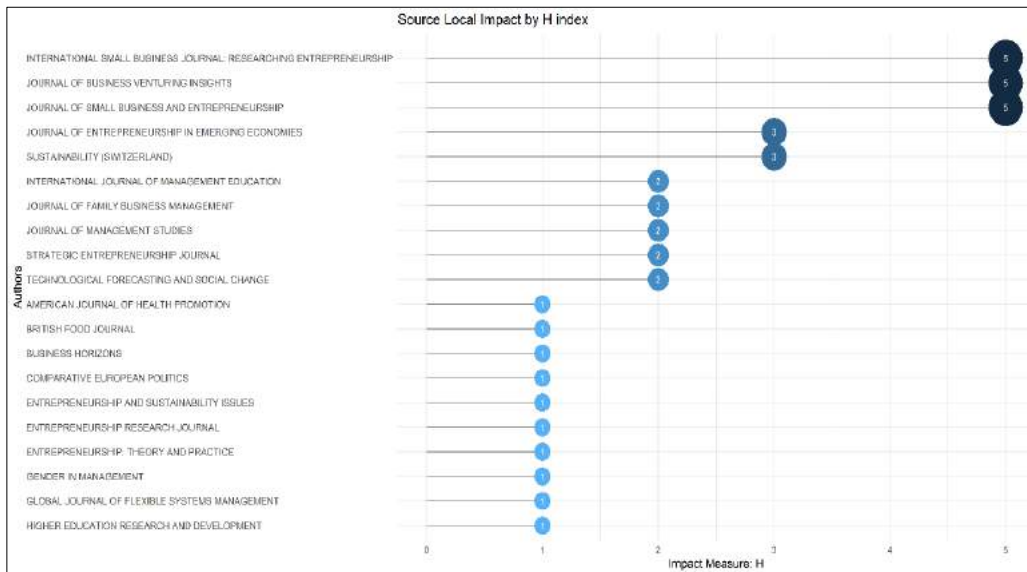


Figure 2. Source Impact by H-Index

Journal of Business Venturing Insights with total citations (TC) of 226 with an h-index of 5 and g index of 9 stands at the top, followed by International Small Business Journal with total citations of 90 and 10 publications is at second. However, the journal Business Horizons with just 1 publication and total citations of 22 is at third, it is the journal of the Kelley School of Business, Indiana University published by Elsevier, and the Impact Factor of this journal is 6.361, ranking it 43 out of 153 in Business. The International Journal of entrepreneurial behavior and research is quite closely matching Business Horizons with 21 citations and just one publication (NP). Although when we compare TC/NP, Business Horizons stands at the top, giving a value of TC/NP of 22

Table 2. Top 20 Journals Impact

S.No	Element	TC	h_index	g_index	m_index	NP	PY_start
1	JOURNAL OF BUSINESS VENTURING INSIGHTS	226	5	9	2.5	9	2020
2	INTERNATIONAL SMALL BUSINESS JOURNAL: RESEARCHING ENTREPRENEURSHIP	90	5	9	2.5	10	2020
3	BUSINESS HORIZONS	22	1	1	0.5	1	2020
4	INTERNATIONAL JOURNAL OF ENTREPRENEURIAL BEHAVIOUR AND RESEARCH	21	1	1	0.5	1	2020
5	INTERNATIONAL JOURNAL OF MANAGEMENT EDUCATION	13	2	2	2	2	2021
6	ENTREPRENEURSHIP: THEORY AND PRACTICE	6	1	1	0.5	1	2020
7	INTERNATIONAL JOURNAL OF INNOVATION MANAGEMENT	6	1	1	0.5	1	2020
8	GLOBAL JOURNAL OF FLEXIBLE SYSTEMS MANAGEMENT	4	1	1	1	1	2021
9	INTERNATIONAL JOURNAL OF EMERGING MARKETS	3	1	1	0.5	1	2020
10	INTERNATIONAL JOURNAL OF WORK-INTEGRATED LEARNING	3	1	1	0.5	2	2020

11	AMERICAN JOURNAL OF HEALTH PROMOTION	2	1	1	1	1	2021
12	ENTREPRENEURSHIP RESEARCH JOURNAL	2	1	1	0.5	1	2020
13	BRITISH FOOD JOURNAL	1	1	1	0.5	1	2020
14	COMPARATIVE EUROPEAN POLITICS	1	1	1	1	1	2021
15	ENTREPRENEURSHIP AND SUSTAINABILITY ISSUES	1	1	1	0.5	1	2020
16	GENDER IN MANAGEMENT	1	1	1	0.5	1	2020
17	HIGHER EDUCATION RESEARCH AND DEVELOPMENT	1	1	1	0.5	1	2020
18	IEEE ENGINEERING MANAGEMENT REVIEW	1	1	1	1	1	2021
19	IEMTRONICS 2020 - INTERNATIONAL IOT, ELECTRONICS AND MECHATRONICS CONFERENCE, PROCEEDINGS	1	1	1	0.5	1	2020
20	INTERNATIONAL JOURNAL OF ENTREPRENEURSHIP	1	1	1	0.5	1	2020

Note: NP=Number of publications

Fig 3. showing the top articles and documents based on local citations, while Table 2 presents a detailed analysis of the documents normalizing the local and global citations. In table 2, the documents are arranged according to the LC/GC ratio which is calculated by dividing the local citations by global citations giving us a perspective of how a particular document is fairing on the domestic and global front. The top document based on lc/gc ratio by (Block et al., 2021) by using a sample of 17,046 German entrepreneurial ventures, examined the determinants of bootstrap financing in the 2020 COVID-19 crisis. From a necessity, human capital, and opportunity cost standpoint, they developed hypotheses on the determinants of bootstrap financing. Among other findings, their findings indicated that the severity of the venture's crisis, the amount of private consumption, and prior self-employment experience all correlate favourably with higher use of bootstrap financing measures, and the study adds to the body of knowledge on bootstrap financing and sheds light on how entrepreneurial firms preserve liquidity during times of crisis. The second document, according to lc/gc ratio by (Lim et al., 2020), evaluates the possible influence of the COVID-19 epidemic on the growth of small and medium-sized businesses on both the positive and negative side (SMEs) and analyze the probable impact of the crisis on these resource system components using qualitative data from Canadian high-growth SMEs. By explaining how these resources' virtuous growth spirals co-evolve through a variety of feedback and feed-forward loops. They also examine how a short growth slowdown caused by the crisis might present a chance for entrepreneurs to realign and rebalance their firm's resource system. These repositioning positions the business for the next phase of growth.

