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A Study on Financial and Technological Innovations in the Financial Sector

Bhave Siddhi Dinesh
Researcher, BAF Department
Suman Education Society's LN College, Borivali (East), Mumbai, Maharashtra, India

Abstract: *Fintech Innovations in the Financial Services Industry The fourth industrial revolution's emphasis on digital transformation has resulted in the development of sophisticated fintech-enabled financial services, which have swiftly altered the traditional financial services sector. Due to its disruptive nature and widespread acceptance by participants who are underserved by traditional financial service providers, fintech adoption is rapidly expanding worldwide. Due to increased interconnectivity brought about by the digital revolution, global investments in fintech are expanding rapidly year after year. Fintech is sweeping, immersing a plenty of creative applications in different administrations including installments, supporting, resource the board, protection, and so on. The literature and visualization research on the impact of fintech innovations in payments and financial services, as well as the role of financial regulations, are lacking. The purpose of this study is to learn more about payments and financing innovations made by fintech companies and to investigate the relationship between and significance of regulatory framework in preserving a fair ecosystem. With this goal, a surviving methodical survey was performed utilizing research articles distributed in peer-evaluated diaries for the period 2014-2022 when there has been a thriving of interest in 'fintech' worldwide. This study's findings demonstrate that fintech innovations have a significant impact on the nature of business in the future and contribute to theoretical frameworks for fintech innovations in the financial services sector*

Keywords:. fintech; innovations; payments; financing; introduction to financial services

I. INTRODUCTION

Fintech has contributed to the overall expansion of the economy in numerous nations. The power of the internet and the ease of use of smart phones have been perfectly combined by the new generation of investment banking and retail trading firms. Because banking apps have made it easier for customers to conduct digital technological transactions and streamlined banking procedures, banks are generally easier to get in touch with online than they are through traditional channels (Wang2021). The fourth modern unrest has established an arising climate in whichmore troublesome and advanced groundbreaking advancements like the Web of Things,extended reality, artificial knowledge, and so on., are altering our lifestyle (Schulte and Liu2018).

Fintech is primarily characterized by the emergence of technological innovations that assist in the development of new profitable business ideas related to financial services. This revolution has also penetrated the financial industry.

What Is the Significance of Regulation in Fintech Innovation?

The disruptive nature of fintech has led to a transformation in business model inno-vations that has brought regulatory concerns worldwide, as stringent rules existing forincumbent financial institutions are not enough to deal with fintech complexities (KumailAbbas Rizvi et al. 2018). Several other published papers explaining this concern are (Adri-ana and Dhewantoa 2018;Arner et al. 2017;Bruckner 2018;Das and Ali 2020;Golubi´c 2019;Gomber et al. 2018;Lin 2019;Yoon and Jun 2019).Suitable and modern tools, frameworks and regulatory approaches are helpful inrealizing key goals for policymakers and regulators to provide proper information onregulations, even though the nature of innovation in fintech and digital finance is known(Gomber et al. 2018). Small businesses turned to fintech lenders due to fewer restrictionsas they are unregulated (Palladino 2018). Due to limited interconnection with regulators,Fintech participants lack financial compliance customs and face several constraints inbringing in innovative approaches

Research Gap

The study identified research questions in view of the examination holes in the existingliterature. There is still a significant amount of room for improvement in some of the niche areas of fintech. Rabbani (2022) mentions that COVID-19 pandemics, which brought the world to a grinding halt and resulted in a grueling loss for the financial sector worldwide, served as a significant impetus for finance innovations. The application of cutting-edge technology in a few Islamic economies had resolved a number of unique industry issues. However, there is still a great deal of room for fintech literature to be included in the financial sector of select, highly populated regions worldwide. Fintech innovations and their impact on payments and financial services, technology transfers, financial regulations, and other topics are the focus of this study. which arekey driving elements in the business. However, there is still a lack of literature analysis and visualization research to define the fintech industry's future path.

Financing

The financial crisis caused a lack of money and made it difficult for many businesses to get credit. Fintech perceived disparities on the lookout and planned a new methodof subsidizing/crediting (Golubi'c 2019). Different other imaginative procedures were introducedby fintech in financing tasks prompting a decrease in credit lack around theworld. Klein and others 2020) demonstrated that strategic assimilation of technology and human capital contribute to the possibility of funding and venture quality characteristics. According to Leong and Sung (2018), the majority of alternative financing channels do not adhere to standard procedures. Crowdfunding and peer-to-peer lending are the most widely used and successful forms of fintech financing worldwide. New businesses fabricate their own internet based stages to providethe referenced financing administrations.

A. Crowdfunding, Ibrahim (2018) defines crowdfunding as the collective decision-making process used to raise capital for commercial project financing through online platforms. According to Borrero-Dominguez et al., a crowdfunding business concept known as "crowd test" involves entrepreneurs presenting an innovative idea to a crowd that is primarily made up of financiers

B. Peer-to-Peer (P2P) LendingP2P (Peer-to-Peer) Lending is a money lending service practiced through online platforms that helps in matching lenders directly to borrowers (Adriana and Dhe-wantoa 2018;Stern et al., 2018). Crowdfunding helps small business owners who are unable to borrow from banks due to lack of resources to raise funds. This removes barriers to getting money to start their own 2017).

Due to the utilization of cutting-edge communication technologies, raising capital through peer-to-peer lending reduces a variety of transaction costs, and as a result, numerous investors have the opportunity to contribute funds (Gomber et al.). 2018, Huang 2018, and Rosavina et al. 2019). One of the risks associated with P2Plending is the loan default rate, which is determined by two factors: loan terms and conditions, as well as the borrower's characteristics, necessitate regulations to strike a balance between risk and return (Funke et al.). 2019; Lee 2020; Mart and others 2017). Due to the rise in mobile phone users in the country, P2P lending is being used at a significant rate because it has a significant impact on business expansion (Sternet al.). 2017). The high returns that this platform offers compensate investors for the high risks they take on (Marot et al.) by increasing portfolio efficiency. 2017).

The extension of P2P loaning stages influences the exhibition of banks, as this platformpenetrates the unbanked areas and covers more individuals contrasted with banks (Funke et al.2019;Yeo and Jun 2020). P2P lending platforms, which are inclusive financing strategies for rural borrowers who otherwise have limited access to finance, have replaced traditional market philosophies in response to the COVID-19 pandemic (Najaf et al., 2022). Fintech P2P loaning has started as the most reasonable elective technique to traditionalbanking finance framework on the planet.

Due to an obligation in a contract, payments are practiced as the act of transferring value in the form of currency or valuable things from one person to another. Traditional payment methods necessitate physical locations and fiat currencies, whereas fintech methods eliminate a variety of formalities from the payment process.

In recent years, financial services like digital payments have become more effective and quick thanks to fintech, which has been aided by simple technologies like smartphones. When compared to other transitional parameters, the advantage of fintech is that users do not require any financial literacy to use any of the fintech technologies. The fintech advancement has been aided by government support and a basic understanding of risk diversification. A. Mobile Payments Due to smartphones' enhanced functions and features, the number of mobile users and their use are steadily

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rising worldwide. According to Kong (2018), a smartphone is now required for a wide range of financial transactions. B. Alternate Payments—BlockchainBlockchain is an electronic payment system in which the security of payment is ensured regardless of the participants in the transaction (Sangwan et al.). As a result, certain factors, such as IT solutions and organizational pressure, have a significant impact on the participation of certain firms in this business. 2019).

Blockchain is a type of distributed ledger technology (DLT) that has a permanent place in the financial industry because it improves cryptocurrency technology and other technologies that are crucial to financial services

II. CONCLUSION

Technological developments alter the approach to rehearsing financial administrations driving todisruption. Fintech may jeopardize a number of other aspects, despite the fact that it is contributing to the improvement of financial services, the reduction of customer constraints, and the reduction of operating costs. As of now fintech new companies have colossal contest with occupants who give traditionalfinancial administrations. Banks and financial institutions played a significant role in the economic recovery, and fintech was an essential tool for ensuring the general public's financial liquidity. The fintech industry is moving toward the creation of a single medium of exchange and app for global transactions. Fintech hasensured improvement of personal satisfaction, social correspondence, stable economy through financialinclusions and innovation interface (Rabbani et al. 2021). In conclusion, it is possible to state that innovations are the most charismatic features in the fintech, and the financial services industry is greatly benefited by the intervention offintech in the last two decades. COVID-19 has been the platform of opportunities encouraging a significant number of uncluttered social innovations. At the same time, it reached the interested public in a quicker, unfailing, timely, and sustainable way to fight economic inequality.

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Need for Enhancing Financial Management System for Multiple Business Units

Yadav Kajal Mahendra Pratap
Researcher, BAF Department
Suman Education Society's LN College, Borivali (East), Mumbai, Maharashtra, India

Abstract*: The new management paradigm and the need to implement company strategy necessitate that the management of companies analyse the characteristics and structure of the financial management system, as well as the investment and financing models that have been applied, utilising the elements of strategic and operational financial management. The first step toward enhancing the effectiveness of financial management is the analysis of already employed methods and tools, as well as the development of a conceptual foundation. Integration and coordination of the individual aspects of financial management into a single, well-adjusted system are typically problematic requirements. Therefore, there is an increasing demand for the establishment of a financial management system that is closely linked to the company's strategic objectives. The objective of the research is to produce recommendations for the construction of an effective financial management system based on a process-oriented approach for multi-business enterprises in Latvia, with the aim of achieving the strategic goals of the enterprise*

Keywords:. Feasibility, Financial structure, strategy, budgeting, process-multiple business units

I. INTRODUCTION

In the economic and scientific literature, there is no single, generally acknowledged view on the nature and function of Financial Management (FM), resulting in the development of numerous definitions. FM is an integral aspect of the management procedures of an organisation. (Amoako, Marfo, Gyau, Asamoah, 2013). FM is related with the attraction of financial resources and their effective application for the attainment of an organization's objectives. FM is a company operation that is responsible for the acquisition and efficient utilisation of finances required for effective performance. Financial Management is defined by Brealey as "the practise of utilising available funds to achieve long-term corporate objectives most effectively" (Brealey, 2008).

The Financial Management, according to B. Howard and M. Upton, is "an application of general management principles to financial decision-making" (Howard, Upton, 1953). All of the aforementioned definitions and opinions (Reinaldo, Dione, 2013; Calandro, Flynn, 2007; Randy, Oxelheim, Stonehill, 2001; Zdenk, 2013; Higgins, 2011; Brigham, Houston, 2014; Van Horne, Wachowicz, 2008) agree that a company's financial resources are the source of its economic benefit, but none of these definitions mention business objectives and strategies.

Other perspectives on the essence and function of the Financial feasiblity in the market and investment economy were uncovered through a review of scientific and economic literature. Stanchus indicates that the emergence of the role of the FM is correlated with the emergence of a specialised industry of financial services (Lazonick, 2010) and the need for value management (Stanciu, 2013). According to Fama, the market value of a company's stock reflects its ability to generate future cash flow (Fama, 1970).

Within the context of this study, a multi-business enterprise is a company that engages in multiple types of business activities and for which information on the efficiency of each type of activity is crucial. Thus, the authors of the paper define strategically oriented financial management as a specific process of planning, implementation, control, and management decision-making that ensures the management, administration, and efficient utilisation of funding sources, fixed and current assets at a strategic and operational level to maximise the welfare of owners (shareholders) and the market value of the company over the long term.

In fact, the construction of a strategically focused FMS presents two significant challenges: the selection of a conceptual platform for system design and the identification of the complex of methodologies and instruments to be employed.

The following must be taken into account:

• Businesses frequently lack Financial Management system with strategic and operational levels;
• Methods and tools at particular Financial Management system levels lack a suitable link;
• As a result, there is no link between Financial Management system levels.

II. LITERATURE REVIEW

Financial Management System (FMS) is defined by the authors as an interdependent, scientifically based set of methods and tools for the planning, implementation, control, analysis, timely correction, and adjustment of a company's strategic and operational financial goals, planning system, and activities.

Regarding the structure of the FMS, two levels can be distinguished: strategic and operational. Considering the FMS to be a well-balanced management mechanism, the authors identify its primary components: the managing sub-system, the managed sub-system, and the influencing sub-system. The interaction between these three sub-systems occurs as follows: the managing system, aided by the tools and methods of FM (the influencing sub-system), directly influences the managed sub-system in order to achieve the primary goal of the FM of the company, which is the increase in market value and stable growth of the company. Clearly, the effectiveness of the FM mechanism depends heavily on the effectiveness of the employed methods and tools. These strategies used in a well-functioning system can provide a synergistic effect to increase the FM's efficiency at comparatively cheap expense.

Considering a strategically oriented FM, the most promising theoretical approach has been selected and justified, the feasibility of applying the chosen method to FM has been studied, organisational support for FM has been defined, and the concept of financial structure has been elucidated.

Due to the emergence of a new notion of "business processes reengineering" in the theory of business (Gaitanides, 2012), business management has begun to place a greater emphasis on process organisation in practise (Scheer, 2012, Ferstl, Sinz, 2001).

Scheer described business processes and their execution in 1984 using a process chain diagram (Event-driven Process Chain) (Savina, 2011a). Business process management enables a corporation to achieve high efficiency while focusing on client demand (Hammer, Champy, 2003).

The process-oriented approach connects requirements with all process participants, eliminates the impact of human factor, and transforms the organisation into a self-regulating system (Savina, 2011b). In the 1960s of the previous century, structural analysis methodology was created, and elaborate SADT (Structural Analysis and Design Technique) systems were envisioned (Jbira, Lakhoua, 2012).

The Malcolm Baldrige National Quality Award (MBNQA) model (DeJong, 2009, ASQ official website) and the European Foundation for Quality Management (EFQM) Excellence Award model includes a process-oriented approach (EFQM official website). Introduction of the most advanced corporate management system into a functionally oriented organisation does not produce the desired results and, on the contrary, increases costs and, in most cases, decreases overall efficiency (Savina, 2011b).

During the evolution of the process-oriented approach, management technologies such as business process reengineering and activity-based management emerged. Registering and describing business processes is the first stage in a process-oriented approach implementation. Reengineering of these processes is predicated on the subsequent investigation and evaluation of the functioning efficiency of business processes (Elzinga, Horak, Lee un Bruner, 1995; Hammer un Champy, 2003).

III. CONCLUSION

In general, the principal findings of the authors' research are as follows:

1. A well-balanced complex of financial management tools and methods applicable to multi-business enterprises in Latvia has been developed; • this logical complex of financial tools and methods has been implemented in the company's financial management using E. Deming's model of continuous improvement.

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The authors' methodological approach to the establishment of the FMS promotes the company's viability by achieving interaction between all levels of the FM. This indicates that the company's strategy and goals are effectively communicated to its employees with no obstructions (Fig. 3). The created FMS permits a significant decrease in the costs connected with the preparation of managerial choices, as well as an improvement in their justification and promptness.

The findings of the analytical hierarchy process demonstrate the effectiveness of the authors' recommended techniques of strategically oriented financial management system use (AHP). The relative effect of lower-level priorities on the top of the hierarchy. The study of the derived vector's value indicates that the authors' devised financially focused strategic management method is more effective.