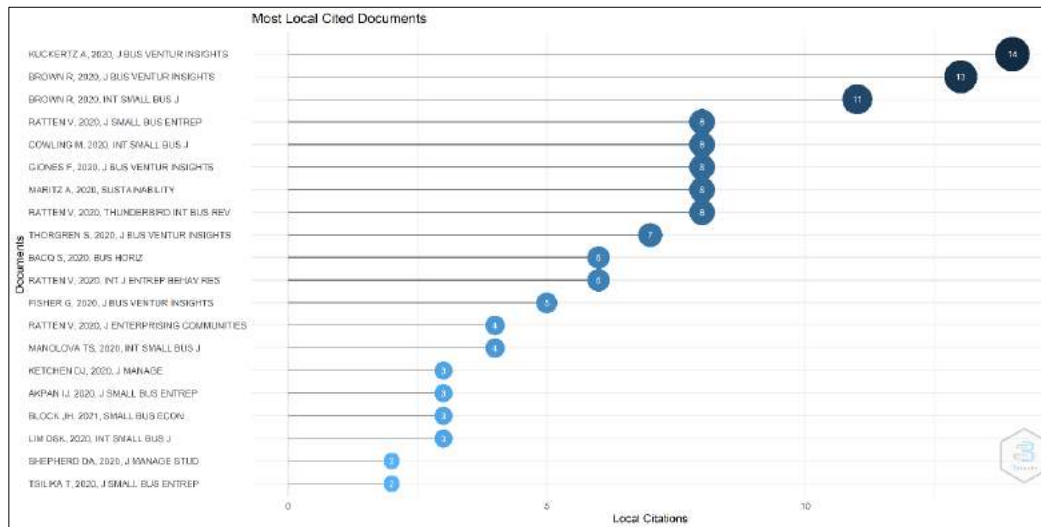


Figure 3. Documents based on local citations

Table 3. Top 20 authors based on LC/GC Ratio

S.No	Document	LC/GC Ratio (%)	DOI	Normalized Local Citations	Normalized Global Citations
1	BLOCK JH, 2021, SMALL BUS ECON	60.00	10.1007/s11187-020-00445-6	58.71	7.70
2	LIM DSK, 2020, INT SMALL BUS J	60.00	10.1177/0266242620950159	1.66	0.70
3	FISHER G, 2020, J BUS VENTUR INSIGHTS	50.00	10.1016/j.jbvi.2020.e00173	2.77	1.40
4	BROWN R, 2020, INT SMALL BUS J	47.83	10.1177/0266242620937464	6.10	3.23
5	RATTEN V, 2020, THUNDERBIRD INT BUS REV	47.06	10.1002/tie.22161	4.44	2.38
6	MARITZ A, 2020, SUSTAINABILITY	44.44	10.3390/su12114612	4.44	2.53
7	BROWN R, 2020, J BUS VENTUR INSIGHTS	38.24	10.1016/j.jbvi.2020.e00174	7.21	4.77
8	COWLING M, 2020, INT SMALL BUS J	33.33	10.1177/0266242620945102	4.44	3.37
9	GIONES F, 2020, J BUS VENTUR INSIGHTS	33.33	10.1016/j.jbvi.2020.e00186	4.44	3.37
10	MANOLOVA TS, 2020, INT SMALL BUS J	33.33	10.1177/0266242620949136	2.22	1.68
11	THORGREN S, 2020, J BUS VENTUR INSIGHTS	31.82	10.1016/j.jbvi.2020.e00187	3.88	3.09
12	RATTEN V, 2020, J SMALL BUS ENTREP	28.57	10.1080/08276331.2020.1790167	4.44	3.93
13	RATTEN V, 2020, INT J ENTREP BEHAV RES	28.57	10.1108/IJEBR-06-2020-0387	3.33	2.95
14	BACQ S, 2020, BUS HORIZ	27.27	10.1016/j.bushor.2020.05.002	3.33	3.09
15	RATTEN V, 2020, J ENTERPRISING COMMUNITIES	25.00	10.1108/JEC-06-2020-0121	2.22	2.24
16	TSILIKA T, 2020, J SMALL BUS ENTREP	22.22	10.1080/08276331.2020.1764733	1.11	1.26

17	AKPAN IJ, 2020, J SMALL BUS ENTREP	20.00	10.1080/08276331.2020.1799294	1.66	2.10
18	KETCHEN DJ, 2020, J MANAGE	17.65	10.1177/0149206320945028	1.66	2.38
19	SHEPHERD DA, 2020, J MANAGE STUD	15.38	10.1111/joms.12633	1.11	1.82
20	KUCKERTZ A, 2020, J BUS VENTUR INSIGHTS	11.29	10.1016/j.jbvi.2020.e00169	7.77	17.40

*The NGCS is the NCS calculated using the global citations (total citations that a document received considering the whole bibliographic database). The NLCS is the NCS calculated using the local citations (total citations that a document received from a set of documents included in the same collection).

Fig 4. reveals the scientific production from various nations around the globe. This figure gives readers an understanding of which part of the globe fruitful research is happening. The USA with 77 documents is at the top, followed by UK (48) and Spain (44). No surprise to us, most of the research around entrepreneurship happening around the American continent, whereas no significant research occurring in the nation of China, even African continent lacks a substantial amount of research in the area of entrepreneurship and COVID-19

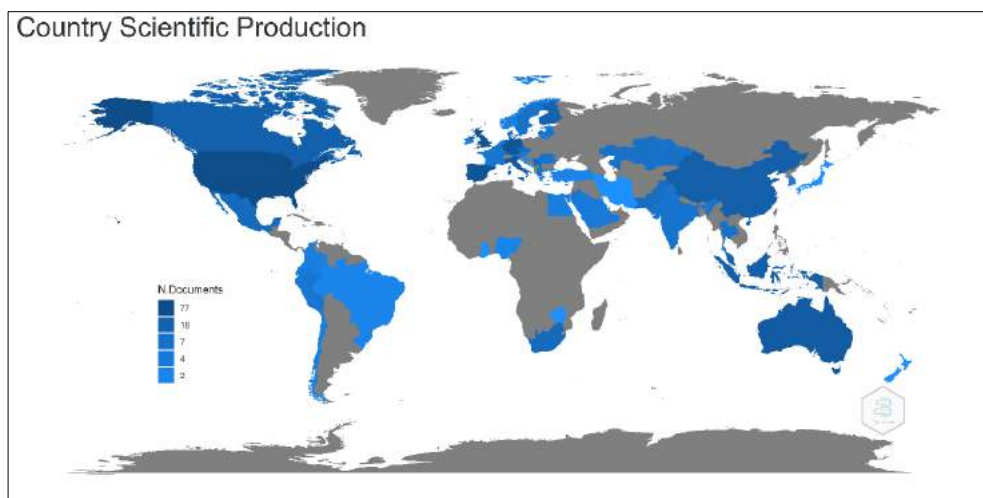


Figure 4. Scientific production of countries

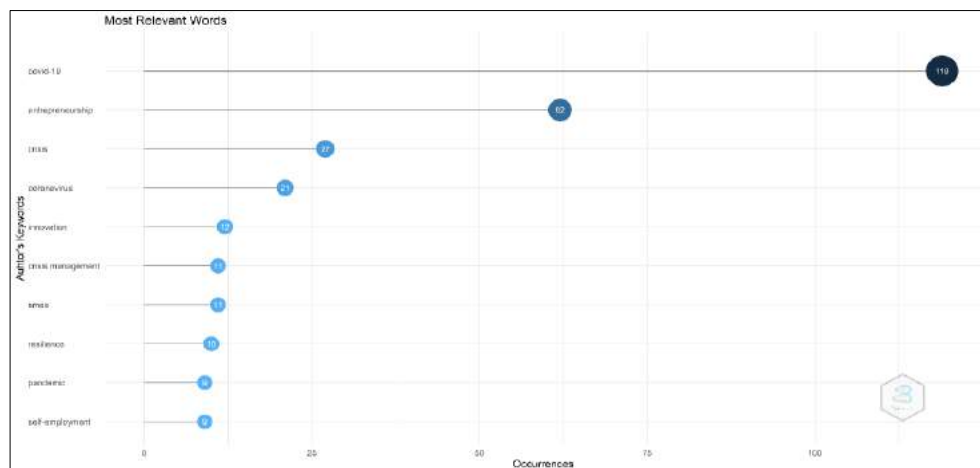


Figure 5. Most relevant words

Fig 5. shows the analysis of the most relevant words used in the articles in the context of Entrepreneurship and COVID-19. The authors used COVID-19 119 times which is relevant as our search term included COVID-19 and entrepreneurship. One should look at Fig 5. and Fig 6 in combination to paint a picture about the articles using the words. Authors used words such as innovation (4%), entrepreneurship education (3%), e-learning (2%). Innovation word used 12 times while resilience used ten times, implying authors are discussing about solutions to the issues faced by entrepreneurship during COVID-19. Also, the word self-employment appeared nine times as well SMEs appeared 11 times.

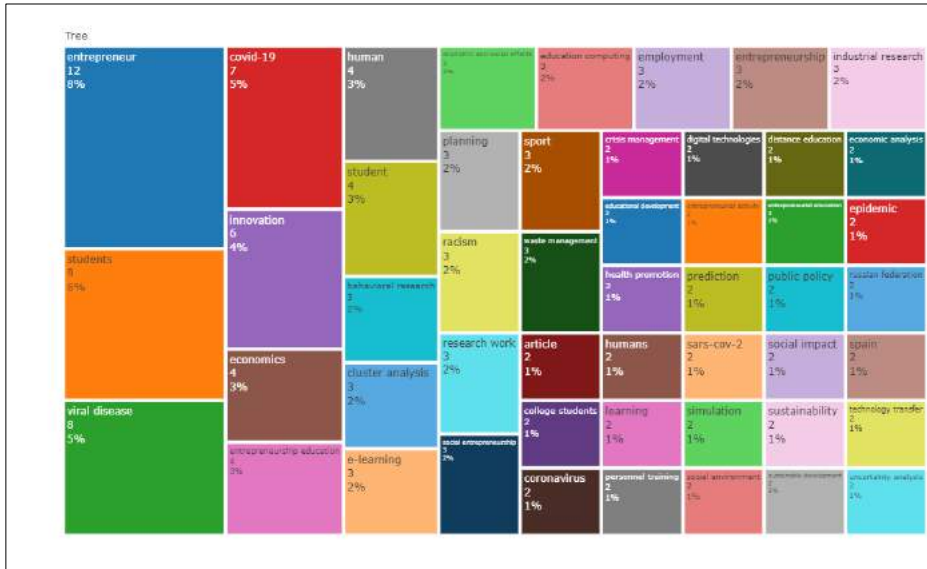


Figure 6. Treemap of author's keywords

Fig 7. which represents the co-occurrence of keywords in all the articles, is one of the most important analyses done in bibliometric analysis. Co-occurrence is a mapping of knowledge structure across all the articles under consideration. Computing the frequency of two keywords that appeared together in the same paper, we will get a symmetrical co-occurrence matrix based on the word co-occurrence. It could intuitively reveal the relationship of research themes of management. The size of nodes can reflect the frequency of keywords: the higher frequency of keywords, the larger size of the node. The thickness of the line is proportional to the closeness of connections between two keywords. The thicker line between two worlds, the closer relationship is. The nodes with the biggest sizes are COVID-19, entrepreneurship, crisis implying authors mainly studied the COVID-19 and entrepreneurship in the context of crisis. Nodes such as crisis management, uncertainty, sustainability are connected to entrepreneurship, with thicker lines suggesting a closer relationship. Nodes (red-color) supply chain management, coping strategies, and entrepreneurial self-efficacy are linked to the covid-19 pandemic; one can infer that because of COVID-19, all these nodes which represent the research areas became prominent

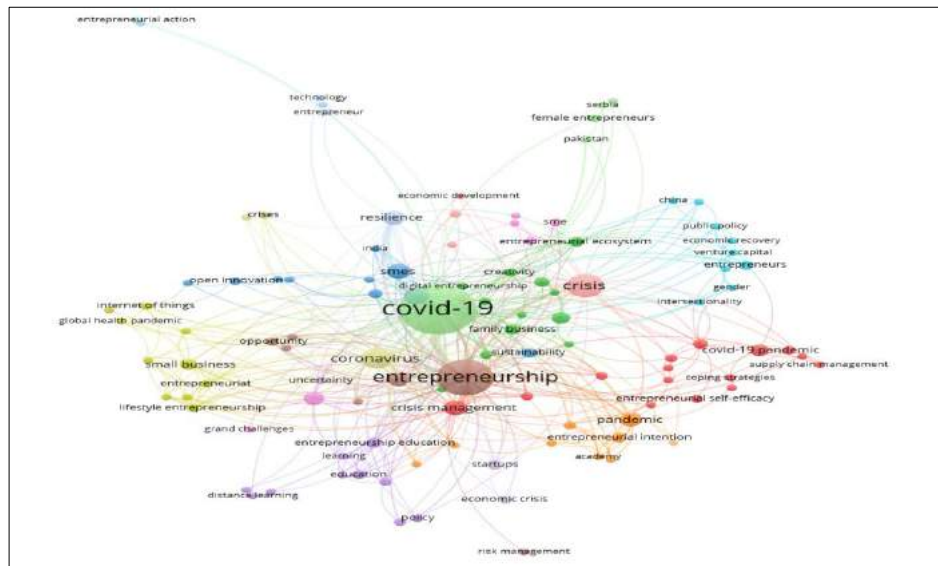


Figure 7. Co-occurrence network of author's keywords

Although author co-citation analysis (ACA) has been used for many years to identify the intellectual structures within a research area, it is based on simple co-citation counting that does not consider the citation content. This study proposes a new way to measure the similarity of co-cited authors by considering the author's citation content. To calculate the similarity distances between co-cited authors, we gathered full-text articles from the information science domain. We extracted the citing sentences. Fig. 8 represents the co-citation network for our selected papers. As we can see, there are three clusters emerging: cluster one is red, cluster second is green, and cluster third is of blue color. Lets first focus on the red color cluster, which is dominated by (Kuckertz, 2021) (Brown & Cowling, 2021)(Thorgren & Williams, 2020). The second cluster (green color) is dominated by (Ratten , 2020) whereas, in the third cluster (blue color), none of the specific authors dominated the cluster. In the first cluster, authors brown r, cowling m, and rocha v having a closeness index of around 0.001811, whereas, in the second cluster, author ratten v, jones p having a closeness value of 0.001736.

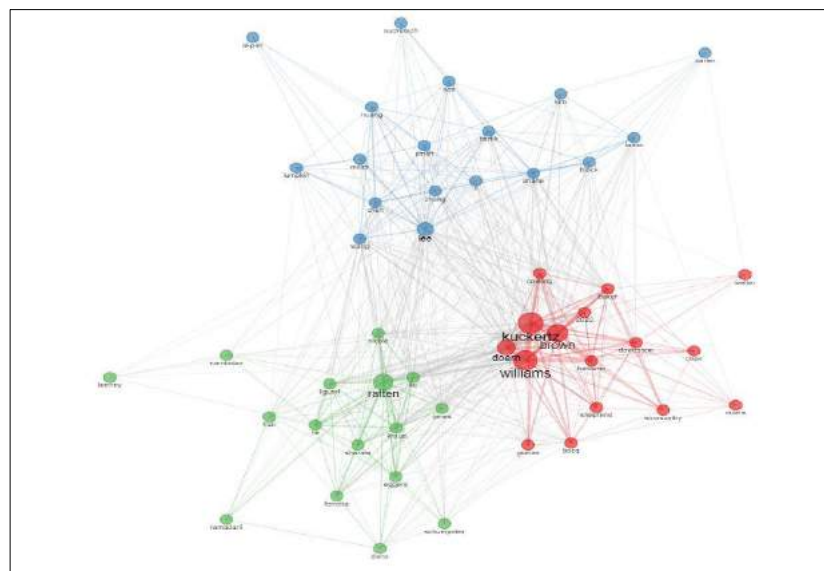


Figure 8. Co-Citation network authors

Figure 9 illustrates four different topologies of themes, which can be seen through thematic mapping. Thematic maps allow four types of themes to be identified according to their quadrant. Motor themes are the themes located in the upper-right quadrant. They have high centrality and low density. They are important and well-developed for research. The niche or high-developed themes in the upper left quadrant are the most well-known. These themes have strong internal links (high density) but are not important externally and therefore are of limited value to the field (low centrality). Emerging or declining themes are the names for the quadrants in the lower left. These themes have low density and centrality, meaning they are marginally developed and weakly developed. Basic and transversal themes are the most common in the lower-right quadrant. These themes are distinguished by their high centrality and low densities. These themes are essential for research fields and cover general topics that cross over to different research areas. The Keyword field is used in the thematic map because it is normalized and can be used to apprehend contents of articles with gravity and variability. We keep the number of words to 250 and the min cluster frequency (per thousand documents) to 5. The analysis results in a list of themes. This thematic map analysis uses a visual approach to extract the themes and then present them in a mind map at the end. The derived themes can be further interpreted - placed in context with the research question and compared to literature. Thematic maps are focused on a particular theme. It combines relevant information about the subject (e.g., COVID-19, entrepreneurship, etc.). It then maps it out spatially to show the relationships between these themes. The motor themes are of high centrality and high density. The theme around social entrepreneurship falls into motor themes suggesting research is carried out in this specific theme on a high volume by prominent authors (Bacq et al., 2020; Bărbulescu et al., 2021; De Falco & Renzi, 2020; Ratten, 2020; Ruiz-Rosa et al., 2020; Weaver, 2020). Innovation, sustainability, entrepreneurship education are themes that emerged as basic theme quadrant with high centrality but low density implying these are general themes or research areas.