Principal research findings can be utilised by multi-business enterprises in Latvia for FMS installation and/or enhancement. The following factors have practical significance:

- Formation of a strategically oriented FMS and its implementation algorithm;
- Formation of a strategically oriented FMS and its implementation algorithm.

The authors' recommendations provide the answer to the question of how to create a well-balanced, strategically oriented financial management system for a multi-business enterprise.

During the establishment of a system of coherent financial indices, two levels of financial indices (strategic and operational) should be established;

2. Identification of business processes and types of activities, as well as their classification; 3. During the formation of financial structure and correction of organisational structure, direct modelling of the financial structure and separation of responsibility centres based on the nature of economic indices must be performed; 4. In order to develop an activity-based budgeting system, the budget structure and accounting policies must be developed.

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Review of Tax Management in the Indian Economy with Reference to the Goods and Services Tax (GST)

Bhuvad Rutik Barku
Researcher, BAF Department
Suman Education Society's LN College, Borivali (East), Mumbai, Maharashtra, India

Abstract: *The Goods and Services Tax (GST) went into effect on July 1st, 2017. This indirect tax applies to the entire nation of India. There would be a single tax applied to all goods and services going forward. Almost 160 countries have enacted GST. The GST's promise of a broad tax base with fair exemptions will be advantageous to the sector. By eliminating all tax disparities between states and unifying the country under a single tax rate, the GST will boost economic growth while limiting tax accumulative pressure. A constant tax rate and the elimination of several levies would all benefit the Indian economy in addition to lowering consumer prices. GST will have an effect on several industries, whether favourably or unfavourably. The Goods and Services Tax (GST), which is the name given to all indirect taxes in the economy, is a single tax. It is purported to be a nationwide tax. It is a uniform tax throughout all states because there is just one rate that applies to a single set of items across the entire country. In its most basic form, GST is a value-added tax that is levied on products at every stage of production, from the manufacturer to the consumer. The purpose of the current article is to define the term GST, explain its composition and many forms, and look at the impact of GST on the Indian economy, both positively and negatively. Books, journals, websites, newspapers, magazines, and other secondary data sources were utilised in the current study*

Keywords:. Cascading effect, Unified market, Tax compliance, GST, and Tax

I. INTRODUCTION

The Goods and Services Tax (GST), which is the name given to all indirect taxes in the economy, is a single tax. It is purported to be a nationwide tax. It is a uniform tax throughout all states because there is just one rate that applies to a single set of items across the entire country. As a result, the slogan of the GST campaign is "one tax, one nation, one market." The government must have had a very difficult time coming up with a simple tax system for goods and services if it took more than 18 years for the GST to take shape in its final form. In its most basic form, GST is a value-added tax that is levied on products at every stage of production, from the manufacturer to the consumer. On the creation, promotion, and consumption of goods and services there is a value-added tax. Since the GST does not distinguish between goods and services, they are both taxed equally. The GST now encompasses a number of indirect taxes, including excise duty, service tax, VAT, entertainment tax, luxury tax, etc. Its main objective is to replace many taxes with a single tax that covers all indirect taxes, overcome the limitations of the current indirect tax structure, and increase the effectiveness of tax administration. GST turns India into a single shared market by establishing a single indirect tax for the entire nation. There is no tax cascading under the GST. The GST has been one of the biggest changes to taxes since independence. The GST has been one of the biggest changes to taxes since independence. GST was first introduced during the budget session for 2007-2008. On December 17, 2014, the Union Cabinet ministry approved the idea for introducing the GST Constitutional Amendment Bill, much in advance of schedule. On December 19, 2014, the Lok Sabha received the GST bill. In order to prepare for the upcoming budget session, the bill was brought in for additional examination. The Goods and Services Tax (GST) Constitution Amendment Bill was officially approved by the Indian President on September 8, 2016, which prompted its introduction in the Indian house and ratification by more than 50% of the size of its legislatures. The GST has replaced existing indirect taxes.

It will help to reduce the cost of goods and services.standardised tax rates.It will encourage economic expansion.It will contribute to improving the goods' and services' competitiveness. The company's liquidity might go up as a result.It will make decisions more swiftly and with less effort from humans. Furthermore, it will help boost Indian exports on the international market, improving the situation of the balance of payments.

Production activity will decrease if the small and marginal producers are eliminated, but the effect on employment would be considerably more severe because production activity in the shadow economy is what creates the majority of job chances in the country. • The government wants to create a "Anti-profiteering Authority" to keep an eye on the marginal and tiny producers in the shadow economy. Any firms whose overcharging of clients or other mistreatment of them is proven may have their registrations revoked by this body. Business executives have spoken openly how deeply disappointed they are with this situation.

The maintenance of records at all levels of product and service sales and purchases is expected to raise operating expenses for small and marginal businesses. If the GST is imposed, there is a considerable chance that some goods and services' prices will rise. The nation's inflationary spiral could be fueled by this. Inflationary spiral is also anticipated since after the adoption of the GST, more than 75% of goods and services would be subject to taxation.Owners of small, medium, and microbusinesses lack GST readiness. Even though the GST is a tax reform, its implementation should have been put off until these business owners fully understood its benefits and drawbacks.

Petroleum and power are excluded from the GST despite accounting for close to 35–40% of the GDP. This is a serious GST problem or deficiency.

II. POSSIBLE TAX TYPES UNDER GST

- The Central Goods and Services Tax (CGST), sometimes known as the GST, is a tax levied by the Centre on "Intra-State" supplies of goods and services.
- State Goods and Services Tax (SGST): This tax is levied by the state on the supply of goods and services inside its boundaries.
- Union Territory Goods and Services Tax (UTGST): This is the GST levied in any of India's Union Territories on the provision of goods and services.

Taxation patterns in different industries:

E-commerce: The Indian e-commerce market is expanding rapidly, and since the introduction of the GST, it has only gotten bigger. The GST law does, however, establish the unpopular tax collection at source (TCS) method for e-companies, so it will be fascinating to observe how that mechanism's long-term impacts pan out. E-commerce businesses would pay more in administrative expenses since the adoption of GST demands tax collection at source, which shatters the link between buyer and supplier. TCS now levies a 1% fee in India.

Pharma: The healthcare and pharmaceutical industries stand to benefit the most from GST's overall impact. It would increase medical tourism and clarify the tax structure while establishing a benchmark for generic drug producers. Therefore, the pricing tax system will emerge as a major concern for the pharmaceutical business. Because a tax relaxation would make healthcare services easily affordable for everyone, this business anticipated one. Although the healthcare sector would still be exempt from GST, all of its inputs will now be subject to an 18% tax, increasing its operational costs.

Telecommunications: The implementation of the GST will result in lower prices in the telecom sector. By effectively controlling their inventory and strengthening their warehouse, manufacturers will save money. The GST has made it unnecessary to create state-specific organisations or move items, making it simpler for phone makers to sell their wares and spend less on transportation. The GST raised the tax on this sector from 15% to 18%. Increased tax credits are unlikely to exceed 1% of revenue.

Textile: It is common knowledge that India's textile industry generates a large number of jobs for both skilled and unskilled workers. Additionally making up 10% of total exports, it will grow significantly more under GST. Small and medium-sized enterprises would be impacted by GST through the cotton and textile sectors, which did not previously have a central excise tax (optional). 15% is expected to follow GST, which will have a moderate impact on the industry.

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The impact will be comparable to other present taxing regimes or slightly less favourable. They will profit, though, from savings and reduced transportation expenses.

III. CONCLUSION

GST will represent a big change in India's indirect taxation practises. The number of taxes has been reduced to just one. GST will make business taxation simpler. Customers will benefit as the overall tax burden on goods and services is reduced. GST will also make Indian products more competitive on global markets. GST will be easier to administer. If implemented, the suggested tax system has a great deal of potential to maintain India's economic growth. Without a doubt, change is never easy. To profit from a unified tax system and straightforward input credits, it is essential to take note of the lessons learned from industrialised nations that have implemented GST and get through the initial challenges. In 1954, France became the first nation to enact GST. The GST will make industry taxation simpler. The government must make the GST a game-changing tax reform rather than creating an uncertain tax structure.

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Review Paper on Working Capital Practices and Investment Appraisal

Pednekar Shubham Pravin
Researcher, BAF Department
Suman Education Society's LN College, Borivali (East), Mumbai, Maharashtra, India

Abstract: *In the organisation, multiple individuals may be accountable for each component, and the manager must provide them with distinct, attainable goals so that they may work to maximise their working capital holdings. Net working capital is defined as a company's current assets less its current liabilities. Net working capital is the short-term capital required to operate a business. Working capital management includes accounts for short-term assets such as cash, inventory, and accounts receivable, as well as accounts for short-term liabilities such as accounts payable. The level of investment in each account varies from business to business and sector to industry. It also relies on business type and industry requirements. Due to the nature of their business, several companies, for instance, must invest heavily in inventories*

Keywords:. Working capital, liquidity, investment, appraisal

I. INTRODUCTION

Garca-Teruel and Martnez-Solano (2007) and Thalassinos and Curtis (2005) have emphasised the significance of working capital management (2005). The purpose of this study was to provide empirical evidence about the impact of working capital management on the profitability of a sample of small and medium-sized Spanish enterprises. To examine the effects of working capital management on SME profitability, the authors have compiled a sample of 8,872 small and medium-sized businesses over the years 1996 to 2002. Their findings indicate that managers can produce value by lowering their inventories and account receivables. Additionally, reducing the cash conversion cycle increases the firm's profitability.

Their study contributes to the body of knowledge by utilising strong tests for the likely occurrence of endogeneity issues. The objective was to confirm that the links discovered in the analysis were attributable to the effects of the cash conversion cycle on business profitability and not the other way around.

Peel and Wilson (1996) investigated small business capital budgeting and working capital strategies. The authors provided the results of a preliminary investigation on the working capital and financial management practises of a sample of small businesses in northern England in their article. In general, the results of the study suggested that a relatively high percentage of the sampled small businesses claimed to apply quantitative capital planning and working capital approaches, as well as to examine various areas of their working capital. In addition, enterprises who claimed to utilise more complex discounted cash flow capital planning approaches or had been active in reducing stock levels or the debtors' credit period had, on average, more active working capital management procedures.

Credit issues involving working capital management

Garca-Teruel and Martnez-Solano (2010) analysed the factors of trade credit issued and received on a panel of 47,197 European SMEs from 1996 to 2002. Their findings indicate that the determinants that determine trade credit in European nations are highly similar. On the one hand, enterprises with better and more affordable access to capital market resources provide more trade credit to their clients. In addition, the results tend to corroborate the hypothesis of price discrimination. Additionally, they discovered that enterprises increase the credit they extend in an effort to halt a decline in sales. Alternatively, larger enterprises with stronger development prospects and greater investment in existing assets receive more financing from their suppliers. When businesses have access to alternative funding sources, they are less likely to utilise vendor financing (substitution effect).

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Management of working capital and profitability

By adjusting for unobservable heterogeneity and potential endogeneity, Czarnitzki and Hottenrott (2011) studied the relationship between working capital management and profitability of small and medium-sized businesses in Germany. The authors explored a nonlinear relationship between these two variables and demonstrated that there is a nonlinear (concave) relationship between working capital level and company profitability, indicating that SMEs have an optimal working capital level that maximises profitability. In addition, a robustness analysis revealed that enterprises' profitability declines as they deviate from their ideal level.

Working Capital and Liquidity Management

Successful businesses strive for optimal working capital, not minimal or maximum, but optimal (Liapis, 2010). The difference between current assets and current liabilities is the working capital. If a company has excessive working capital, it incurs finance charges for idle assets that mimic interest, which can and should be avoided. Insufficient working capital might potentially have severe effects on a company. A lack of raw materials, for instance, could cause a halt in production, which could result in substantial losses. The major components of working capital are: Inventories (raw materials, work-in-progress, and finished commodities); Receivables; and cash.

In practise, however, the potentials associated with an intelligent optimization of capital tie-up in inventories, receivables, liabilities, and liquid assets are frequently overlooked or not systematically handled. If a company has excessive inventories or very large receivables, the company is in financial distress.

Involuntary liquidation

Hall and Young (1991) examined three samples of 100 involuntary liquidated small businesses in the United Kingdom in 1973, 1978, and 1983. In 49.8 percent of cases, the reasons stated for failure were financial in nature, as determined by the authors. In the research of official receivers' impressions of the same small businesses, 86.6% of the 247 reasons cited were financial in nature. According to Peacock, the positive association between inadequate or nonexistent financial management (including basic accounting) and business failure has been thoroughly documented in western nations (1985, 2004).

Investment decisions and investments

Frequently, investment decisions on fixed assets such as Factory Building, Plant, and Machinery are made without scientific study. These decisions have long-term impacts on the business and should be made only after a thorough examination of the market's scope and competition, as well as the application of discounted cash flow methodologies such as internal rate of return. In addition to the core objective of increasing capital efficiency, improving working capital can also boost a company's ability to achieve strategic objectives. It is not an accident that successful businesses enjoy above-average returns on capital investments; rather, it is evidence of the effectiveness of systematised management and control of the working capital cycle.

Questions of funding

Today, the entrepreneur has numerous financing choices to choose from. There are now other alternatives to the standard loan and personal-funds channels. Certain financial institutions now offer Factoring services, which fund credit sales. As a result, your sales staff may now focus just on sales and not on collections.

Several entrepreneurs make the error of using short-term loans (such as cash credit or overdraft) to purchase fixed assets. This causes a significant burden on the financial position. Executives must comprehend the operational cycle and cash cycle of the company, as well as the significance of working capital management. Management could utilise trade credit to the firm's benefit and make decisions on credit extension and terms adjustments. In addition, it may manage accounts payable and analyse the costs and benefits of storing additional inventory.

II. CONCLUSION

One of the most significant levers for enhancing value-based performance indicators and ensuring the availability of sufficient liquidity is optimising capital investments. To implement methods to boost capital efficiency and build a

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permanent monitoring system, you must first have a complete system for managing capital spending that includes handles investments, finances, and working capital. The cash cycle is the average period between a company paying for its inventory and receiving cash from the sale of a product. If the company purchases its inventory with cash, this period coincides with its operational cycle. However, the majority of businesses purchase their inventory on credit, which minimises the time between the cash outlay and the cash return.

Finance managers are involved with three types of essential decisions: capital budgeting, financial, and working capital management. Each decision type has a direct and significant impact on the firm's financial sheet and profitability.