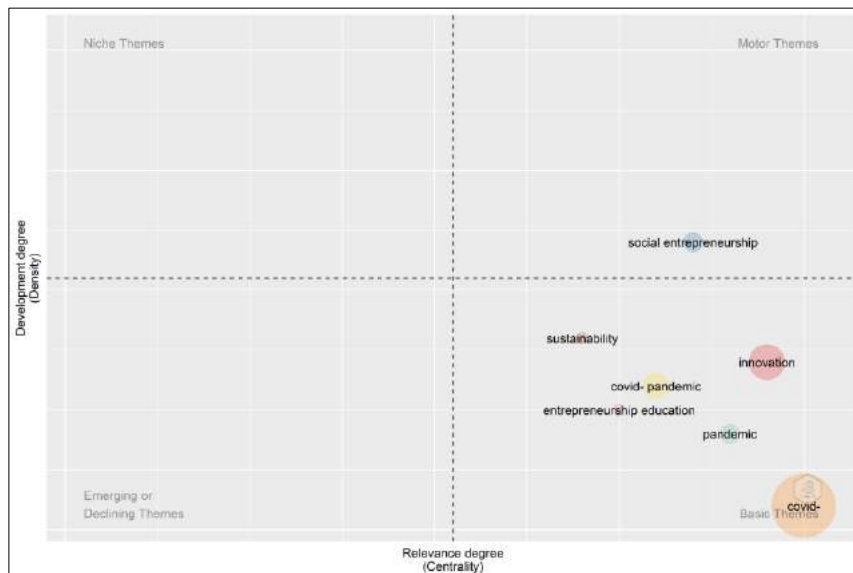


Figure 9. Thematic Map

Fig 10. presents the results of the conceptual structure by using multi correspondence analysis method. The function conceptual Structure creates a conceptual structure map of a scientific field performing Correspondence Analysis (CA), Multiple Correspondence Analysis (MCA) or Metric Multidimensional Scaling (MDS), and Clustering of a bipartite network of terms extracted from the keyword, title, or abstract fields. It basically divides into two parts. The cluster is represented by red, and the cluster of themes is represented by blue color. In order to measure how close, the two series are, we use the distance between any row point or column point

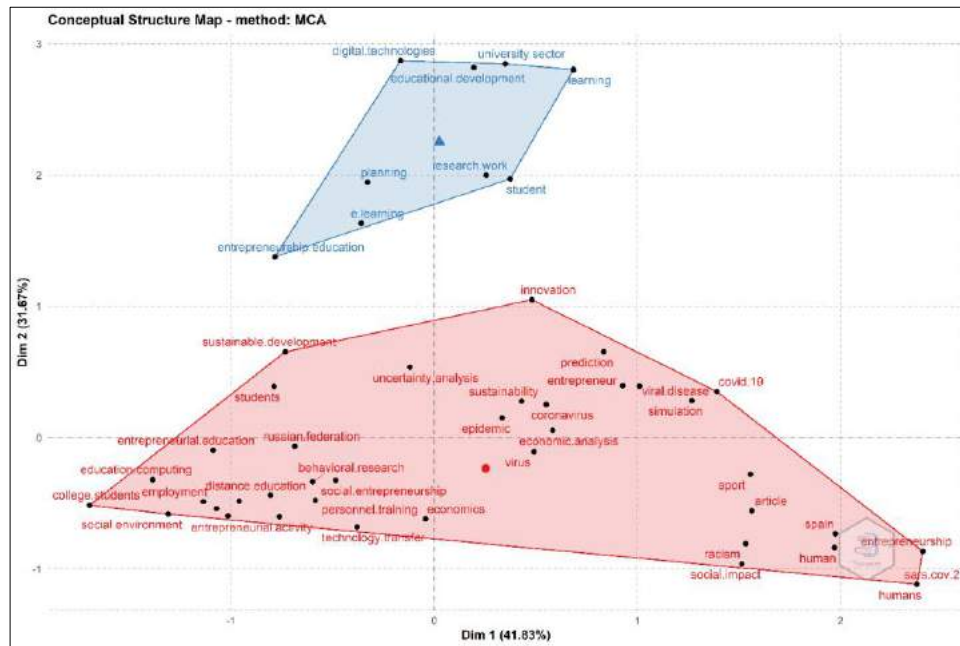


Figure 10. Conceptual Structure

CONCLUSION

The Covid-19 pandemic is a global epidemic that has impacted the world in unprecedented ways. The 2020 economic recession is expected to be the worst since World War II. This article examines the possible consequences of the Covid-19 crisis on entrepreneurship and new venture activity, with a special focus on emerging economies. This article uses data and bibliometric analysis to help understand ongoing research themes as well as emerging themes within the context of COVID-19. We use the most recent data analysis techniques and software to limit the scope of research to Scopus-listed articles with an ABS rating > 2, which gives us critical and valuable articles for analysis. These articles were analyzed in terms of authorship, country, keywords, and we also performed robust factorial analysis. Our findings show that niche areas are emerging in COVID-19 and their effect on entrepreneurial education. If the recovery process is rapid and institutions provide sufficient support, the high potential for entrepreneurial activity can also be encouraged. However, the early literature on COVID-19's effects on entrepreneurship can be criticized for its lack of theoretical rigor, focus on small, quickly assembled and often qualitative samples. Because of the unique nature of a crisis, which required rapid responses, this was probably inevitable. Future research should not limit its scope to closing gaps in the literature. For example, it should answer the question of what crisis response was viable and entrepreneurial. This question can only be answered with hindsight. It is also desirable to focus on the most theoretically sound research questions that can deliver rigor and reliable data. Although it would have a marginal impact on how the current crisis is managed organizationally and individually, such research could be very useful for future generations in their efforts to manage their own crises.

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GARDENING: A BEST WAY OF STRESS MANAGEMENT DURING COVID-19

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IMPACT OF COVID-19

Currently, the entire globe is seeing the destruction of a lethal virus, COVID-19, which emerged from the novel corona virus SARS-CoV 2 and has spread to over 200 countries. Initially it was started at the end of December 2019 in China, where it thought to have originated in a seafood market and 27 cases of patients with pneumonia were reported. Common signs of infection include coughing, fever and breathing difficulties. In severe cases, it can cause pneumonia, multiple organ failure, and death. Incubation of COVID-19 is thought to take anywhere from one to fourteen days. It infects a significant number of people because it is contagious before symptoms appear. Patients who are infected with the virus may be asymptomatic, meaning they do not show any symptoms despite the fact that the virus is present in their bodies. Basic hygiene, such as handwashing with soap and water on a regular basis and covering your mouth with your elbow when sneezing or coughing, is recommended by the WHO. Maintain “physical distance” between yourself and others by keeping at least one metre (three feet) between you and them.

The COVID-19 crisis has long-term impacts on states, societies and international cooperation. The world will look different after the crisis and that globalization will be questioned in many areas. The COVID-19 issue is a watershed moment in history that has a significant impact on our lives. Many of us are confronted with demanding, enticing situations that elicit powerful emotions in both adults and children. Public health measures like social separation are vital to stop COVID-19 from spreading, but they can make us feel alienated and cause worry and anxiety. You, the people you care about, and those around you will become more resilient if you learn to manage with stress in a healthy way. During the COVID-19 epidemic, it's common to experience tension, anxiety, grief, and worry. There are various techniques to help yourself, others, and your community handle stress, which will be explored further down.

HOW TO DEAL WITH STRESS IN A HEALTHY WAY

- **Take a break from news stories by viewing, reading, or listening to them:**

It's important to stay informed, but listening to, reading, or seeing news on the epidemic can make you feel anxious. So limit yourself to only listening to the news a few times a day and disengage from your phone, television, and computer screens, including social media.

- **Take care of your body**

- It's crucial to take deep breaths and stretch.
- Exercise on a regular basis.
- Get a good night's sleep.
- Make an effort to consume nutritious, well-balanced meals that can help you increase your immunity.
- Stay hydrated and take vitamin C and immune supplements.
- Excessive use of alcohol, tobacco, and other substances should be avoided.
- Regular hand washing, physical separation, and the use of facemasks are all required precautions.
- Get immunised against the COVID-19 virus.

- **Make time to chill out** — Make an effort to participate in some other things that you enjoy. Gardening is one of the most enjoyable activities that can be done.
- **Connect with others** — Try to talk about your worries and feelings with individuals you trust in your life. To stay in touch with your friends and family while maintaining your social distancing tactics, try interacting online, through social media, or by phone or letter. Using phone calls or video chats to cope with stress might make you and your loved ones feel less isolated. Suicide ideas can be prevented by interacting with others during times of great stress.