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Review on Marketing Perspective on the Outcome on Investment in E-Business

Bhoir Mansi Vijay
Researcher, BAF Department
Suman Education Society's LN College, Borivali (East), Mumbai, Maharashtra, India

Abstract: *Prediction about the future of marketing is not possible for human, our prediction is about the game changer or future market player who can control the market world. The vision of my study is to find the future marketing investment and it effect in consumer mind in online business. How it reflect to the success of brand and products. Now days we have a many of advertisement methods because of unlimited and different types of customer in the world. we cannot have expected that all people taste and preference will same and real fact it must differ; our business marketing plan is one of the most crucial elements of our overall proposal. As a social animal we never run on same track we always need a track which is faster and shortest way to reach our targets. As human we first use our legs to travel then animal next machines and at last planning for time travel same think happen in the market from barter system to now online marketing*

Keywords:. E-business, marketing, strategies, online platform

I. INTRODUCTION

A new organization will find it extremely difficult to be successful one in a crowded marketplace because with a public distracted by many stimuli. A marketing object for organizations with public awareness. That will be a successful marketing campaign in the future, It made a splash by running provocative ads in high-profile places, such as during the Super Bowl. The whole world is moving fast so whatever is to be done is to be done now itself. That's what people are doing Just imagine how many internet marketing alerts you receive on hourly basis And how many of them are promotional base. These promotions bring you an infinite variety of choice of consumer goods and services. Therefore, the whole world has gone Know the potential of your marketing device. Customer is the king' has been a dominating marketing mantra since true quite still now In other words, when company become loyal to the brand that wins them .Therefore, is the place where it all begins. It's based on the market research that products and services are designed. The final phase of the marketing is to advertise them to the target customer. All activities on the part of a business end here to move along with risk to an earn more. If they pass a product or service it the foundation of the relationship between a brand and its customers is laid. Brand must build on it by upgrading their product or service. If they won't do this, their competitors surely caper the inroads into their hard win market.

1.1 STATEMENT OF THE PROBLEM

Identifying problem and opportunities in the future markets that helps in identifying new market opportunities for new brand and new products. It provides information on market share, nature of competition, customer satisfaction levels, sales performances, channel of distribution along with market position of the firm. This helps the firms is solving the both internal and external problems. Companies or organizations use marketing research to manage the risks of investments which is associated with offering new products and services. These organizations don't want to spend too much money developing a product line so that research indicates will be unsuccessful one. Some problems make marketing research costly which make cost price higher and produce results of questionable value for the organization.

1.2 THE SIGNIFICANCE OF THE MARKET STUDY

Most investors want to make investments in safety environment so that they get sky-high returns as fast as possible and also without the risk of losing the principal amount. And this is the main reason why many investors are always on the lookout for top investment plans so that they can earn double their money in few days, months or years. The risk of losing a principal of capital is highunless option for stop loss money to curtail losses. In stop-loss mean which is the one of place an advance order to sell a stock at a specific price and time. To reduce the risk to certain extent and they could diversify across sectors and market capitalizations. A new product to market is produced by large companies will do the significant test marketing and product either selecting consumers to try the product or showing and explaining the product's benefits to consumer review their opinions about it. Market research means keeping closely watching on our major competitor growth particularly what type of strategies they have deployed to capture additional number of customers that are potentially our customers its even affect our customer relational also so plan to maintain smooth relationship with odd one.

II. CONCLUSION

In Online platform as per the Indian government to the policy mandates that no seller can sell its products exclusively on any marketplace platform, and that all vendors on the e-commerce platform should be provided services in a fair and non- discriminatory manner . Consumers may no longer enjoy the deep discounts offered by retailers that have a close association with marketplace entities. The absence of large retailers will, however, bring relief to small retailers selling on these platforms implementation new business plan both online sellers and small retailers can earn good level profit, at same time consumer will get good fast will lead business to earn faster and to growth faster in online business world. Some people may think they can build an online empire in their spare time. They put most of their time and effort into their number of job and then fiddle with their business when they feel like it does. Successful online businesses are rarely built this way which If you treat it like a hobby then it will stay a hobby to you. Give your online business the attention it deserves and treats it like the real business for you.

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Role of Auditing Process to Control the Financial Crisis and Prevent Financial Frauds

Adityavikram Singh

Researcher, BAF Department

Suman Education Society's LN College, Borivali (East), Mumbai, Maharashtra, India

Abstract: *The financial crisis we faced in the most recent decade did not come on abruptly. Academics must investigate the underlying causes of the financial crisis. In terms of corporate governance, we'll strive to concentrate on internal control and internal audit. According to studies, there are certain warning indicators that the financial crisis may be coming, but the root of the issue lies in insufficient financial detection and a lack of understanding of the significance of the internal audit role in the internal control system. One of the key foundations of company governance is internal audit. Our study intends to examine how financial auditors view their knowledge of internal controls as a factor in the development of high-quality financial reporting and as a means of improving the audit process. Using information from 70 of the 1178 members of the Romanian Financial Auditors Chamber who are auditors from all over the country of Romania, we also assess in this study the significance of internal audit in the internal control.* We have concentrated on the empirical study in Romania to emphasise the research

Keywords:. ACFE (Association of Certified Fraud Examiners), financial crisis, fraud, internal audit, and internal control

I. INTRODUCTION

The relevance of internal controls and internal audit has greatly increased during the past ten years. This study aims to offer survey evidence of the internal control's necessity, ability to stop fraud, and ability to raise the caliber of financial reports. According to the IFRS 2011 handbook, the purpose of financial reporting is as follows: General purpose financial reporting's goal is to offer financial data about the reporting institution that may be used to decide whether to give it resources and to determine whether its management and governing board have used those resources in an effective and efficient manner (Bruce, Danie, Tapiwa, & Raymond, 2011). Many scholars and standard-setters have stressed the significance of accurate financial reporting. The audit intern serves a critical role in preventing errors and frauds. The financial reports must accurately reflect the company, as was previously indicated, in order to make efficient and effective use of the resources offered. Companies that provide accurate financial reporting should consider the role of auditors.

Accounting scandals, such as those involving Enron in 2001, WorldCom in 2002, Qwest Communications, Adelphia, Global Crossing, Nortel, and Parmalat at the start of the twenty-first century, complicated the financial world and drew attention to its murky nature. After this type of financial crisis, external auditors have come under fire, but scholars have realised the value of internal audit and that it cannot be overlooked.

By keeping an eye on organisational risks and ensuring that organisational procedures are efficient and effectively controlled, the internal audit function serves a special role in corporate governance (IIA, 2003). Internal audit and internal control are components of corporate governance, and they can be viewed as the cornerstone of the financial system in order for it to function properly. It goes without saying that if the top management verifies and assesses the internal audit reports, it makes sense. Otherwise, the organisation begins to sag if the senior management doesn't have time to review reports and ignores them. This study seeks to demonstrate, based on this claim, the importance of internal audit in the internal control structure system for the financial markets. If the internal control function is effective, it will help with the preparation of the financial reports and help to prevent any irregularities.

II. REVIEW OF LITERATURE

According to numerous sources (e.g., AICPA 2007; Beck 1986; Bierstaker et al. 2006; Heier et al. 2005; Hooks et al. 1994; Mautz and Mini 1966; PCAOB 2008; Rae and Subramaniam 2008; Wales 1965; Wells 2008), an efficient internal control system (ICS) is the primary method of preventing, detecting, and correcting fraud and errors. However, what exactly an effective ICS is is mostly an assumption made by ex post forensics, a type of induction, carried out by practitioners. (Barra, 2010).Recent academic research has demonstrated that an effective internal audit system may stop financial statement fraud. By engaging in financial statement fraud, management may try to employ fabricated accounting methods to make the company appear financially successful.

The ACFE has conducted extensive study on the effects of internal control weaknesses (Association of Certified Fraud Examiners). This study identifies the key element that made fraud possible. In 38% of the cases, the major shortcoming was highlighted as a lack of internal controls, such as a lack of task segregation. Internal controls were present in more than 19% of the cases, but they were circumvented by the fraudster or fraudsters in order to commit and cover up the fraud. The lack of a reporting mechanism was the control deficiency that was least frequently cited by the CFEs who took part in our study, which is interesting given that hotlines are consistently the most effective detective control mechanism and that less than half of the victim organisations had one in place at the time of the fraud. (ACFE, 2010)

One of Holt and DeZoort's important studies on internal audit was published in 2006. This empirical study aimed to demonstrate how the internal audit report affects investors' faith in the accuracy and reliability of financial reports. Later, the same authors expanded on this work. Their research focuses on how to make internal audit reports more transparent to external stakeholders in terms of governance. They analyse the literature and the findings of 18 semi-structured interviews with analysts, audit committee members, internal auditors, and policymakers to assess the potential costs and benefits of IAR disclosure, including increased transparency and accountability as well as increased information load, legal exposure, and reporting costs.

Descriptive examination of financial auditors' opinions of internal control devices

The section "Knowledge and Assessing of Internal Control" includes a section on the second research challenge, which is represented by the proper understanding and appreciation of the internal control mechanism.

The first question in this section asks respondents to rate the significance of various hazards that can be mitigated through the use of internal control mechanisms.

Monitoring the financial reporting process, which must result in accurate, trustworthy financial information, is the objective of the independent audit committee. The audit committee should not, of course, spend the entire day in the organisation supervising the accounting records as a result of this monitoring process. Internal control system deficiencies are seen as a major contributor to the falsification of financial data. The capacity to ensure timely and accurate financial reporting could be negatively impacted by insufficient internal controls over financial reporting and accounting procedures. On the other hand, every publicly traded firm needs to have an internal control department that is appropriate for its size and should work with knowledgeable individuals who can verify if the financial reports were generated accurately and reliably.

II. CONCLUSION

Three primary occupational frauds have been identified by AFCE:

1. Asset misappropriation
2. Corruption
3. False financial statement.

According to ACFE (Association of Certified Fraud Examiners), these professional frauds include: Asset misappropriations are frauds in which the culprit takes or misapplies the resources of an organisation. Corruption schemes entail an employee using their influence in business dealings in a way that goes against their duty to the employer in order to profit either themselves or someone else. Schemes involving the purposeful falsification or omission of crucial information from an organization's financial reports are referred to as financial statement fraud. Falsely recording revenues, hiding obligations or expenses, and fraudulently inflating reported assets are all examples of common fraudulent financial statement manipulation techniques (ACFE, 2010).

The aforementioned fraud definitions highlight how crucial the internal control function is in the financial markets. Internal control plays a crucial role in the financial markets, we conclude. Executive management and the company's administration must place priority on the internal control reports in order for them to function properly. Otherwise, the applicants for internal control risk having their efforts ignored, which could lead to insolvency, particularly for businesses.

Huge financial losses have been incurred, particularly in the last ten years following the 1929 USA financial crisis. Every financial activity in the world could have an impact on other financial markets around the world because we live in a global village. Reliable and accurate financial reports are the first step in preventing any financial uncertainties. Otherwise, there will inevitably be financial crises in the financial markets, and this could set off a destructive wind that affects the global financial system. Since the financial markets serve their purposes globally, numerous practitioners and auditors have analysed the implications of internal control while creating mathematical models. It is important to bring all the components together for an internal control to be effective. Otherwise, senior managers would find it challenging to make good choices, and this sort of poor choice could lead the company's financial structure to tremble.

Internal audit may enhance the transparency and caliber of the financial position as a consequence of the research and in accordance with the researches. To avoid negatively influencing the decision-making process, users of financial information should appropriately interpret the financial reports. Additionally, studies demonstrate that the internal audit report is important and a chance for the companies' senior management. Results from the studies that were found above could differ from country to country. Its attempted here to establish an opinion about the new European nation that switched from communism to democracy in 1989. Romania was more successful than any other Balkan nation at luring foreign investment. Romania might be the ex-communist nation in the area that has adapted to east countries the best.

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Scope of Accounting Information to Support Economic Development

Tharali Shejal Suresh

Researcher, BAF Department

Suman Education Society's LN College, Borivali (East), Mumbai, Maharashtra, India

Abstract: *The goal of this study is to establish the importance of accounting and scientific accounting research in achieving economic development through accounting information and the requirement to develop accounting for economic development through the investigation of trends and the scope of such research's relationship to economic development. underlines the importance of this study, which arises from the study's endeavour to demonstrate the role of accounting in economic development and to tie the improvement of the accounting process to scientific research by putting up a framework for such research. Through the implementation of long-term development plans, developing nations are encouraged by the recommended strategy for the development of accounting for economic development through scientific research. Accounting covers topics such as accounting's limitations and issues in developing nations, its role in economic development, and the direction and scope of accounting science research. It is well established that a number of factors and considerations, such as the availability of data that can be used to support decision-making for the purposes of establishing, implementing, and tracking these plans, have an impact on how successful these efforts are.*

The accounting information aids to the success of the development plans while keeping the integrity of these decisions by making the data necessary for developing, executing, and monitoring these plans available. The failure of such plans is attributed to the absence of a comprehensive evaluation of the accounting role in effective economic development plans.

Keywords:. Economic growth, accounting knowledge, and accounting study

I. INTRODUCTION

The success of development plans and the integrity of decisions are both benefited by the accounting information's ability to provide the information required for creating, implementing, and monitoring these plans.

Such programmes frequently fail for the fundamental reason that their contribution to successful economic growth plans was not given a meaningful evaluation. Additionally, such a model can encompass some elements that are unimportant economically. However, information about them is available. Unfair resource distribution results from ignorance about their relative scarcity, and attempts to change existing development plans are thwarted by a similar ignorance of their efficacy.

Accounting is impacted by changes in the general economic, social, legal, and political conditions that are present in each country or particular environment at any given time because it is one of the social sciences that aims to meet the diverse needs of both private and public business facilities. Numerous environmental elements change the needs resulting from the economic, social, legal, and political situations in which accounting operates. It is clear that the accounting scientific research is primarily responsible for producing the necessary studies and proposals in light of the financial and administrative difficulties that developing countries experience, including the lack of product factors and rapid population growth rates, as well as global changes affecting prices. It will be possible to ascertain the degree to which accountancy and accounting scientific research are essential to achieving economic development through accounting information and the necessity of developing the accountancy which serves the latter by examining the attitudes and scope of the accounting scientific research contributing to economic development.

This study is significant because, according to the researcher, it is the first to attempt to define the role of accounting in economic development and link the development of accountancy with the process of scientific research by putting forth an accounting scientific research framework that addresses a variety of accounting issues and challenges that developing countries must face.

II. REVIEW OF THE LITERATURE

The prior accounting studies pertaining to this research are extremely rare, whether at a level of Arabic or foreign literatures, despite the importance of building and designing the scientific research as well as achieving good integration between the results that were previously discovered in the scope of these studies.

Al-Study Sharqawi's from 2000 analysed the major attitudes of the researches and compared the accounting findings of this analysis in the Arab Republic of Egypt between 1998 and 1998 at all local and international levels. Because they were viewed as a sample of the accounting researches that were related to the main attitudes of the arbitrated accounting researches at a local level at the time that they were published in the international journal, the main attitudes of the arbitrated accounting researches that were published in the Accounting, Administration and Insurance Journal were compared in this study. This study found significant differences between the research undertaken locally and those conducted abroad. For instance, the study of the securities markets has topped the list of research conducted globally. The researchers have a strong interest in this field, and over the course of the study, this research accounted for around 28.75% of all internationally published studies, with accounting-related studies coming in at number 10. In addition, this study showed that some research areas, like administrative accountancy and cost accountancy, have ranked first and second locally while ranking fifth and sixth globally.

The study also found that, on a local level, the relative importance of the accounting researches published in the various accounting sectors in the 1990s was not materially different from that importance in the 1980s. The level of confidence in the study's findings, which reached 95%, showed that on a global scale, the relative importance of various research fields in the 1990s was different from such importance, particularly of the accounting researches related to the securities markets and financial accounting, among others. In general, this study found that, despite the fact that there are numerous factors influencing the researching attitudes of the accounting thought at local and international levels and despite the fact that international periodicals are accessible locally, the significance of the researching fields at local and international levels differs noticeably.