GARDENING AND COVID-19

The physical activities or workouts are a member of best possible coping mechanisms with the stress during COVID-19 pandemic. The physical workout is the best way to reduce the symptoms of stress, anxiety and depression, but it is difficult to manage the time for regular workout. Gardening is the best outdoor workout which one can enjoy as well. Gardening is proved to be good for people's mental health during COVID-19 pandemic. The garden had helped them to cope with the stress of COVID-19 pandemic in the spring and summer months of lockdown. Gardening makes people physically as well as mentally fit. During the lockdown period people spend more hours in the garden than they normally would. Growing your own fruits and veggies that are in season in this pandemic times is much more beneficial for a healthy way of life. Gardening gives sense of peace during such tough time period in our lives.

TERRACE GARDENING

In large cities where gardening area is a big problem, you can use the terraces for gardening. During this COVID-19 period, we develop a new concept, the use of thermocol containers for raising kitchen garden for vegetables, fruits and also ornamental plants. In this type of garden we use thermocol containers by making holes at the bottom of the containers. Then by placing a layer of pebbles/stones on these holes the container is filled with different growing media. The commonly used growing media is sand: soil: FYM in the ratio of 1:1:1 V/V or you can use minimum four years old well rotten farmyard manure with leaf litter. This type of media can provide best nutrition to plants and growing vegetables and fruits need minimum pesticides and fertilizers for their production. You can also use bio-fertilizers, organic insecticides and pesticides for organic vegetables and fruits production. These home grown vegetables and fruits are more fresh and healthy for modern living styles. This can improve your immunity and boost the power of human body to fight with different diseases and viruses. It makes you more healthy and fit during this pandemic period.

The gardening at your homes also reduces the stress. Due to working in natural environment, it will reduce the hypertension, anxiety and makes you much happier and relax than other outdoor activities. This will make you more busy, active and caring towards nature. This improves the indoor and outdoor environment of your homes by reducing CO₂ and other harmful gases which will make it more healthy and natural. The kitchen gardens on your terraces contribute to greenery at homes and also improve the aesthetic value of your homes. You can also add some artistic work by bringing beautiful colors to your gardens with different ornamental plants and by introducing bonsai, penjing, dish gardens and terrarium to indoors of your houses. You can also add some painted pots, small fountains, LED's to your yards which will add extra beauty to your gardens. During evening and morning times you can add some music to your garden to change your moods. It gives peace and happiness to your mind. Your sitting space calms your mind, limits your thoughts and makes you happy.

GARDENING IN THE BACKYARDS

Gardening can contribute towards a large number of the recommended 150 minutes of moderate intensity activity each week, coupled with high-intensity muscular work. Spending time in the garden is a great way to burn calories. Even going for a walk, watering the plants, and spending more time caring for the green space can burn calories. Furthermore, gardening is the best workout that requires every muscle to be contracted and used. The upper body strength and thighs will benefit from pushing the lawnmower into those tight corners and shifting wheelbarrows full of dirt and dung. Regularly digging in the soil on your hands and knees will keep your joints lubricated and supple. It makes the back and fingers more agile, reducing the risk of arthritis and other illnesses later in life. Garden activities can also help the heart by raising and increasing cardiac levels

without the need to sprint down the street or ride an exercise bike. Regularly pottering around the yard in willies would tremendously benefit older people, since it would improve their inner equilibrium and sense of balance, reducing the risk of falling elsewhere in the house or in public. Gardening in the backyard is a far better way of relaxing than listening to gym bunnies scream. As long as humans have been growing foods, gardening has been around. By gardening practices one is feeling more content and peaceful. To avoid the trouble staying focused on tasks, gardening can help.

By growing own food, more fresh fruits and vegetables lead to a healthy lifestyle. It is better to produce own food in your backyards and become self-sufficient, rather than visiting to stores to refill your supplies. It will be a time saver and also help to save your money. One can enjoy healthy lifestyle that comes from self grown fresh foods while exercising to outdoors. The six hours of natural sunshine is required everyday to let the edible produce develop to its maximum potential and organic pesticides must be used to keep the garden pests at a distance. Start growing with few items which can be consumed daily and then expand your-self grown food empire from there. The most significant advantage of self grown food is that you precisely know where it is originated, and no dangerous chemicals were used. Now a day, you can purchase organic vegetables from the stores too. The purchase of such kind of vegetables is too costly. You have to pay someone else to grow food for you and deprived the health advantages of spending time in the garden.

PERSONAL CREATIVITY

Getting out in the garden, regardless of skill level, is a proven stress reliever. By embracing the inner artiste, it greatly lowers cortisol levels (a chemical your body creates in response to stress). It's an opportunity to devote your full attention to something that is truly yours, and to fill your heart with joy.

Taking an idea and making it a reality, which fulfils your inner spirits. Your backyard will be the ideal location for this. To make your fantasy area a reality, you don't need to be a professional landscaper. Begin with a rather empty and barren workspace, and then decide how you want to incorporate colour. When you add some furniture to that room, it becomes a wonderfully relaxing environment. In the place created by your own creative thoughts, you can truly appreciate and rest.

MENTAL FOCUS AND MINDFULNESS

Mindfulness is becoming a more popular approach of dealing with the stress and anxiety that is so prevalent in today's environment. Mindfulness is a science that aims to keep our busy minds from overpowering us and preventing us from enjoying the small moments of peace that we all deserve. The garden is a better location for this type of activities.

Mindfulness is based on the concept of simplicity — simply being. The sun shines softly on your face and a pleasant breeze blows around you in your garden, filling you with contentment and calming your mind. When you close your eyes and open them to be met with the wonderful sights of what you've produced in your home's environment while concentrating on your breathing, you'll see the tension in your shoulders dissipate as if it never existed.

Naturally, not everyone enjoys sitting around and doing nothing. You can still practise mindfulness in the garden by being physically active. While planting, weeding, and mowing the lawn, you can do just that. You'll almost certainly never run out of things to do in the garden. All undesirable, anxious ideas will be removed from your head while you concentrate on the work.

You won't be thinking about the fact that you haven't posted your sister's birthday card, that rent is due in a week and you missed a week's work, or that your car makes a peculiar rattling noise every time you start the engine while pulling weeds. That is the essence of mindfulness, and your favourite garden can be extremely beneficial to your mental health.

REDUCES THE LEVEL OF CORTISOL

Gardening can also have a significant impact on stress hormone reduction. Cortisol is a stress hormone that is produced by the body. Sweaty palms, a racing heart, impatience, and muddled thinking are all indications of this condition. You may blame cortisol levels for whatever unpleasant bodily sensation you can think of, and as a

result, we could all do without it. Cortisol, if not managed properly, can lead to health problems such as weight gain and cardiac problems. It has a significant impact on our emotional well-being. When we are stressed, we are unable to make sound decisions, which is inextricably tied to depression.

We are able to better regulate our emotions when we spend time outside in our gardens rather than indoors. Because we are doing a physical workout, we are practising mindfulness and not allowing our minds to wander to unwanted thoughts. As a result, stepping out in the garden is the best approach to lower cortisol levels in the body and prevent the hormone from taking over our emotions.

RELAXATION

Gardening is a wonderful way to unwind and improve your mental health. Restock your garden furniture to create your own private zone, and enjoy all that nature has to offer without leaving the comfort of your own home. Getting out into nature to relieve stress and improve mental health is an excellent idea.

CONCLUSION

Gardening is one of the best possible ways to reduce the stress during the period of COVID-19. It gives best solution to nurture our minds, provides peace and more satisfactory environment during the isolation periods of COVID-19. It reduces the symptoms of stress, anxiety and depression in natural way by sitting close to nature. Gardening makes people physically as well as mentally fit. Gardening gives sense of peace during such tough time period in our lives. Terrace gardening solves the problem of lesser space in big cities. Gardening prevents the busy brains from devastating and blocking us from enjoying the little moments in our lives. Gardening keeps us physically fit without managing special time for regular workouts. It gives good aesthetic sense to our indoors and outdoors. Gardening in backyards gives fresh foods, which is responsible for good and healthy living styles without wasting money for organic foods that are replenished from big grocery stores. It is more natural way to get rid of the problems due to stress in our lives.