In Jordanian arbitrated journals published by public universities, Al-study Khadaish's from 2002 seeks to identify accounting research attitudes and determine whether these investigations are theoretical and deductive or field- and inductive. It also aims to systematically evaluate the level of contribution made by these studies to Jordan's general accounting understanding and application. The time frame for this study was 1996 to 2001. The study found that whereas theoretical accounting studies made up only 5% of the total studies, field investigations made up 91% of the studies it considered. The study's conclusions show that the two main areas of emphasis for accounting research conducted in Jordan during that time were financial market accounting research, which accounted for 35% of all published accounting research during the study period, and auditing accounting research, which accounted for 16% of all published accounting research. Accounting-related research has been published in other fields in 14% of all studies. Furthermore, the researchers paid little attention to other accounting fields. A percentage of 7%, 3%, 5%, and 3%, respectively, of research in many important accounting topics, such as financial accountancy, tax accountancy, administrative accountancy, and cost accountancy. The inquiry found that the accounting studies that were published in the peer-reviewed, public university-produced publications did not increase or contribute to the body of knowledge about accounting theory in general. This is due to the fact that the bulk of these studies were carried out on-site, and their results were limited to the Jordanian environment, especially the industrial environment, despite the fact that these companies accounted for no more than 10% of the nation's industrial sectors. The results of this study also showed that some research fields were more interesting to researchers than other key research fields.

Hezan's study sought to quantitatively analyse the attitudes of accounting researches related to various accounting fields in the Kingdom of Saudi Arabia based on studies published in scientific journals produced by the kingdom's universities and higher educational institutions between 1980 and 2000 and contrast them with the attitudes of accounting researches carried out on a global scale. The study's findings revealed a large overlap between the researchers' areas of interest in accounting research related to financial accountancy and auditing over the study period,

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both locally and globally. Additionally, it was demonstrated that the level of the kingdom differs from the level of the world in terms of the researchers' interest in the subject of administrative and cost accounting.

In his 2009 study, Hillis Abdullah sought to compare the attitudes of accounting researches conducted internationally with those of researches conducted in Palestine between the beginning of 2004 and the end of 2008 that were published in scientific publications produced by Palestinian universities. The findings of this study showed that, during the study period, there was a significant overlap between the researchers' interests in accounting studies related to auditing at the level of Palestine and those in related accounting domains globally. Additionally, it was demonstrated that there are differences between researchers' interests in the field of financial accountancy at the level of Palestine and researchers' interests in the same accounting sector at the global level. It was also shown that the researchers' interests in cost accounting and administrative accounting are not the same. This indicates that, during the study period, local research interest in these domains fell behind global advancements in the scientific study of accounting concepts, especially in the subjects of financial accountancy and administrative and cost accountancy.

Upon reviewing the earlier studies, it becomes clear that they have addressed the viewpoints of the accounting studies that have been published in arbitrated publications. They haven't, however, made a connection between these characteristics and economic advancements. This study, therefore, attempts to identify the role of accountancy in the economic development as well as the mechanism of developing the accountancy in order to serve the economic development through the accounting scientific research.

Significance of Accounting information in promoting Economic development

As was already said, one of the challenges to the success of development plans and economic development in developing nations is a lack of the right information at the right time. As a result, the accounting field will be burdened with a great deal of duty in order to obtain the crucial accounting data needed to make development-related decisions. Here, it is necessary to define the departments impacted by the accountancy activity as well as the volume and kind of accounting information; these issues are covered in more detail below:

According to Brain and Taylor, those who are impacted by accounting activity fall into three categories:

The first category relates to the accountancy occupation and includes the accountants responsible for organising the occupation as well as the department responsible for creating and developing accounting principles and standards globally; this category is influenced by the organisational structure of the accounting occupation and the presence of official authorities such as the accountancy bureau as well as non-official authorities such as the accountants union.

The second category relates to the users, including the external users of financial reports; the goal of accountancy is to provide the necessary information of the numbers of the economic resources. This category is also impacted by the nature of laws that interfere with determining the controls of producing and publishing such information as well as the rate of economic growth.

The third group consists of the people in charge of carrying out the facility's objectives by carrying out various tasks related to setting objectives, creating plans, and monitoring the execution of those plans, which also involves making choices. Through the availability of numerous administrative reports, accountancy compiles and transmits the information necessary to carry out these tasks with ease.

The aforementioned information leads us to the conclusion that it is possible to identify the quantity and format of accounting data by offering a management of information that is willing to give such data. To enable the occupation to subject this information to the criteria of the accounting measurement and disclosure, this management must also be able to identify the appropriate methods for measuring the information. The management and employees' contributions will also be helpful to data users.

To be suitable for decision-makers, accounting information must contain a number of qualitative characteristics, which are listed below:

1- Appropriateness: This refers to the ability of accounting information to influence a decision. For accounting information to be considered appropriate, it must possess the following qualities: (1) It must be predicative; (2) It must be available whenever the decision-maker requires it; and (3) It must allow the decision-maker to confirm the accuracy of earlier predictions.

2- The information can potentially be trusted, which calls for the accounting data to be largely objective. As a result, the decision-maker can rely on this data. These qualities must be present for such information to be trusted: It must accurately depict the phenomenon, be unbiased and corroborated, and be non-selective.

3- The capability of comparing various facilities or time periods.

Based on the information above, we draw the conclusion that accounting helps economic development plans succeed and that this function will manifest itself if the information needed to create, carry out, and monitor the plans is made available. Implementing the development's requirements will be advantageous if the information is accurate and trustworthy.

III. CONCLUSION

Accounting plays a crucial and beneficial part in the success of economic development plans; this role arises from its ability to provide data that helps to distribute resources as effectively as possible and advance development plans. Therefore, the goal of scientific study should be to evaluate the data that the units require and to prepare studies on the degree of compatibility and suitability of the present systems as well as the requirement for developing these systems.The goals of accounting information users are linked to the nature of the accounting information; as a result, when the goals of the accounting information users are not clearly defined, the role and significance of accounting scientific research in developing the accountancy in a way that meets their needs and promotes economic development by issuing and establishing the accountancy's standards and rules is increased.

The development of the accounting systems in emerging countries is linked to the improvement of accountancy in such countries. Thus, the objective of accounting scientific study should be to investigate both the reality of accountancy and the necessary processes for creating accounting systems. As a result, it helps to meet the objectives associated to providing the useful information that aids in economic development.

The growth of the controlling systems, which ensure that the accounting systems development process is successful, goes hand in hand with and strengthens the development of the accounting systems.

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Study on Scope for Financial Planning Analysis

Lale Akanksha Anant
Researcher, BAF Department
Suman Education Society's LN College, Borivali (East), Mumbai, Maharashtra, India

Abstract*: The significance of financial planning analysis is the main topic of this work. A financial plan may refer to an investment strategy that distributes savings to various items or endeavours that are expected to provide income in the future, such as a new company or product line, stock in an existing business, or real estate. A financial plan is, generally speaking, a series of actions or objectives pursued by an individual or organisation with the intention of achieving a final financial goal, such as debt elimination, retirement, etc. This often consists of a budget that manages a person's finances as well as a series of steps for both spending current income and saving for the future. In this study, we looked at how people manage their money and whether or not investors understand the value of financial planning.*

Keywords:. Investment, financial necessity assessments, saving practises, and financial planning

I. INTRODUCTION

The saving habits of recent years have changed dramatically. India saves at a slightly higher rate than other countries do. Savings trends have traditionally concerned physical assets, but this is starting to shift to financial instruments. This trend partly reflects the rising trend of easy accessibility of alternative investment possibilities, but it primarily represents the relentless expansion of the various branch networks of financial institutions into the country's rural areas. Corporate securities are now a part of household savings, and ordinary investors prefer to place their money in the securities market. This is due to the growth of the stock market as well as the meagre returns and interest rates provided by conventional securities. Additionally, the changing savings patterns in the nation have been considerably influenced by the expanding working class income in India.

The following categories essentially describe India's household savings:

- Lower price for physical characteristics
- Savings from home savings or investments in financial instruments
- Savings deposits in banks
- Policies of life insurance
- Provisional money Four pension plans
- Home Liquid Assets
- Deposits in nonbank financial institutions

II. REVIEW OF LITERATURE

Male and female fund managers exhibit different behaviours, which suggests that investors who prefer moderate and stable investment styles should invest in female-managed funds, while investors who are more risk-averse and interested in funds that place more active bets should invest in male-managed funds (Peggy and Dwyer, 2001).

Prior research identified institutional investors' preferred investing strategies, but the research on individual investors' preferences is scarce. The majority of prior research has concentrated on gender variations in personal investment behaviours. A emerging field of research is age-based variations in investment patterns. Previous studies have found that women invest their asset portfolios more cautiously than males do. For a multitude of reasons, including societal and demographic factors, women historically have invested less than males. Nevertheless, considerable variations continue even after taking into account personal traits (Schmidt &Sevak, 2006). Any investment decision must take both risk aversion and financial knowledge into consideration. Although numerous definitions of risk can be found in different sources, generally speaking, the term refers to situations when a decision is made whose consequences depend on the outcomes of future events with known probabilities (Lopes,1987).

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Although personality traits can develop over a lengthy period of time, Dunham (1984) recognises that the process is slow and typically consistent across circumstances. As a result, it is anticipated that these elements will have an impact on how people make decisions. An individual investor can be recognised based on lifestyle characteristics, risk aversion, control orientation, and occupation, claims Barnewall (1987). According to Barnewall (1988), utilising psychographics as the foundation for determining a person's financial services needs gets closer to the reality from the perspective of the client regarding the need to create a marketing campaign.

Statman (1988) discovered that people engage in trading for both rational and irrational reasons. They trade because they think they know something, but in actuality they just create noise and trade because it makes them happy and gives them joy. When trading decisions are lucrative, pride is felt, while regret is felt when they are not.

Barber and Odean (2000) examined the effect of intuitive reasoning on investment preference in order to assess the actual investor experience. Based on their characteristics and attitudes towards secondary market investments, the ET Retail Equity Investor Survey (2004) in the secondary market identified different types of investors. There are differences between active and passive investors in terms of demographics and psychographics, investing traits, and investment behaviour, according to a study of 245 Kuala Lumpur Stock Exchange individual investors from Kuala Lumpur and Petaling Jaya.

There was a significant difference between the four age groups in the level of awareness for KisanVikaspatra (KVP), National Savings Scheme (NSS), and Deposit Scheme for Retired Employees (DSRE), as well as the Overall Score, according to Karthikeyan's (2001) study on Small Investors Perception on Post Office Saving Schemes.

According to the "Urban Saving survey" conducted by the National Council of Applied Economic Research (NCEA) in 1961, families of all ages, educational levels, and vocations thought that saving for the future was advantageous. It has been demonstrated that one of the main reasons people invest for retirement is to be prepared for emergencies. According to the "Survey of Indian Investors" by NCEAR and SEBI from 2000, Safety and Liquidity were the most important aspects to consider while choosing an asset. In this study, we want to identify the factors that affect individual investment choices as well as the disparities between investors' perceptions of the investing process based on gender and age.

IIII. CONCLUSION

The ability to take risks has less of an impact on investment decisions than the willingness to do so.

Lack of information; being misled in the past under the guise of financial planning; thinking that financial planning is just for the wealthy; and delaying starting financial planning until they have the money to do so.Poor advice is relied upon; personal finance management is not prioritised; there are no precise or clear financial goals.

IV. RECOMMANDATIONS

1. To enhance the chance of financial distribution, people must be educated and informed about financial planning. It is best to divide each investor's investment objectives into short-, medium-, and long-term objectives. Depending on the goal and time frame, the proper allocation should be established among various financial instruments.
2. It is advisable to promote SIP-based investments. Regularly making little investments over a long period of time can provide significant riches.
3. Aim to keep your investments simple, and only make investments in plans you fully understand. While keeping things simple, the investor must make sure that their investments are diversified.

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Celebrity Endorsement and Consumer Behaviour: Study from Indian Context

Achari Harsha Madhu
Researcher, BAMMC Department
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *Over time, the prevalence of celebrity endorsements has grown. It is becoming an integral part of the advertising industry, particularly in India. In India, celebrity endorsement has become a multibillion dollar industry. Marketers utilise celebrity endorsements to influence consumers' purchase decisions in order to grow sales and expand market shares. This prompted the author to investigate the influence of celebrity endorsements on customer purchasing behaviour. This article examines the perceptions of Indian consumers towards celebrity endorsements, the celebrity traits most likely to influence consumer buy intentions, and the impact of celebrity endorsements on customers' purchase intentions. The study demonstrates that celebrity endorsements have a favourable effect on customer purchasing intent.*

Keywords:. Celebrity Endorsement

I. INTRODUCTION

In magazines, newspapers, billboards, internet, radio, and television, customers are exposed to hundreds of voices and images on a daily basis. Every brand seeks to steal at least a fraction of a person's time in order to inform him or her of the product's remarkable and unique qualities. The problem for the marketer is to come up with an attention-grabbing hook. Use of celebrity endorsing is a widely used marketing approach for achieving this objective.

People tend to disregard commercials and advertisements while reading publications and newspapers or watching television in the present era. Even so, the glitter of a celebrity is rarely overlooked. Thus, celebrity endorsement in advertising and its effect on the brand as a whole are of enormous importance. In this method, firms recruit celebrities from a specific field to appear in their advertising campaigns. Matching the advertising features and pictures of the product with a celebrity's image tends to encourage a buyer to choose one brand over another. Large sums of money are spent by businesses to associate their brands and themselves with endorsers. These endorsers are viewed as energetic and possessing both attractive and likeable features, and firms seek to transfer these traits to their products through marketing communications. In today's extremely congested environments, celebrities serve not just to capture and sustain attention, but also to achieve excellent recall rates for marketing communications.

Likewise, each product has a picture. The consumer attempts to consume a brand that is the best match for his or her personality/image. The celebrity endorser fits between these two interactions; he attempts to bring the product's image closer to the consumer's expectations by transferring some of the cultural connotations associated with his image to the product. In the paper, we examined the effect of celebrity endorsement on the brand-building process as a whole and attempted to define how to make celebrity endorsement a win-win situation for both the brand and the endorser. A company's most important asset is its brand.

Advertisers generally believe that celebrity and famous personality-delivered brand communication messages produce greater attraction, attention, and memory than non-celebrity-delivered messages. In today's very competitive climate, rapid message dissemination and effect are crucial.A brand should exercise caution when hiring celebrities to ensure the fulfillment of its promise, credibility, and intended effect.Celebrities have also been in demand due to their success in rising above the noise and capturing the consumer's attention and focus. They also succeed in developing a desire in the consumer's mind to obtain the product endorsed by their favorite celebrity.