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ENTREPRENEURSHIP IN INDIA: IMPORTANCE AND CHALLENGES

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ABSTRACT

The primary reason for this examination paper is to comprehend the significance of entrepreneurship in India. The financial improvement of the country relies on modern turn of events and it depends on enterprising abilities and skills of the people. There are number of variables that should be thought about, when understanding significance of business venture. Innovative advancement includes usage of different systems, capacities and exercises that are related with seeing chances and arrangement of the associations to seek after them. Business visionaries experience number of chances and difficulties inside the course of compatibility of their objectives and objectives. The fundamental regions that have been considered to comprehend the significance of business in India are, history of business, capacities of a business person, rousing variables of business venture, function of business visionaries towards monetary improvement of India, little scope undertakings, bundle for advancement of little and medium business visionaries, ladies as business people and explicit business venture difficulties.

Keywords: *Entrepreneurs, Economic Development, Skills, Enterprises*

INTRODUCTION

A business person is a business chief who searches for points of view and places them into impact in sustaining financial development and improvement. Business is one of the most significant inputs towards monetary advancements of the nation. A business visionary assumes a central job in the improvement of mechanical area as well as in the advancement of homestead and administration area. A business visionary can be viewed personally, who has the imagination expertise and inspiration to set up a business or creativity of his own and who consistently searches for high accomplishments. They are the impetus for social change and works for the regular prosperity. They search for circumstances, recognize them and hold onto them essentially for financial increases. An activity arranged business visionary is continually ready to attempt dangers to accomplish the ideal objectives. They have the essential capacity of checking and controlling the business exercises. The business visionary is normally a sole owner, an accomplice, or the one, who claims most of offers in an integrated enterprise. Business venture contributes a significant part towards the advancement of the nation. The amount and competency of business people influence the financial improvement of the nation. The monetary history of the presently progressed nations like USA, Russia and Japan, underpins the way that financial improvement is the outcome for which business venture is a normal reason. The fundamental pretended by the business visionaries towards the improvement of cutting edge nations, have made the people of creating and immature nations, discerning of the significance of business venture for monetary turn of events. In the current presence, it has been broadly perceived that energetic, roused and dynamic business visionaries have the capacity of investigating possibilities of the accessibility of assets, innovation, work and capital. For accomplishing the objective of monetary turn of events, it is important to make headways in business, both subjectively and quantitatively.

HISTORY OF ENTREPRENEURSHIP

The historical backdrop of business venture in India begins in the period of Indus Valley Civilization. Its economy was impacted primarily by exchange, which was streamlined by inventive transportation innovation.

During the copper age, the Indus Valley Civilization zone demonstrated artistic similitude's with southern Turkmenistan and northern Iran, which recommended huge development and exchange. During the early Harappa period (around 3200–2600 BCE), similitude's in stoneware, seals, puppets, decorations, and so on report escalated troop exchange with focal Asia and the Iranian nation. There was a broad route exchange network working between the Harappa and Mesopotamian developments as ahead of schedule as the centre Harappa Phase, with much trade being constrained by present day Bahrain and Failaka situated in the Gulf. Such significant distance ocean exchange got useful with the inventive advancement of board assembled watercraft, invigorated with a solitary focal, supporting the sail of woven surges or material. History explains that other than the means of horticulture and chasing, the Indus public upheld themselves by exchanging merchandise. Through exchange, the Indus Civilization extended its way of life, coming into methodical contacts with inaccessible grounds. The historical backdrop of business is wide-reaching in India. In the pre-frontier times, the Indian exchange and business was at its pinnacle. Indians were experts in the purifying of metals, for example, metal and tin. Kanishka Empire in the First century began cultivation of Indian business visionaries and merchants. Following that period, in around 1600 A.D., India set up its exchange relationship with Roman Empire. Gold was rolling in from all sides, and afterward came the Portuguese and the English. They took the Indian Ocean waters and gradually made a section into the Indian business. They constrained the business visionaries to become dealers and they, at the end of the day, played the part of business people. This was the principle explanation behind the ruin of the Indian business in pilgrim times, which had its impact in the post-frontier times as well. The pioneer period made the Indian thoughts and standards unflinching. A locale of memorable shipping lanes and immense domains, the Indian subcontinent was perceived with its business and social abundance for quite a bit of its long history. Logically added by the British East India Company from the mid eighteenth century and colonized by the United Kingdom from the mid-nineteenth century, India turned into a free country in 1947 after a battle for autonomy that was set apart by pervasive peaceful obstruction. It has the world's twelfth biggest economy at market trade rates and the fourth biggest in buying power. Financial changes since 1991 have transformed it into one of the quickly developing economies be that as it may, it actually experiences elevated levels of destitution, ignorance, and unhealthiest. For a whole age from the 1950s until the 1980s, India followed communist enlivened strategies. The economy was limited by broad guideline, protectionism, and public possession, prompting pervasive abuse and moderate development. Since 1991, the country has moved towards a market-based framework. Business is the after effect of three measurements cooperating, these are, empowering system conditions, brilliant government programs and supportive social mentalities. Over these three viewpoints of business, two significant ends are self-evident. Initially, the monetary, mental and sociological scholastic fields concede that business venture is a cycle. Besides, regardless of the different fields of examination, business is recognizably something beyond a monetary capacity.

OBJECTIVES & METHODOLOGY

The main objective of this chapter is to highlight the importance, challenges, and policy framework of entrepreneurship development in India and also reflect the qualities of the success entrepreneur. This work is primarily depends on the secondary data which has been collected from various secondary sources like newspaper, magazine, journals, GOI websites and through the internet.

ENTREPRENEUR

To do well in their endeavours, it is fundamental for the people to have certain aptitudes and capacities and these have been expressed as follows:

Organizer: Planning is the essential capacity of a business person; he generally designs his work or tasks, prior to completing them in a gainful way. Arranging is the administrative capacity that overcomes any issues between where we are and where we need to go. At the end of the day, where an individual is in present and where he needs to be in future is the primary capacity of arranging. At the point when a business visionary is actuating business, arranging is viewed as the first and the preeminent capacity. In this capacity, he defines up the objectives and destinations that he needs to accomplish.

Boost to progress admirably: Entrepreneurs are resolved to become accomplishment situated and blow up their business. They ordinarily structure bigger perspectives and are aspiring. Business person's establish goals

and destinations for themselves to an enormous degree and remain devoted to accomplishing them, paying little heed to the obstructions that happen inside the course of their work.

Trend-setter: All business people want to get things done in an improved manner and to build up their items or administrations. They are ceaselessly searching for approaches to advance. They're creative, motivated, clever, inventive and keen. Throughout the timeframe, there are progressed strategies that are utilized in the improvement of items and administrations, when an item was dispatched five years back, at that point in the current presence, business people do start intends to make it further developed and helpful.

Capacity to Organize: Organizing is viewed as one of the elements that require aptitudes, for example, constancy, genius, honesty and innovation. The business people should have the option to coordinate different variables in a compelling way. He is needed to see all the parts of the business in a fitting way.

Open: One can't work in confinement, without setting up connections and contacts with others. It is significant for business visionaries just as for others to build up contacts with one another and improve their work. Having an open nature produces thought and proposals that makes dynamism and reverberation with others.

Dangers: In business venture, there are number of territories that force chances upon the people. He gets occupied with number of exercises that empowers him to attempt chances, for example, making ventures, which may bring about benefit or misfortune. Seeking after the fantasy without all the assets arranged toward the start and apportions the danger over an organization of capacities. Business people are needed to be decidedly ready to confront dangers and vulnerabilities, which may incorporate, vulnerabilities happening in the regular ecological conditions, cataclysms, calamities and so forth

Dynamic: In request to accomplish the ideal objectives and destinations, an individual needs to have the necessary aptitudes and capacities to settle on insightful choices. Astute choices are foreseen yet quick choices ought not to be taken without speculation on a prompt premise. Delay in the creation of choices may expand the expense of task and lead to a decay in profitability. It is essential for business people, however for all people to have productive dynamic aptitudes and capacities. On account of significant choices, they ought to counsel others, for example, their shared accomplices, subordinates, etc. As all the individuals from the association get influenced by significant choices, then again, a business person can quit any pretense of counselling others and settle on minor choices at their own tact, considering advantages and disadvantages.

Constant Learner and Openness to Changes: Continuous finding and developing to do the best practice. In the event that a procedure or a technique isn't valuable, they go through changes and changes. Business people know the importance of keeping on top of their industry and the best way to being number one is to develop and change with the occasions. They're fully informed regarding the most recent innovation or administration rehearses and are consistently prepared to get adjusted to new advancements and strategies. A business person as a rule is consistently energetic and quick to utilize progressed and imaginative strategies, methods and procedures. He generally has the principle point of making his items and administrations advantageous and valuable to the buyers. This is the essential explanation; he is expressed to be a ceaseless student and is available to changes and changes.

Exchange Skills: Entrepreneurs come into contact with different people like purchasers, labourers, government authorities, and so on consistently, for this reason, it is fundamental for him to create viable relational abilities. In purchasing and selling of merchandise and enterprises, there are number of people that he needs to manage, consequently, ownership of arrangement abilities help him to acquire productivity.

Solid Belief in Themselves: Successful business people have a solid assessment of them and frequently have a decisive individual appearance. The business people need to produce mindfulness with respect to other significant regions and regularly have positive reasoning. In business, when one causes productivity, it creates lot of fulfilment among them. Then again, when one encounters misfortunes, at that point it is discouraging, accordingly, it is basic for the business people to firmly trust them and they should be set up to encounter a wide range of issues and difficulties.

SPURRING FACTORS OF ENTREPRENEURSHIP

There are wide-running techniques and methods to comprehension, why some individuals decide to undertake entrepreneurship and, consequently, break through traditional methods of performing errands. There are various studies on pioneering highlights, there are not any well-characterized psychological attitudes or profiles that portray all business visionaries or qualities to which business people usually adapt. The character characteristics of the business visionaries can be amiable or moody, expository or normal, insightful or striking. A portion of the variables that propel business people have been expressed as follows:

Accomplishment Orientation: There are people, who are knowledgeable; however they experience issues in discovering work openings. The fundamental goal of each individual is to make money in a compelling way and for this reason; it is indispensable to produce a kind of revenue. People consider turning out to be business visionaries, when they believe they have the ideal aptitudes, capacities and capabilities, which are important to set up a business or an industry.

Qualities and Norms: There is an interrelationship between religion, standards, values, guidelines, standards and morals. For example, if the individual is knowledgeable and his relatives are in a business, at that point he gets slanted to get included into business and privately-run company. Now and again, qualities and standards of a family empower him to turn into a business visionary. Instructive capabilities and abilities are being used in a powerful way to upgrade privately-run company and people don't feel that they have to search for an occupation outside.

Opportunity: An individual typically has capacities to understand openings in a satisfactory way. At the point when people have the necessary abilities, at that point he can fathom possibilities and openings that are accessible to him. For example, if an individual is gifted in expressions and has the ability of making works of art and handiworks, at that point he produces this perspective that he can make fine arts and painstaking work and build up his business. Business people are regularly not compelled to work under somebody and they outline their own standards and approaches.

Progress: Entrepreneurs as a rule have the capacity to improve and sort out the most ideal approaches to arrive at the market with the base consumption of time, cash and exertion. Entrepreneurship involves hazard taking, being imaginative just as utilizing information and aptitudes to set up new endeavours, courses or separate from the current ones. Business enhances the economy by producing riches and work openings. There have been people, who have arrived at tops, with their persistent effort and advanced generally in business.

Work and Growth: When people structure the perspective of creating business, at that point they are by and large soothed from the weight of searching for occupations outside. They are needed to utilize their aptitudes, capacities, skill and capability to produce business open doors for others and work towards improvement. There have been number of people, who have progressed nicely and have arrived at tops in their business, by compelling use of their business aptitudes.

ECONOMIC DEVELOPMENT & ENTREPRENEURS

The significant zones, where business people contribute a significant part towards financial improvement of the nation have been expressed as follows:

Advances Capital Formation: Entrepreneurs advance capital development by getting sorted out the reserve funds of people in general; they utilize their own just as get assets for establishing their endeavours. Such kinds of innovative exercises lead to esteem expansion and production of riches, which is basic for the modern and financial advancement of the nation.

Make Large Scale Employment Opportunities: Entrepreneurs give direct work occasions to the people for an enormous scope. With building up of an ever increasing number of units by business people, both on little and enormous scope many openings for work are made for other people. As undertakings create, they give immediate and circuitous business occasions to numerous people. Along these lines, business people contribute a compelling part in diminishing the issue of joblessness inside the nation, which thus clears the pathway towards monetary turn of events.

Advances Country's Export Trade: Entrepreneurs help with advancing a nation's fare exchange, which is a significant segment of financial turn of events. They produce merchandise and enterprises for huge scope to acquire huge measure of unfamiliar trade from fare to battle the import duty prerequisite. Thus, import replacement and fare advancement guarantee financial freedom and improvement.

Encourages Overall Development: Entrepreneurs go about as synergist influencer which brings about chain response. When a venture is started, the cycle of industrialisation is gotten under way. This unit will encourage interest for different kinds of units, needed by it and there will be so numerous different units which require the yield of this unit. This prompts total advancement of a zone, because of expansion sought after and setting up of more units.

Making Innovation: A business visionary is an individual, who consistently search for changes, aside from connecting the elements of creation, he likewise presents novel thoughts and new mix of components. In the creation cycle, a business visionary consistently makes an endeavor to get imaginative methodologies and strategies. A business visionary advances financial improvement through development.

Business people Create New Businesses: The advancement of organizations, producing work open doors for the people, presenting imaginative systems and strategies, getting new items and administrations for the government assistance of the people are the variables that feature the angle that business people make new organizations. In different fields, there have been presentations of cutting edge strategies, techniques and systems, which have supported the lives of the people.

Business people likewise Create Social Change: Through their uncommon commitments of new products and enterprises, business people split away from training and in a roundabout way support opportunity by diminishing reliance on customary and obsolete frameworks and advances. Complete these outcomes in an upgraded personal satisfaction, better assurance and financial opportunity.

Self-improvement: The commitment of business towards the self-improvement of the individual is through two primary territories, these are, age of work openings and upgrade of aptitudes and capacities of the people. Whenever people are occupied with business openings, when they work with imaginative strategies and techniques, at that point their self-awareness happens. Then again, this prompts improvement of aptitudes, capability and ability inside them.

Business venture tries New Business Ideas: The fundamental piece of business is to create groundbreaking thoughts and tried them in a suitable way. As it has been expressed that business people consistently searches for imaginative techniques and strategies that may improve efficiency and productivity. Taking thoughts, proposals and direction from different experts in the comparable field has contributed towards development and satisfaction.

CHALLENGES TO ENTREPRENEURSHIP

The different kinds of difficulties that an individual encounters in business have been expressed as follows:

Family Challenges: The guardians who feel that they need the aptitudes and capacities of their youngsters to grow their privately-run company and deter them from getting occupied with business openings or occupations is expressed to be the significant family challenge. It is regularly accepted by the people that selecting a business instead of an employment opportunity is simple. Accomplished and understanding people would prefer not to make stressed connections inside their family. When guardians need their kids to engage in privately-run company, as opposed to search for an employment outside, then again, kids don't communicate ability to engage in a privately-run company, at that point there is event of a significant family challenge.

Social Challenges: Social difficulties are significant on account of business. There have been occurrences, when people go through number of difficulties inside the network. In the event that an individual is associated with the arrangement of food things, which are of acceptable quality, and there is presence of another business person, who fabricates similar food things, which are of better quality, at that point his business will flourish and there will be greater profitability. Thusly, efficiency and productivity of the business person decreases, when he

has a rival on the lookout. Subsequently, it is perceived that social difficulties are hard and people need to define measures to defeat social difficulties.

Innovative Challenges: In the current presence, innovation has picked up grounds and contributes a basic part in the execution of errands and activities in all regions. In the field of instruction, clinical, designing, law, and organization, the executives, science, expressions, etc, innovation is of most extreme centrality. There are people, who are curious about the use of innovation; they don't feel great with utilizing a PC in doing different assignments and activities. The innovative difficulties in the current presence should be survived and people, having a place with all classes, occupations and foundations are utilizing advances.

Monetary Challenges: Financial difficulties are of most extreme essentialness and end up being the significant obstructions in doing of assignments and capacities. In setting up a business, it is important to make a few ventures and when there is an expansion in efficiency, at that point benefit additionally increments. The people, who experience monetary difficulties as a rule can't start their business in a beneficial way.