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II. REVIEW OF LITERATURE

The Indian market is by no means an audience that is simple for advertisers to approach. The country's one billion inhabitants are diverse in terms of their beliefs, ethnicity, states, culture, language, conventions, and values. Other factors, such as the economic disparity in the country, have contributed to the country's division into a significant number of lower and upper middle class individuals and a very tiny middle class population. This reveals a significant discrepancy in purchasing power and decision-making influence, which advertising should consider. As brand-differentiating messages, memory and persuasion have been accorded a significant amount of weight in Indian advertising. (Dixit,2005).

Advertisers frequently utilise a variety of advertising techniques to influence consumer brand choosing behaviour, with celebrity endorsements being one of the most prevalent options. (Alsmadi 2006)

A celebrity is a person who gets widespread public awareness from a certain set of people and uses this popularity to promote a consumer product by appearing in advertising. (McCracken 1989).

They are typically well-known for accomplishments in fields outside than the product they advocate. This is true not only for conventional celebrities such as actors like Shah Rukh Khan, models like Milan Somen, sportsmen like Sachin Tendulkar, and entertainers like Maliaka Arora Khan, but also for less visible groups like businesspeople like the Ambanis or politicians like Rahul Gandhi.(Schlecht 2003).

As Indians have always been in awe of the stars of the silver screen, it is not difficult to understand the rise in the use of celebrities in advertisements, particularly in India. Indeed, some individuals are observed to respect, mimic, and become enamoured with their favourite celebrities, which is why celebrity endorsement is such a popular advertising strategy. (McCutcheon et.al 2013).

2.1 Celebrity versus Non-celebrity endorsement efficacy

The prevalence of celebrity endorsements in marketing campaigns is not coincidental. In comparison to other types of endorsers such as the company management, the average consumer, and the professional expert, research indicates that celebrities are by far the most effective. (Seno & Lukas, 2007)

According to Tom et al. (1992), based on the classical conditioning model, results endorsers were more effective than celebrity endorsers at creating a link to the product. This argument was based on the fact that firms had greater control over generated endorsers and designed these characters to fit the brand and target audience, as well as the fact that these characters were not permitted to promote several brands. The celebrity endorsers, on the other hand, had developed their own personas over time, and the corporation had lost control over them.

In the celebrity-endorsed and non-celebrity-endorsed conditions, there were differences in cognitive reactions, but no statistically significant differences in attitudes toward advertising or desire to purchase the endorsed brand (Mehta 1994).

In contrast, Atkin and Block (1983) and Petty et al. (1983) showed that celebrity endorsers produced more positive attitudes toward advertising and more buy intentions than non-celebrity endorsers.

III. CELEBRITY ENDORSEMENT AS A STRATEGY

Signing up celebrities for endorsements is a tried-and-true tactic that some of the best brands in the world, such as Nike and Pepsi, have successfully employed. Since the 1950s, HLL has also utilised Hindi film stars to promote their beauty soap Lux in India. Vimal, Thums Up, Gwalior, and Dinesh are further products that utilised celebrity endorsements in the early days of mass advertising.

Marketers feel that celebrity endorsements have multiple benefits, the most important of which are establishing credibility, encouraging trust, and attracting attention, all of which can result in increased brand sales. So how does one determine whether or not to include a celebrity in an advertisement? This should ideally be governed by the communication concept. MG Executive Director of FCB UlkaParmeswaran states, "As advertising specialists, we promote the use of celebrity endorsements when the situation warrants it." There are numerous instances in which the usage of a celebrity is required to break through category congestion. Occasionally, celebrity endorsement is utilised to enhance the legitimacy of a brand's offering.

Most analysts agree that using celebrity endorsements strategically can be an effective marketing tactic. According to Mohammed Khan, Chairman of Enterprise Nexus, "using a celebrity on their own is not a terrible concept if done correctly." And there are several examples of both positive and negative celebrity usage.

Some businesses, such as Parker Pens and ICICI Home Loans, have used Amitabh Bachchan's Big B image exceptionally well, but others have failed to do so. We employed sportsmen like Rahul Dravid for Castrol in an effort to stand out from the crowd and impart a sense of dependability on the brand, according to Parmeswaran. However, there are some who put little faith in celebrity endorsements. Adrian Mendonza, Executive Vice President and Creative Director of Rediffusion DY&R, does not promote celebrity endorsements because he believes that for a company to be truly successful, it must have its own distinct identity. It should preferably not attempt to acquire success by riding on the fame of a celebrity.

IV. CELEBRITY ENDORSEMENTS: KEY TO MARKETING SUCCESS

People may or may not believe you when you claim that a product or service can assist them. After all, selling your services is in your best interest. However, when celebrities claim that a product or service has helped them and can help others, people prefer to listen and believe them. After all, the majority of individuals believe "he wouldn't say it if it weren't true."

Melissa St. James, a doctorate fellow and marketing instructor at The George Washington University, researched the influence of celebrity endorsements and found, "Studies demonstrate that incorporating celebrities can raise consumers' awareness of the ad, catch [their] attention, and make advertising more memorable."

V. EFFECT OF CELEBRITY BRANDING ON CONSUMERS

It is common knowledge that the most effective endorsements strike a balance between the product (brand) and the celebrity. Giving a brand a 'face' is more than a marketing technique to generate sales or acquire market share; it is a decision that has the potential to alter the brand's future for all time.

Consequently, the choice of the celebrity is of the utmost importance and is typically based on a variety of characteristics, including attractiveness, appearance, popularity, or even a fictional figure to endorse a business.

In today's extremely competitive markets, major brands are in direct competition when it comes to products, each offering a product that is comparable to that of a rival. Where does a brand obtain its competitive edge - through advertising, service, or a promise of trust? Advertising appears to be the ideal platform for firms to compete on, from employing the best advertising agencies to recruiting the most prominent celebrities. What then would the formula for success be? Well, a strong creative agency, a sizable promotional budget, and a famous celebrity endorsing your brand would give a brand management team a sense of confidence, success, and victory over a competitor's brand. This technique has gained pace over the past decade or so, as seen by the significance of a celebrity-brand match and their diverse responsibilities as brand associates.

India is a country where people are star-struck by film stars, cricketers, politicians, and even criminals. Why? Populations of 1 billion and ticking, ordinary people need something or someone to look up to. A sense of security, admiration, comfort, familiarity, and, most importantly, someone they secretly strive to be. A savvy marketer capitalises on this celebrity appeal and successfully completes his work by providing the brands with profit, market share, and even brand memory. However, how much star power is excessive? A six-year-old asked her mother, "Does Amitabh actually use Tide?" Her mother chuckles and replies, "Absolutely not; it's a gimmick." How does this affect the brand?

Now, despite the potential benefits of celebrity endorsements, they increase a marketer's risk and should be handled with the utmost care and skill. A brand should exercise caution when utilising celebrities to verify the veracity of its claims and the achievement of its intended effect. The endorsement of a celebrity cannot ensure success. The celebrity endorsement approach must be coordinated with the features of the target market and the other components of the marketing mix, including product design, branding, packaging, and pricing. Additionally, the celebrity's message delivery must be crystal clear and focused. This can be accomplished through connecting the spirit of the brand with the product or by using a celebrity, as this assures that people will notice and hopefully remember what the brand is saying.

To better understand how celebrity endorsements improve sales and affect brands over time, it is essential to consider the consumer's social and cultural context. Celebrities are typically an excellent illustration of a reference group appeal. This is especially advantageous for a marketer and brand that can capitalise on the star's success and thereby promote their brand. Therefore, individuals who idolise their superstars have a predisposed love for the business their idols advocate. As time passes, people assume that adopting the brand that their celebrity endorses makes them more like the celebrity. There are four uses for celebrities: testimonial, endorsement, actor, and spokesman.

VI. CONCLUSION

People in India prefer to live in their dreams. They venerate celebrities. This may include cricket players like as Sachin Tendulkar and Mahendra Singh Dhoni or film stars such as Shah Rukh Khan and John Ebrahim. They see them as divine. Marketers use this preposition to impact whether their target clients are current or prospective.For this, they employ these superstars and pay them astronomical sums of money. They feel that by doing so, their items will be associated with their target consumers. The term for this is celebrity endorsement.

Now, despite the potential benefits of celebrity endorsements, they exponentially increase a marketer's risk and should be handled with great care and skill. A brand should exercise caution when utilising celebrities to verify the veracity of its claims and the achievement of its intended effect. The increasing prominence of mythical characters as celebrities and their influence over the target segments are enough evidence of the public yearning for role models. As celebrities transition from a purely commercial presence to endorsements of public welfare messages, a whole new dimension is added to this process, allowing us to gain a comprehensive understanding of the influence celebrities have on all spheres and segments through their well-acquainted endorsements.

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Emerging Role of a Journalist in Trending Era of Social Media

Danavale Divya Sanjay
Researcher, BAMMC Department
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *Numerous studies have talked about the effects of the increased usage of social media on journalism and various roles within the field. Contemporary study, however, does not offer any noteworthy qualitative research on the perception of journalist involvement with social media. The current study focuses on the views of Jordanian journalists on how social media has impacted their career and position in the media. A number of interviews are performed to gain insight into how journalists understand their relationship with readers. This research looks into the use of social media by journalists, audience involvement, and the emergence of tailored journalism. Contrasting opinions are presented by the inquiry. With some participants stating that social media has helped them grow in their professions, and others considering it to be an interference with their professional duty, a result verifies the significant influence of social media on profession.*

Keywords:. Contemporary, Jordanian journalists, Contrasting opinions, professional

I. INTRODUCTION

Every person may come into contact with the news at some time in their lives, and it may be viewed as a source of information (Hughes, 1981). (Barker, 2012). Our progenitors used words and gestures as communication tools in the past, creating what is known as an imagination-inspiring communication system (Jablona et al, 2012). These might be viewed as the foundation for the way news is broadcast now. Although traditional methods are still used to transmit news and information, there has been a major improvement in the way news is presented throughout time. In fact, the development of communication methods is a result of technological innovation.

In the past, people's and society's perceptions of the value of journalism were bolstered by leveraging their position of authority and status: "share a feeling of mission with thousands of other journalists that I have only seen in two other fields. Teaching is one of them, while ministry is the other " . However, journalists must deal with some infringement on their status and influence, which might result in a big shift in their job.

Due to the growing social media, which has disrupted twentieth-century standards, the news industry has seen an irreversible and drastic upheaval in recent years. The internet, which enables individuals all over the world to stay connected, is largely responsible for the increased level of interest and effectiveness in social media. Similar to how in the news industry, readers, broadcasters, and journalists are now much closer to one another thanks to the internet and feel more at ease working together.

The audience's viewpoints, those of editors, media professors, newspaper managers, and others have been emphasised in previous research on social media and the news industry (Deuze, 2003; Chung, 2007; Hermida& Thurman, 2008; Domingo, 2007; Robinson, 2010). However, few research have focused on the traditional news sources' opinions and perceptions on social media. The present study focuses on the journalist's perceptions on how social media has impacted their career and their position in journalism.

This study aims to investigate how journalists see and feel about how social media affects their line of work. This study also offers insight into how changes in social media alter readers' perceptions of news as compared to earlier decades. Since journalists are active contributors and may need to adapt to the new changes, their opinion of how social media affects their career is therefore very important. The study might also be used to chronicle how social media has developed recently, what it means for journalists and for the future of the profession. Participants in the interview process must comprise both respondents and informants, and the type of answer might be based on facts or views, respectively.

The influence of social media on news transmission was highlighted in the recent research. The influence of social media on the evolution of the news transmission process and its implications for the theory underlying news culture are also covered. In addition, does the growth of social media actually alter how we think about news in comparison to earlier ideas? Are these remarks from fresh contributors a new form of news?

Communication flow within journalism:

Habermas (1989) attacked media communication patterns as being one-sided since they fail to take reader meanings into account. Numerous more studies that focus on citizens' rights to political intervention and discontent expression draw attention to the same issue. The civic journalism movement started in the 1990s, and it firmly advocated that readers' opinions on particular areas of interest be taken into account (Rosen, 1992; Merritt, 1998). Today, civic journalism is translated into an online community of participatory journalism, which actively encourages two-way engagement between the public and the media (Bowman & Willis, 2003).

News credibility is a current issue that has emerged as a result of journalism's internet participation. After practically all newspapers adopted web-based or online journalism, reader interaction inevitably emerged from the media sector. The promotion of new media channels puts the conventional one-way communication under pressure. In contemporary journalism, audiences are welcome to offer tailored comments to influential authors and actively engage in the newsgathering process.

The web-based journalism chooses between interaction, selectivity, and speed. Links and newsletters let readers select the topics that are most interesting to them. This gives readers and newspapers a continuous forum where they may interact and offer commentary on the relevant stories. As a result, it marks the beginning of customised journalism. In the recent years, conventional journalism has moved in the direction of contemporary media, and the concept of collaborative news has clearly risen. The internet has shortened the gap between professional and novice journalists since they are collaborating to deliver the most accurate news in the shortest amount of time.

According to Deuze et al. (2007), news is released on a variety of platforms and readers are given access to a more developed public realm in contemporary journalism with interactive relationships. According to Deuze et al. (2007), the organisation initiated the interactive contact between the audience and journalists, which they refer to as participatory journalism. The conventional notions of gatekeeping and professional identity in journalism have also been examined by the two-way communication (Chung, 2007).

According to research by Zvi Reich, the foundation for new citizen-led media is the incorporation of civic engagement in traditional media. Due to these developments, journalism is going through a reformation period where established media authority may be disregarded or weakened (Reich, 2008).

The impact of social media on journalism:

Steensen (2011) asserts that social media and the internet have only helped by quickly disseminating news from many sources. News that was once limited to a small number of stories, hourly broadcasts, and morning newspapers is now accessible with only one mouse click. The level of engagement has only helped by making it easier for producers and audiences to acquire information and by developing connections with the sources of news. Gunter (2003) came to the conclusion that the freedom of the audience to pick what they want to read and when they want to engage in the creation of news is tied to the investigative function.

The top-down, conventional communication approach does not work well with readers in online environments. By omitting the role of journalists, the material is directly delivered from the source on web platforms. Thus, the mediating function of journalists between the audience and the outside world has been eliminated in modern professional journalism (Gunter, 2003: 171). Newspapers can also use the current communication. Online newspaper readers may take part by offering commentary on the news and can communicate directly through blogs, chat rooms, and texting (Bowman & Willis, 2003). The shift in communication necessitates a change in the way journalists view their position and typical workdays. The traditional responsibilities of a journalist, which included gathering data, responding to reader input, and publicising their work, have undergone a considerable change.

Social media has several positive and negative consequences on journalism .Steensen contends that technology has changed journalism to the point where the only distinction between news reporters and journalists in the view of the general public is their job. Therefore, a journalist's identity is becoming increasingly important to his or her success.
The rise in internet usage and availability of user-generated content (UGC) online both have an impact on online journalism. Several studies have sought to quantify and assess the various contributions made by readers on the web pages and chat platforms of the newspapers with regard to journalism practises and UGC. Hermida and Thurman (2008) reported in "A collision of cultures" that reader engagement and comments in the news-generation process had risen exponentially.
The Internet in this new media culture "allows that] the public is no longer a passive consumer of information, but an active participant in the development of the media landscape," according to Paul Saffo (Hermida& Thurman 2008). When used in relation to news, it demonstrates how messages can be spread to a broad audience utilising various social media platforms online and how real-time updates from both the public and the journalists can be followed. In the case of the London bombings, for instance, social networking sites shared material with the BBC, which "received 22,000 emails and text messages, 300 photographs, and numerous video sequences on the day of the assaults" (Hermida& Thurman 2008). This serves as a fantastic illustration of how online platforms aid in the global dissemination of news and information. Furthermore, according to Douglas (2006), this was the first instance of its sort in which user-generated content from an online platform was deemed to be more noteworthy than expert content. Later, it became clear that the news site might employ information sent by users during regular news periods or at the time of specific events.

II. METHOD

The greatest method for obtaining interpretative and theoretical information from a source about their experiences and behaviour is qualitative research (Brennen, 2012). The goal of this study is to better understand the effects of the emergence of social media on journalists, the industry as a whole, and the effects that two-way communication structures have on viewers, broadcasters, and the news. To get the streamlined outcomes, the research used both theoretical and practical methodologies. Although there are various ways to examine the process, the mixed technique used in this study is a challenge to collect data by interviewing as many individuals as possible. Journalists from the Jordanian media sector are among the participants in this study. The reported difficulty in recruiting participants has led to the use of in-person and email interviews with frequent follow-ups. Additionally, researchers conducted ongoing reviews of pertinent literature.
In order to gather information, interviews were performed with the organisations and people who were interested and accessible throughout the research period. The responders that showed up for the interviews were of all sexes, ages, and backgrounds in journalism. Although involving the participants was a difficult process, the data from nine people was sufficient for a thorough investigation.
The selected strategy imposes several restrictions on the validity of the present study, including: the selection of the respondent, the small number of respondents, the use of a qualitative approach, and the likelihood of subjectivity in debate on particular subjects. Consequently, it is challenging to resolve these methodological problems in any research with a validity aim.

III. RESULTS

The data is presented in the current section. An extensive analysis of the outcomes is given in the next section. Four of the nine interviews performed throughout the research period were face-to-face, while the other five were conducted by email. Few of the interviewees are affiliated with bigger organisations, thus their personalities differ, and they may be divided into writing for regional and national publishers. The information was obtained, recorded, and coded into the parts that follow, with quotes included into the text to support the conclusions.

3.1 Communication flow in Journalism:

The majority of participants firmly believe that journalism involves two-way communication and that readers and journalists engage in some degree of engagement. One candidate stated that the extent of reader interaction in the early days of the internet, before social media, was unexpected since "people were phoning, writing letters, and coming to the office. You should pay attention to them. Others agree, saying that "journalism is by definition, meant to enlighten the public," adding that "It's two-way communication since it has to be depending on what the readers are interested in". When interacting with the general public, the comments and responses are just as crucial as the message itself. Few participants, nonetheless, disagree with the aforementioned opinions. They said that the evolution of social media's role has transformed the nature of communication in journalism. "The audience's response is crucial because it creates fresh content that has to be linked to the article itself".

The simplicity of connecting with journalists through new platforms has helped to foster two-way communication. According to this statement, "journalism was a one-way communication in the past, but with the new technology and by shifting towards the online environment it has become a two-way communication, because people can easily tell their opinion regarding anything in the media," it has probably changed. Today, journalists are considerably easier to get in touch with since they don't hold onto their emails or Twitters. You may respond directly with them if you disagree with anything they say.

The public's response isn't really a big deal in journalistic types of communication, according to the one participant who advocates one-way communication and claims that journalists create the public agendas.

3.2 Social Media use within journalism:

In the following inquiries, the researcher looks at the participants' usage of social media at work and at how they are connected. This has to do with both how the journalist's job has changed and how they actually utilise social media at work.

When asked about their usage of social media, the participants gave overwhelmingly favourable answers that may be grouped into the following categories. First off, as was already said, social media is a major source for generating content. According to one participant who criticised Twitter for being unreliable, "people are like sheep," it may have a bad impact. They all only repost what they see or read on Twitter.

Social media may be utilised as a powerful tool to communicate with peers, however certain platforms seem to make this simpler than others. However, Twitter has also made it possible to develop professional relationships; "I've made a few pals purely through Twitter". The benefits of using social media to link individuals with other communities are numerous, as will be outlined below.

The interviewees claimed that one of social media's main goals is knowledge exchange. "I view it more as exchanging links and articles, not that personal stuff," "I use them to seek up trending things or check further information about a happening," "I use them to look up trending things or check additional information about a happening,"

Furthermore, journalists use social media as a marketing tool to promote their own content ("I'm glad when my work is shared, because it means that what I wrote there is a high quality writing and it interested more people"), periodicals ("I use social media to promote my publication's fan page"), or to direct viewers to their external websites ("it's also an important channel to draw traffic to the site").

The identity of a journalist is frequently in conflict because there is ambiguity about how to strike a balance between a different identity that emerges via personal or private connection and the professional identity on social media. Some participants, meanwhile, believe that their identities are preserved and that their online actions have little bearing on their professional roles: "On my personal social media sites, I do not feel constrained. Although I am conscious that I support my publication as well, I do not entirely agree with it. Others, on the other hand, are conscious of their professional identities and their capacity to project their work through social media: "I constantly recall that I'm a public person writing under my own name. Regardless of whether I write for the newspaper's printed or online edition. I never allow the quality to be bad since I sign my name to the articles"

The majority of participants, however, believe that both identities have been combined through internet platforms. "I'm careful online, offline, and any manner," the respondent said. "You have to be very clear if you publish on an internet profile where you are viewed as a public person or as a normal individual with own views". Retweeting some things that could appear amusing could have a professional consequence. It could also result in the promotion of subjects or restricting the conversation, which is often done in private. Another participant noted that journalists' behaviour is

observed by their managers, adding, "My employer may verify what I'm saying and I'd get in trouble. In a way, I represent the brand while I'm on Twitter since I have my handle there indicating where I work, so I have to be careful.
Additionally, the interviewees agreed that business pressured them to utilise social media. One's publishing can directly apply this pressure. There is a kind of peer pressure because other publications use it to promote their own content and if one does not use it, he gets a certain degree of handicap in the matter of reaching out to one's public. "Our bosses expect us to follow what happens on social media platforms," or to keep up with peers and competitors. In addition, the participants said that not using social media would negatively impact their work, saying things like, "I'd feel very cut off if we didn't have it" and "it is essential we use social media within journalism, otherwise it would be completely out of date - which would be absolutely incongruent with its underlying purpose."

3.3 Journalist’s work preferences:

This section discusses issues pertaining to journalists and how social media has affected their preferences for various tactics and elements as well as how they have had to rethink it at work.
Sources:
"Writing in front of a screen, on the phone, or while browsing Google Maps without making any face-to-face connections is a disaster. When an article is based on this, it is obvious.”
Four ways for gathering sources were identified during the study, as revealed in the interview. Witnesses and informants are the most useful sources of information, and direct contact with them is the greatest strategy; "informers are always the best." You need to leave your workplace, put the computer away, walk the streets, and enter the city.
Some respondents noted that it was hazardous to use other material without citing the author or source
reference is frequently used to get ideas for research. "Many journalists will paraphrase what they've read" which is a bit dangerous, in other publications and regard them as gospel. Additionally, official information is verify information, frequently through official publications.
Last but not least, some participants claim that social media is now a source and occasionally utilised as a tool to find sources for important news or topics by "using trending hashtags, examining what business executives, politicians, and other people are posting about and debating." Some believe that "articles have been born of discussions on twitter.

3.4 Comments

It's beneficial because it encourages discussion. Many of the topics you're writing about are influenced by opinions, therefore you want to learn what people believe. If you receive nothing, your writing is probably not very good.
The questioner's attitude toward comments made on their publications and in general articles was the subject of the following inquiry. Three categories emerge from the participant's responses:
It has become simpler to communicate with readers thanks to social media, according to those who consented to receive reader feedback on their work. "It's an interaction with your readers, it's important to know what they think. There is probably more interaction now that you can simply tweet someone and say, "How dare you, I agree, I disagree, I have information on your story," "It's very important to know what our readers expect from us, whether they would agree or wouldn't agree," and "It's interesting how comments can become part of the news, it could almost be a dinner discussion of informed individuals." For those who choose not to leave comments on their posts, reader comments can often be useful in validating the news. According to one participant, "even if they wouldn't comment but they read the comments they would make sense that it's a reliable source, that people are discussing and making sense of the situation."
The majority of public comments, according to several respondents, "are merely insults to the journalist or to the manner he wrote the story, erroneous facts or invalid allegations." Feedback is always appreciated, but useful remarks are especially desired, they said. While I don't hate criticism, I like it to be supported by solid justification. If not, I'm not grateful for it. The major concern with comments is that there is a significant likelihood of trolling and hostility; "we have many issues with it on the internet. It used to cost us thousands of pounds a year to hire moderators to stop it. Trolling and provocations are a major issue. It's an occurrence.
People have the freedom to express themselves, but it can't be against the law. I don't want to permit anyone to commandeer a comment section and use it as a vehicle for misinformation. All significant news websites have had trouble with it. If there isn't a genuine dialogue, which is why they are there, it loses its function.

"Even though I vehemently object to criticism, I am entirely at ease with it. My first response is to dismiss them if they are utterly irrelevant since they are nothing more than a teenage offence that shouldn't be taken too seriously. It follows that trolling is never an appropriate reaction. If those remarks are wholly irrelevant to my stance, I just disregard them. Not only is trolling completely simplistic, but it also labels the person who is doing it as a small speaker with no persuasive skills.

3.5 Social Media's effect on Journalism:

The internet is one of the greatest instruments available in the modern era of technology for disseminating the most recent news. It became a big issue as a result of the presentation of the most significant and intriguing news in written and visual form. There are a number of arguments in favour of the growth of social media, particularly in the field of journalism, according to the writers. These result in the development of the fundamental journalistic abilities, the expansion and growth of the audience, and ultimately the formation of news outlets.

But all of the research questions are the main emphasis of this phase of the study. The first concept that surfaced from in-depth interviews is that social media forces news stations to embrace it in order to appeal to their younger readers and take advantage of online branding potential. Nowadays, social media is mostly implemented to promote online content on publication websites and increase page views.

There is more pressure to come out first thanks to the delicate rivalry that social media has brought about. That alters the way you operate. "Be the first to present the hot news on a platter, otherwise it turns cold and no one will be interested anymore," should be the first two sentences of any piece that we think could be read.

The respondents claimed that the most significant feature of social media impacting journalists is their technical literacy. The pace at which information may reach the general public and journalists alike is increasing, and the journalist is now increasingly concerned with both sides of the equation: how to break the news first and how to reach an audience. Everything is now moving quickly. Therefore, developing these abilities is crucial for a journalist if they want to increase their relevance in the field. Furthermore, one participant assessed that it is expected that you "have to be able to advertise oneself like a commodity to a certain level" and that you "had to be literate in social media". "Interns are so sophisticated with social media because they've grown up with it and are far better than I will ever be," an employee said of the firm's social media culture. Because they've grown up with technology, it's simple for them to think, "Let's create a small movie about this or put something out on Facebook." They don't only think linearly; they may think in many other ways.

According to the third research question, every interviewee was talking more about the intensification of citizen journalism, and the majority of them were focusing on its advantages as a method of journalism, saying things like, "Everything can be eyewitness news, that's what you want if you write about a story". Reports from the ground" , "I think that with the development of social media, anyone can bring some news material online and create an almost decent news material" (P6), and "everyone has the potential to be a journalist today, with the condition to be in the right place at the right time". No journalist can simultaneously be everywhere. Others, however, focused more on what they saw to be its shortcomings: "self-emerging news, anything for free, and unconfirmed news? "News can be conveyed without them, for example as a chain of shares on Facebook started by an ordinary user, but it cannot escape the nuance of gossip, not to mention that denaturing of facts is almost unavoidable in this case". "If you get something for free you can't complain about its quality."

The emergence of social media as a classifier of news and a news source has a profound impact on the authority of the audience. They are more free to choose what they read because "people should be able to choose what they read about [even though] there may be things that they overlook," they are also more likely to offer constructive criticism and have the freedom to use trending hashtags to challenge the news and have equal access to it. To the point where "readers may become producers [particularly] when the established media isn't doing its job like in the Arabic spring or in Turkey," this has developed to such an extent. Twitter and Facebook are platforms that have given the audience such total control because "news from a newspaper to its public travels far slower than that which is delivered by simple users."

It had been determined that the interviewee's intrinsic journalistic duty had not changed. But it is true that social media is only another technique used to discredit qualified, experienced journalists.

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IV. DISCUSSION

The helpful data gathered from the data gathering has encouraged a number of fascinating debate areas. In order to address the emergence of social media and its substantial consequences on journalism via the journalist's eyes, this discussion will present essential variables to examine the study issues. The link between theory and communication models will be examined in order to understand the ramifications of this and how it fits into communication as a whole. Pay close attention to the communication flow that relates to it in particular. The fact that journalists have their own perceived objectives, models, and preferences surrounding the concepts should also be taken into consideration during analysis. Additionally, it is discussed independently in light of stances impacted by conventional and social media.

4.1 Communication flow in journalism

Journalism as a form of communication is quite natural. Simply put, we may characterise it as a communicational exchange between the audience and the journalist who sent the message. However, the reader's need to have influence over the journalist's message is not met by this basic example of one-way communication. Additionally, readers can recreate the transmission of the massage according to their own viewpoint. Through this procedure, the audience's communication process and the sender's receipt of information or feedback will change.

The majority of participants thought that journalism involved two-way connection with readers. The public's response to news might be used to gauge or interpret its engagement. Direct remarks or other types of interpersonal communication provided through internet platforms, mail, telephone, mobile texts, or in-person encounters would be capitalised. Additionally, a few interviewees saw a change in the communication patterns. They made the argument that traditional journalism relied solely on one-way communication. However, modern citizen journalism holds two-way communication flow since the last two decades.

By bridging the gap in communication between sender and receiver, this new method of collaborative work between the journalist and the reader is creating a two-way natural conversation. It has created a brand-new, intricate method for disseminating news (Deuze et al, 2007). Since readers may now actively engage in the transmission of messages thanks to contemporary technology, the focus of journalism has switched from the person who delivers the information to the reader. Additionally, the audience's direct input is more important, even if they can provide criticism in real time. This dynamic shift in communication demonstrates the functioning of online publications across platforms and the development of an interactive interaction between journalists and their audience (Deuze et al, 2007)

4.2 Social Media use within journalism:

Using social media

For the journalist, social media has shown to be a fresh, dynamic tool with the largest network for news gathering. According to those who participated in the interviews, social media is not just a tool for building relationships with stakeholders; it also serves as a complete system for knowledge exchange and the creation of specialised societies through the dissemination of information. The majority of respondents emphasised this as a crucial function of social media. Social media may be used as a marketing tool. They underlined notably the possibilities for personal branding on new media platforms like Twitter and Facebook. This new social media trend encourages users to establish their identities by providing important information on personal blogs or Facebook or Twitter accounts, and to position themselves as independent journalists working in the media industry.