Strategy Challenges: With the adjustments in the public authority, there are parcel of changes that have come to fruition in the arrangements. The significant difficulties that business people experience are issues in expanding value capital, issues of benefiting crude materials, issues of oldness of indigenous innovation, increment in the contamination that has been environmentally requesting and disregard of little and neediness stricken nations, etc. In business venture, there are sure principles and approaches that are placed into activity in a successful way. The business people that are destitution blasted or have a place with denied, minimized and socio-monetarily in reverse segments of the general public, typically experience issues concerning rigid arrangements and rules.

Difficulties for Rural Entrepreneurs: The significant difficulties that rustic business visionaries experience are, development of shopping centre culture, helpless help, power disappointment, absence of specialized information, limit usage, and absence of satisfactory foundation. The assets that are important to get drawn in into a business or business venture are missing among the rustic people. They are generally living in the states of neediness and backwardness, have low degrees of proficiency, and there is absence of mindfulness among them. Rising of animals, cultivating and agribusiness are the significant occupations that these people get drawn in into, to make money. They are reliant upon the natural conditions, water assets and woodlands to get materials that are fundamental for endurance.

Openings: Free section into the world exchange, improved danger taking ability, withdrawal of limitations by the Governments of countries, innovation and creations spread into the world, motivation to developments and creations, progression of sound consummations among countries, thought increment in government help for global exchange, arrangement of other public and worldwide establishments to help business among countries of the world, aids of picking up skill and social and social turn of events. The accessibility of endless open doors is important to enable the business people to have the option to accomplish their objectives and targets. It is essential with respect to the business people to produce mindfulness, create powerful relational abilities and work towards the accomplishment of their objectives and destinations. It is properly accepted that India has an unprecedented accessibility of capacities with for all intents and purposes boundless potential to become business visionaries. Hence, it is imperative to become dedicated to creating the correct climate to create strong business visionaries. To accomplish this, India must zero in on the approaches, techniques, rules and guidelines. There should be accessibility of possibilities for the people, so they can build up their business aptitudes and capacities.

CONCLUSION

The monetary strategy climate in India needs to be urging for associations to accomplish efficiencies in the present worldwide market. It should empower the business people to make arrangement of resourcefulness and innovativeness to the working of the association, regardless of whether in broad daylight or private or joint area, and in the accomplishment of rapid, adaptable, inventive, and a solid self-appreciation government. They carry another perception to the front line of monetary development of a nation. The investigation of business has importance in the current presence, not just on the grounds that it enables the business visionaries to achieve their own necessities but since of the monetary commitment of the new endeavours. More than expanding public

pay by the development of new openings, business goes about as a useful power in monetary development by filling in as the scaffold among advancement and commercial centre. Being a business person isn't simply beginning a business, it is tied in with having a methodology and one should be persuaded to prevail in the accomplishment of objectives and targets. All fruitful business visionaries have a comparative perspective and have a few key individual characteristics that make them effective in business. Business visionaries need to have the necessary aptitudes and capacities. They should be decidedly ready to confront the chances and difficulties inside the inner and the outside natural conditions. In the current presence, business has to an enormous degree contributed towards the financial improvement of the nation and has produced work open doors for number of people.

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EMPLOYEES' REVIEW: WORK FROM HOME DURING COVID-19 CRISIS

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ABSTRACT

From ancient times employees have been working at the workplace. For some, the workplace is near to homes; it's far, while people have traveled in a workplace in some cases. This study is about the sudden change in the working environment of people due to the Pandemic. Though some countries already allowed work from home but in limited and restricted fields. People working at workplaces had to struggle with many new changes like shifting to their homes for the retention of jobs and business, scarcity of resources, excess of expenditures on medical treatments, loss of studies, and to some extent, an increase of unemployment. This study is done to put light on working conditions during Pandemic and their effect on employees.

INTRODUCTION

People are working from the evolution of the human race. Initially, they used to work for themselves and their family's survival. With the innovation and passage of time, people started to work for rich and powerful people only to feed and survive. Moving ahead into the picture of the evolution of intellectual people, this set of people took the initiative to study several individuals' behavior and working styles, which head to several new theories. Change in the technopole has changed the way in work machinery, and technology not only used the way of working but also helped us improve our living. Technology is also a two-faced sword; if it eases our work, it also leads to the loss of jobs of several people. A new concept came with the advancement of technology which grew manifold during COVID-19. The search work which the researcher is doing in the present study is doing is "Work from home." Work soothing that I do, you do, and We all do. This work can be divided into various categories depending on the type of category we opt for ourselves.

WORK FROM HOME

"Work is worship," as once quoted by some renounced person in the past. In simple words, it means that everything revolves around what we do and what we don't do. When we work, we get something or the other in return and visa-versa. In other words, "We live to work, and We Work to live."

The current economy is fundamentally changing at some point. In the past decade, we have changed towards a knowledge-driven economy and information society. Organizations need to respond more rapidly to customer needs, and the pressure to become more customer centered is increasing. The value of customers and employees is becoming more prominent. And information and communication technologies are developed so that digital information is available at any time at many places. Parallel to this, the hierarchical structures are gradually replaced by more flexible network models, and we increasingly rely on knowledge and good ideas rather than physical labor. As a result, we see that the way we work is drastically changing Manoochehri, G., Pinkerton, American Business Review 21(1), 9–16 (2003). For example, WorldatWork1 [WorldatWork Telework trendlines (2009)] estimated that 12.4 million American employees worked from home or remote at least one day per month in 2006, which increased to 17.2 million in 2008. In the U.K., teleworkers are estimated to be more than double in popularity in eight years to 2.4 million workers (Office of National Statistics. (October 2005), indicating that telecommuting continues to become an omnipresent work arrangement (Golden, T.D., Journal of Vocational Behavior, (2006)). This trend of working from home started to continue throughout the world, resulting in many different consequences, some positive while others negative.

HISTORY

Different studies show that, from ancient times, every human worked for a living either by working under someone else or by hiring others to work for him. As time passed, people walked out of their homes for work and livelihood to factories, companies, schools, hospitals, offices, etc. Slowly came into existence "technology," which further brought people closer to the outer world and started moving farther for work. It is believed that "Telecommunication" was the first business of the west that gave people the opportunity to work from home. When some office work is lead out from home, it is called "Work from Home."

According to the literature, working from home is characterized by two main aspects. First, employees work outside the typical workplace. Second, a connection between home and office exists. Information exchange and communication with colleagues is possible through information and communication technologies (Bélanger 1999; Bailey and Kurland 2002).

An expression of emotion is a significant component of both work and family life, which impacts an individual's level of work-family conflict as well as well-being outcomes (Edwards & Rothbard, 2000; Fisher & Ashkanasy, 2000; Greenhaus & Beutell, 1985; Greenhaus & Powell, 2006; Salovey, Detweiler, Steward, & Rothman, 2000).

Work Frome home is when employees do their entire work and manage their entire work right inside their home without going outside, or we can say that without going offers. Through this crisis, work from home is used by every employee, and we can see massive growth in E-Business; organizations are more reliable on E-business. As we all know, nowadays, intranet and the adoption of new technology are used by every organization, and employees are more comfortable doing their work from home through online mode Dayal et al., 2021.

CONCLUSION AND DISCUSSION

Work from is that when employees are doing their work or their business through home. Nowadays, work from home between employees is widespread; they feel more comfortable and motivated while doing their work from home. During work from home, employees give more time to their family and their work also. Through this crisis, Employees work from home is the only way to accomplish the organization's goal. We all know that some of the professions used previous work from home, or we can say that limited professions do this style of working environment, but after the COVID-19 is there, the new style of technology is used by every organization and everyone adopted this style.

Work from home is done through an online platform, and as we all know, a coronavirus situation is the best time to explore this platform. Work from home also caret many opportunities for organizations and employees; during this, organizations can directly connect with their customers because, in COVID-19, every employee working through work from home can direct interaction with their customers and get to know about their customers Dayal et al., 2021. While working from home, employees spend more time with their families, which may help reduce their stress, and they feel more motivated regarding their work. In this article, we tried to show how working from home plays an important role during the COVID-19 crisis; we can say that this can new era of doing their business. In this employees are more comfortable, and they are more responsible towards their work.

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