Social media's prominence in our lives is amplified by our continued usage of it. Since the majority of the respondents are frequent users of social media, they have a direct line of communication with their target market. Additionally, social media provides a wealth of news and diverse tales, all of which are easily accessed with a single click. This is therefore a specific type of broadcasting since it exhibits these qualities.

The social media, however, completely altered the dynamics of the conventional journalist by enabling anybody to express their knowledge or viewpoints via a worldwide sharing system. Some academics believe it to be the downfall of journalism.

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Social Media Identity:

The journalist's online profile combines both personal and professional aspects. Given the tremendous degree of sharing on social media, it is actually hard to protect one's identity, especially for those who work on media platforms on a regular basis. The journalists who were questioned described their professional selves as a fusion of their personal and professional selves. They said that their professional and personal views, habits, and beliefs overlap. This synthesis phenomena may be attributed to the daily, focused use of social media, which includes the sharing of opinions, experiences, and information as well as the formation of particular social communities with the assistance of family and friends.

But that doesn't mean that one's professional identity is any less important or relevant. In actuality, they promote and raise awareness of ethics and professionalism anytime they post or remark on social media. Journalist that grows up via this activity must acquire professional ideals in order to thrive in the industry as a news spokesperson.

From the perspective of the respondent, it is also very challenging for a journalist to maintain a balance between their professional and personal identities. Personal and professional identities are increasingly merging on the social networking site. Social media, on the other hand, offers a wonderful canvas for creating or promoting any virtual persona.

Social media pressure:

Some interviewees emphasised that the writing style, language of content, size of article, and construction of article are adapted features of journalism and are altered according to the communication platforms in the context of comparing traditional methods of news transmission with new advanced technological broadcasting. They also emphasised how everyone is under societal pressure to utilise social media because of the quick shift in our social behaviour. Therefore, journalists are concerned that some individuals may be reluctant to adjust to the new media material.

Journalist's preferences:

Sources

Every interviewee has a different taste for a variety of sources, sometimes known as new media in the context of journalism. They identified Twitter, Facebook, other publications, online reports, information from websites of reputable schools, information from a personal facilitator, or information from witnesses as their preferred sources of information.

Traditional journalism has been significantly altered by the current communication dynamic. The previous informational chain is no longer operational, and journalists are no longer the intermediaries between the audience and themselves. The internet is important for both public and news providers. They can interact immediately thanks to modern technology, which eliminates the need for a journalist to act as a middleman (Chung, 2007). Some professional journalists, however, continue to trust sources that are supported by well-known public or political institutions and that show a convincing level of authority. These top source journalists completely based their research methodology on government information. They reject conventional methods for gathering information by verifying and searching for it.

In addition, as opposed to traditional news sources, citizen-based journalism introduced a citizen-based news source. Literature emphasised that the information source should change depending on the kind of news a journalist is presenting. He will utilise conventional sources for political and economic news, but he has a wide range of internet and offline sources for entertainment news.

Journalists may more easily acquire information and witnesses thanks to social media. The material is simple for journalists to evaluate and identify potential article ideas. The main problem with social media is the ambiguity of the potential narrative sources. Social media does have the potential to simultaneously reach several sources, though. Many interviewees claimed that social media is an effective way to communicate with a variety of professionals, including religious authorities, politicians, artists, and football analysts.

Comments:

The degree to which journalists are interested in reader feedback varies, as has been seen. While some like casual talks, others will only accept precise, helpful criticism. However, the majority of responders valued helpful criticism and

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stimulating discussions. While negative remarks are sometimes seen favourably in terms of news interaction on internet platforms. As a result, some respondents found it to be useful. Indicators of newsworthiness and standards for viewership are often reader comments. The majority of journalists ask for the opportunity to connect freely with their audience. On the other hand, the audience's involvement might be perceived as a disturbance of the journalist's established persona.

Additionally, the idea of reader interaction is focused on reader-generated material in connection to the dissemination of news. For the purpose of analysing this problem, we define interactivity as the capability of altering or transforming the content of a message by adding or deleting any portions of it or by replacing any existing material as a member of the audience (Robinson, 2010). The conventional perspective of journalism is now in jeopardy because of these real-time dialogues between readers and journalists.

Social Media's effect on journalism:

The majority of the respondents emphasised the pre-social media era and the current social media age in order to examine the impact of social media on journalism. One of the responses provided an incredible model with variables for news and source availability as well as message kind to help people comprehend the differences between these two eras. The availability of social media makes sources and news more approachable for both the audience and the journalist. However, the message quality is poor. Additionally, this low degree of interpersonal connection when learning information, the adoption of a new writing style owing to the competitive haste to report, and the low identity of the job all contribute to the cheap quality of the massage.

On the other hand, social media has altered the landscape of this business. The standards of traditional journalism have been significantly altered by social media. It is creating a new generation of young people and giving readers the freedom to transcend conventional boundaries.

The professional identity of a journalist is seen to undergo a transitory transformation as a result of the changes social media has brought about in the news sector. Social media diminishes the distinctive status that a conventional news broadcaster formerly enjoyed. This particular kind of media effectively equips the audience so that they may engage in active participation, play a significant role as a source of information, and produce news or reports at various stages.

Due to social media, the public has abandoned conventional journalism. It builds a body of knowledge and empowers readers to publish original stuff outside of their conventionally defined boundaries. With its capacity to provide users with unlimited access to the information stream, social media has the potential to threaten well-established, conventional industries like journalism. Traditional journalism, however, continued to emphasise the importance or calibre of the journalistic message. Additionally, one of the effects of social media transactions is quality deterioration.

The respondents' responses served as the foundation for this particular study. The participants are of the opinion that the actual strength of social media that comes with the growth of collaborative platforms is the audience voices. Since these platforms permit real-time input, citizen journalism has grown on them. The internet plays a key part in uniting people as well as enhancing their capacity to stay linked to information.

The Steensen made a crucial point when he drew interactivity as the new features of online journalism (Steensen, 2011). The general public's involvement in news gathering or the gathering of important news items, which mainstream journalists distribute on internet platforms, led to the emergence of a significant controversy.

This increase in social media traffic creates a chance to launch business ventures, such as advertising new items or focusing on potential clients (Bruns, 2007). The growth of social media has also benefited journalism's communicational stream. Traditional media still employs the top-down approach, but it has evolved into a decentralised method of information transmission. The audience now has greater power over the communication process, which also actively contributes to the news-feeding experience (Chung, 2008).

Social media serves as a centralised platform for information collection, but when used improperly by professionals, it may significantly stifle communication. One of the most crucial aspects of internet media is the availability of networking options, which allow us to create communities and exchange knowledge. Additionally, social media has eliminated all physical, religious, and ethnic barriers and has created a virtual world where everyone has an equal chance of interacting.

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Similarly, journalists like the convenience of social media and make use of this online community, where each member is reachable with just one click, to gather useful data and organise trustworthy news sources. The ability to participate in discussions and arguments that are taking place in real time is the most engrossing feature of this online world. In actuality, social media is all about interacting with people, forming connections with them, and looking for those who are interested in the same values and viewpoints as you (Grensing-Pophal, 2010).

Based on the information gleaned from the interviews, it is clear that every research topic has been amply addressed. During the interview, participants certainly acknowledged a variety of ways that social media has altered their roles. Due to social media, it is now much easier to obtain necessary sources. Every piece of information can be found online with only a few clicks, and there are several reports accessible for institutional reporting.

Maintaining contact with a source is crucial for a journalist since it allows the audience of the story or report to stay in touch with the author by leaving comments and sending personal messages with favourable, critical, or negative feedback. If the citizen journalist continues to have an impact on the news scene, it will change perceptions of their suitability as a traditional journalist. The majority of respondents said that while they could see this as having some validity, their own professional backgrounds and experiences set them distinct from citizen journalists. The fact that news websites provide additional mechanisms for author involvement is also quite intriguing and turns out to be an ongoing process.

VI. CONCLUSION

The data gathered from the journalists is studied, and the results show and confirm the idea that social media has a persistently significant impact on journalism. It has been noted that a journalist has moved away from the conventional news reporter position due to constant connection with readers and possible sources. The paradigm of conventional journalism has completely altered as a result of the fact that current period belongs to social media. In the social media era, it must now perform a completely different function. The roles and tasks have completely altered. Because social media is dynamic, they now need to build strong networks, chase stories more swiftly, understand the article sharing trend, and sustain connection with their viewers. They also need to accomplish all of this in real-time.

In online social media, it has been noted that citizen journalists have grown in power and impact. News is disseminated via social media, and no one can predict what the future may hold for journalists and their publications. Social media has greatly increased the audience's power since it no longer just concerns the audience's ability to provide comments, but also their ability to disseminate news. The local news market has already been impacted by these internet journalism phenomena; the majority of small publishers are unable to keep publishing. Similar to how huge publishing firms are threatened, it's likely that they may disappear or will only be available online. Given the current situation, it is extremely likely that conventional journalism's function will soon be replaced by social media writing.

The quantity of interviews included in this particular study is sufficient to confirm the findings. Additionally, it would be preferable to get information from multiple highly regarded journalists or diverse journalistic demographics. However, it is also true and a truth that, regrettably, journalists have a very busy work, making it very difficult for them to find much time for such requests given the current situation. From this point forward, it could be challenging to undertake this kind of inquiry without a solid substance.

The business has been seen to be progressively veering away from conventional forms of journalism. As the younger generation of journalists enters the field, they will be better able to take use of social media opportunities and expand their perspectives and markets. As it is difficult to halt this new social media revolution, those who continue to adhere to old parts of the industry will receive nothing from it and will soon be eliminated.

Proposals for future research:

Future research has additional avenues to explore thanks to this work. According to the research, young journalists who are more computer savvy and who spend more time on social media in both their personal and professional lives have a more tolerant attitude toward social media journalism. Even though this was beyond the scope of this particular study, it has been noted that the time spent on social media has a substantial impact on journalism. An extensive social media analysis might improve this parameter.

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Engaging the audience in the investigation of this issue with journalists should be another area of weakness that is addressed. In fact, this study specifically inquires about audience responses to news articles shared on social media. Future updates might provide information on how the audience feels about this exchange with the news author. The opposing perspectives on this new dynamic journalism would add to the literature.

The interviewees also contributed recommendations for the future and suggested new issues that needed to be covered. For instance, the significance of moderation and its role are fascinating topics. The majority of the interviewees proposed using a moderator to prevent conspiracy and improper use of this feature between the journalist and reader. There are several topics that should be discussed from the perspectives of journalists, audiences, auditors, businesspeople, and social media users. Additionally, trolling should be discussed with some physiological elements as it is a fascinating issue for social media.

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Media Censorship: Responsibility vs. Freedom

Vedant Dev Rajesh

Researcher, BAMMC Department

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract*: For ages, information sources have been foretold by the global phenomena of media control. The preservation of order is a popular justification for censorship, but the real goal is to prevent the people from knowing facts that can pose a danger to the government. Since information can now travel quickly across borders and inside countries thanks to global Internet access, more and more media consumers are turning to the Internet for a range of information. The press was tightly controlled by censorship in most of Europe in the 18th century, which progressively loosened by the 19th century as a result of popular demand. Historically, access to news has not always been thus simple. However, censorship is still used overtly or covertly by authoritarian and highly centralised regimes to muzzle political dissent. Tech-savvy journalists and independent reporters use social media, blogs, and news websites to disseminate information to counter information coup. Governments rely on strict Internet surveillance systems to function, which successfully block websites and covertly filter information. As a result, only specific news is permitted to pass through the firewall. To spread fear, intimidation, and persecution, the governments also go after individuals and journalists who use forbidden websites. Since the media's function in society goes beyond just disseminating information, it is vital that they refrain from making money off of sensationalised stories that can be harmful to individuals, sects, races, or faiths. The restriction of information by the media and the obligation placed on the media to promote tolerance and accountability among the general public will be the main topics of this paper.*

Keywords:. censorship, internet, money

I. INTRODUCTION

1.1 Media Censorship: Freedom Versus Responsibility:

Any expression that can imperil the state's order is formally controlled and suppressed through censorship. Censorship has historically been employed to keep tabs on public morality, to manage public perception, and to stifle resistance. One of the earliest examples of censorship was Socrates, who in 399 BC received a poisoning sentence for recognising unorthodox deities. The first censorship office was founded in Rome in 443 BC, marking the beginning of governmental censorship. China enacted its first censorship statute around 300 AD. Before they are released, government censors traditionally review newspapers, periodicals, books, newscasts, and movies to remove dubious material. Proponents of non-censorship shout slogans against restrictions on freedom of expression, free speech, and information tainting. Media censorship is used by dictatorships and faltering democracies to keep the public ignorant while disguising it as a tool for upholding law and order. The third president of the United States, Thomas Jefferson, advocated for a free and independent press.

Thomas Jefferson wrote in a letter to Thomas Seymour in 1807, "I have willingly lent myself as the subject of a great experiment which was to prove that an administration, conducting itself with integrity and common understanding, cannot be battered down, even by the falsehood of a licentious press, and consequently still less by the press, as restrained within the legal & wholesome limits of truth." This experiment was intended to disprove the fallacy of the claim that press freedom and effective governance cannot coexist.

A free government and a society that appreciates different points of view, intellectual and creative ferment, creativity, the development of a critical capacity, and an open mind on the part of its inhabitants are two things that Konvitz (2003) also supports as being important.

To shut down recalcitrant media outlets and exile, arrest, or even execute the journalists working there, dictatorships deploy brutal force. Autocratic governments limit information while claiming to be preserving law and order. As a result, only a small portion of individuals in advanced democracies have access to a variety of independent information sources. The press is crucial to the global effort to eradicate illiteracy as well as to the democracy and transparency of society. The most severe violations of free speech are committed by nations that are weak democracies, nascent democracies, or non-democracies. Despite the fact that only half of the world's population has access to an independent press (Newth, 2010), according to the Committee to Protect Journalists (2015), the top 10 nations where press freedom is most restricted are Eritrea, North Korea, Saudi Arabia, Ethiopia, Azerbaijan, Vietnam, Iran, China, Myanmar, and Cuba. The newsletters that were distributed in various areas of India as early as the 16th century are where the historical roots of the press may be found (Newth, 2010). After that, in 1610, Switzerland took the initiative to start the first newspaper. Following in the footsteps of England (1621), France (1631), Denmark (1634), Italy (1636), Sweden (1645), and Poland, this commencement set off a chain reaction (1661). The authorities, however, did not like the fast expansion of informational channels and individuals' unrestricted access to all informational resources. The Licensing Act of 1662 was adopted in Britain to limit the spread of free knowledge, and it stayed in effect until after the Great Plague of 1664–1665. Additionally, in Germany, the press was effectively restrained by censorship as well as trade restrictions and a lack of printing paper. As the public's desire for a free press grew, a domino effect was seen in other European nations. The first country to abolish censorship rules and enact legislation guaranteeing press freedom was Sweden in 1766. Denmark and Norway followed suit in 1770. The United States Constitution's First Amendment established freedom of speech and expression in 1787. The Declaration of the Rights of Man and Citizen (1789), introduced by France as a response, said that "The free expression of thought and opinion is one of the most valuable rights of man; every citizen may, therefore, talk, write, and print freely." The majority of western nations stopped regulating censorship in the nineteenth and twentieth centuries, however in the nineteenth century, colonial rulers like Russia and Britain continued to impose strict censorship on their colonies. Additionally, the Soviet Union (USSR) imposed the broadest and longest period of censorship during the 20th century. Other methods of reaching the censorship goal were developed after the previous censorship was stopped. For instance, the right to free speech was once more curtailed by regulations pertaining to national security, blasphemy, libel laws, and criminal obscenity. The censorship legislation was replaced with libel statutes in particular, and because of their liberal interpretation, they roughly served the same purpose. These laws are still used to harass and persecute writers, journalists, and critics who questioned ideas about blasphemy, obscenity, and national security. According to Herman (n.d.), persecution of authors and critics has persisted even in advanced democracies for the past two thousand years. For instance, a 2006 paper co-written by Stephen Walt and John Mearsheimer was harshly criticised, and the co-authors experienced consequences for expressing their knowledgeable opinions on a matter of significant national concern.

1.2 Media Censorship During War and Conflict:

The first line of defence against a direct danger to state authority, like a revolt or uprising, is information coup through censorship. Any combat involves the press, which is also the first casualty of war (Newth, 2010; Soengas, 2013). During a rebellion or war, the press is restrained through strategies including repressing reporters and shutting down or seizing control of news organisations. The Espionage Act of 1917 forbade the dissemination of information pertaining to national security during World War I (1914–1918). (Day, 2001). Later, the Act was expanded to cover any insulting, slanderous, vulgar, or abusive words directed towards the US government. During World War II, all combatant nations stifled the media. Additionally, during World War II (1939–1945), the troops fighting in the conflict edited letters sent by soldiers and destroyed any information that may have been useful to the enemy. Even conventional greetings like hugs and kisses were eliminated since they may be interpreted as a code (Day, 2001). The US and British media have willingly chosen to self-censor during times of conflict in contemporary times. However, during wartime, the US Office of War Information and the British Ministry of Information continue to fund and oversee official news. A rule of conduct for the American Press during times of war is also published by the US censorship body.

The 2011 Arab uprising serves as a case study for how tenacity and persistent work by journalists and independent reporters may get through an information ban on the Internet. Because the military and the state controlled the media during the Arab uprising, the public was exposed to tainted news from sources that were supported by the government. However, because the Internet had already connected people on a national and international level in Tunisia, Egypt, and Libya, the media could not be successfully controlled. The Arab rebellion was sparked by the persistent internet

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demands for revolution, which drew large crowds like those in Egypt's Tahrir Square. Online social networking not only facilitated freedom of expression but also unrestricted access to information. Anonymous protesters posted photos and updates on social media after being refused entry to the protest places by journalists and reporters. Sometimes the only proof of the ongoing demonstrations that the public could see was the photos posted on social media (Soengas, 2013). Thus, the Internet was essential in uniting the populace during the early phases of the uprising and in facilitating the flow of information throughout the fight (Soengas, 2013).

1.3 Electronic Surveillance of the Media:

Without the requirement for identifying information that may be used for tracking, the Internet offers the quickest method for transmitting information and/or goods. In terms of material volume and accessibility to practically everyone with Internet connection, the Internet can exceed print media, radio, and television (Soengas, 2013). According to Bennett and Naim (2015), the development of the Internet portended the end of censorship.

Theoretically, the most recent technology developments make it difficult or perhaps impossible to limit the amount of information that Internet users have access to. However, digital censorship emerged with the development of journalism on the Internet and includes tactics like filtering, blocking, hacking, and redirection. The technologically adept campaigners discovered how to get around censorship by using the Internet to spread information. Nevertheless, governments developed cutting-edge technology that enabled them to control the flow of information and monitor internet content. The actions of the journalists are also observed, and troublemakers are identified for harassment, incarceration, and physical violence. Such reporters are frequently involved in legal disputes, and the possibility of a future government-sponsored litigation acts as a deterrent.

II. MEDIA CENSORSHIP: FREEDOM VERSUS RESPONSIBILITY:

Several nations, including China, Australia, Venezuela, Russia, and India, have made electronic monitoring lawful. North Korea, Burma, Cuba, Saudi Arabia, Iran, China, Syria, Tunisia, Vietnam, and Turkmenistan are the 10 most heavily restricted nations online (USA today, 2014). These nations restrict press freedom, public information access, impose fines or taxes on media both owners and users, impose programme bans, and refuse to grant media licences. An editor from Venezuela skillfully described the methods of modern censorship. These strategies include purchasing the newspaper and utilising it as the government's spokesperson, suing journalists for defamation, listening in on their conversations, and finally publicising it on the national broadcaster. Evidently, media censorship is spreading, as evidenced by the fact that less developed democracies like Hungary, Ecuador, Turkey, and Kenya are observed to adopt the censorship practises of other authoritarian nations (Bennett &Naim, 2015).

Internet content is restricted in one of two ways: overtly or covertly. Governments that desire to project an image of democracy to the outside world use covert censorship techniques, which include outsourcing, withholding funds, purchasing obnoxious media, and arranging for the transfer of disruptive journalists (Bennett &Naim, 2015). There are reportedly three billion Internet users, 22% of whom reside in China and around 10% in the US. China is infamous for keeping a robust firewall in place to ban objectionable information and international news websites. The Chinese government employs covert surveillance methods and censoring techniques that have been successful in persuading the populace that they are not being watched. But in Hong Kong, it's said that China used conventional strategies to stifle the media, including assault against editors and reporters, cyberattacks, and the withdrawal of ads. Aside from dictatorships, several strong organisations also maintain control over the media. Drug cartels, for instance, intimidate the media, the government, and the general populace in Mexico. On social media, citizen journalists report on the actions of the drug cartel using fictional aliases. A prominent citizen journalism website named "Valorpor Tamaulipas" recently had its administrator, a doctor who had also become a reporter, tracked down and slain. She was abducted, killed, and her assailants uploaded an image of her dead body on her Twitter account to scare off potential followers. No matter if a country is a democracy or a dictatorship, anytime a monarchy is present, there doesn't appear to be any freedom of speech. For instance, Queen Elizabeth II serves as the Supreme Governor of the Church of England as well as the leader of 16 of the 53 Commonwealth nations. Journalists and the general public in the Commonwealth nations must use caution while expressing their opinions on the Queen, as is the case with totalitarian governments and regal systems. Self-censorship is practised to prevent penalty or concerns, and strict measures are used to ensure that the Queen is not the target of parody when her narrative is told.

2.1 Press Freedom and Responsibility:

According to Sturges (2015), there are two distinct sorts of newspapers: those who print and market worthless sensation and those that provide insightful news and helpful comments on important subjects. It may be challenging to discriminate between suitable and improper content since the media, as a whole, may overlap with both valuable and sensational information. The US Constitution's First Amendment forbids the "state" from limiting freedoms like freedom of speech and freedom of expression, among others. Regardless of whether it publishes innocent photographs or pornography, which is a large industry with the Internet as its primary method of distribution, the freedom of expression protects all forms of media. Children and the younger generation now have access to hazardous content thanks to a quick Internet that allows anonymous access to unsuitable websites. Children have additional opportunity to access pornographic material that is forbidden to minors because to the promise of anonymity. The Communications Decency Act (CDA), established by the US Congress in 1996 to prevent the availability of pornographic material to children, forbade the posting of indecent or obviously objectionable material on websites that kids may access. The perpetrators received a year in jail and penalties totalling $250,000. The US Supreme Court, however, declared CDA to be unconstitutional and overturned it, arguing that parents have access to website blocking software that may be installed if they want to prevent kids from seeing potentially objectionable content. Unmoved, the US Congress once more introduced a law to safeguard kids from objectionable websites; as a consequence, the Children's Internet Protection Act (CIPA) was passed in 2000. According to the CIPA, public schools and libraries that provide minors with Internet access must set up software to block offensive or hazardous information (Day, 2001). Only schools and libraries that obtain discounts from initiatives that make particular communication services and goods more accessible, such as E-rate initiatives, are subject to the CIPA.

In addition to providing revisions in 2011, the Federal Communications Commission (FCC) released guidelines for the implementation of CIPA in 2000. (FCC, 2014). Funding for schools and libraries is contingent upon their receiving proof that their implementation of the required Internet safety policy has been successful. To successfully prevent or filter Internet access to images that are obscene, include child pornography, or are otherwise regarded detrimental to children, the policy calls for putting safeguarding software on computers used by kids. The Protecting Children in the 21st Century Act, an amendment to a part of the US Communications Act of 1934, was passed into law in 2008. This law mandates that colleges and universities covered by the CIPA "shall provide for educating adolescents about proper online behaviour, including engaging with others on social networking websites and in chat rooms and cyberbullying awareness and reaction." As a result, the CIPA now imposes two additional certification criteria, including observing minors' online activity and boosting their understanding of proper online conduct through education.

Worldwide media freedom is not universally guaranteed under the First Amendment of the US Constitution; some nations require accountability from the press and media. For instance, the Council of Europe states in Article 10 of the European Convention on Human Rights (1950) that in democracies, the press and media are subject to obligations and responsibilities.

The following is the text of Article 10 of the European Convention on Human Rights (1950):

1 Everyone has the right to freedom of expression, according to law. This freedom must include the ability to express ideas freely across national boundaries, without intervention from the government, and to hold opinions. The licencing of radio, television, or movie theatre businesses is not prohibited by this article.

2. Since exercising these freedoms entails duties and responsibilities, it may be subject to the formalities, conditions, restrictions, or penalties set forth by law as necessary in a democratic society, for the purposes of national security, territorial integrity, or public safety, for the prevention of disorder or crime, for the protection of health or morals, for the preservation of reputation or the rights of others, for the prevention of the disclosure of information received in confidence, or for maintaining the authority and impartiality of the judiciary.

III. CONCLUSION

Although he was a fervent advocate for a free press, Thomas Jefferson also noted that "the press is helpless when it abandons itself to lies." (p. 368). Additionally, it happens frequently that people publish disparaging statements with the purpose to intimidate others. Recently, some exploited women in the US sued the owner of a bullying website who received an 18-year prison sentence for permitting and encouraging former partners to exact revenge by uploading personal photos and videos. Despite the fact that the First Amendment of the US Constitution guarantees both freedom of speech and freedom of expression, the jury was able to infer from the victims' testimonies that one person's inappropriate use of his right to free speech led to other people committing suicide or going through the agony of job loss, divorce, and mental trauma. Ad campaigns that aim to incite animosity and nativist prejudice toward certain religions are another kind of bullying. The Anti-Defamation League called discriminatory ads on municipal buses "extremely insulting and incendiary" in a 2014 statement. Sadly, some organisations carelessly abuse the protection provided by the First Amendment of the US Constitution to disparage other organisations and religions and to stir up bigotry and violence. According to Kazemek (1995), society as a whole has to promote an atmosphere in which diverse opinions are not only allowed but also investigated. This will prevent children and young people from growing up in a setting that is governed by sectarian segregation and subjective morality.

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Review Paper on Social Media, Racial Intolerance, and Peace Journalism

Gupta Hemaksh Ajay

Researcher, BAMMC Department

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *The following questions serve as the basis for this article's discussion on social media, racial prejudice, and peace journalism: (1) What Facebook and Twitter posts are to blame for the racial tensions in Kenya? (2) Does ethnic animosity "kill" peace journalism on Facebook and Twitter? And (3) how can we use Facebook and Twitter to promote peace journalism? BojanaBlagojevic's (2009) model to comprehend the complexity of ethnic conflict and its causes served as the basis for the study.*

Keywords:. article, racial, ethnic, journalism

I. INTRODUCTION

1.1 Social Media

Digital media that is interactive, includes two-way communication, and uses some sort of computer are referred to as social media (Michaelsen, 2011). In addition, it emphasizes engaging, creative, and interactive user input as well as on-demand access to material whenever and wherever it is provided on any digital device. The instantaneous generation of brand-new, uncontrolled information on social media is another feature. Examples of social media include YouTube, blogs, Facebook, Twitter, and more. Twitter and Facebook are primarily the most egalitarian social media platforms in Kenya, thus I choose to concentrate on those two in my research. Today, social media is utilised to transmit news faster than the old mainstream media. Social media has revolutionised how news is disseminated.

Due to their micro-blogging capacities, Twitter and Facebook have stood out as the most dominant media (Anamika, 2009). Twitter and Facebook have become crucial medium for news and information about significant events in Kenya and elsewhere due to their popularity, versatility, and instantaneous dissemination and sharing of information. Recently, the two have played a significant mediating role in various local disputes around the nation. They are utilised for political messaging, marketing, advertising, and advocacy because of their appeal. They have been used effectively to rally Kenyans for causes that required massive devotion, such as in the instances of the Kenyans for Kenya programme from 2011; the Westgate Mall catastrophe from 2013; and, most significantly, the 2013 election process. Social media has, however, not just been used for good, but also for ethnic hatred; this usage has heightened ethnic tensions and occasionally throw Kenya in danger of an ethnic conflict.

The debate on social media is widespread and appears to be catching up with institutions like the government and the media. In the case of the media, ethnic alignment poses a challenge to peace journalism, which upholds the principles of impartiality and balance in reporting on events, particularly during election campaigns. In this research, I evaluate how social media, specifically Twitter and Facebook, promote to ethnic enmity in Kenya and how this might impede peace journalism. The study aims to respond to the following three inquiries in terms of determining this predicament:

1. What Facebook and Twitter occurrences are to accountable for the racial tensions in Kenya?
2. Does ethnic hostility on Facebook and Twitter "kill" peace journalism?
3. How can we use Facebook and Twitter to promote peace journalism?

The urge to comprehend our current dilemma, how it affects us, and how to escape it led to the deduction of the aforementioned questions. In this study, Kenyans on Twitter and Facebook are referred to as #KOT and KOF, respectively. The phrases "ethnic hate" and "ethnic intolerance" will be used interchangeably. When referring to ethnic conflict or violence, the phrases "ethnic war" and "ethnic conflict" may occasionally be used interchangeably. It is accepted that the words "peace journalism" and "war journalism" are mutually exclusive.

1.2 Ethnic Hatred and Peace Journalism:

Ethnic tensions, often known as ethnic animosity, are sentiments that are manifested in varying degrees and are followed by actions of prejudice and antagonism toward an ethnic group. Ethnic conflict that results from ethnic prejudice has multiple sources as well. In some civilizations, tribalism is the cause, in others, a history of uneasy cohabitation, and in Kenya's case, political competition and past injustices are to blame (Kriegler report, 2008). These are some of the few factors that lead to genuine ethnic conflicts, wars, or acts of violence. Most often, patriotism and a sense of national superiority among a particular ethnic group are the underlying causes of ethnic violence. It may also result from the perception or experience of prejudice by an ethnic group other than one's own called reverse ethnicity. In Kenya, nationalist and regional leaders that wish to advance their agenda as they try to unite the country or electorates against a legitimate adversary have fostered and exploited ethnic animosity. In whatever code the leaders choose to refer to one another, the hypothetical adversary is also understood.

According to Jake Lynch (2008), peace journalism is when editors and reporters make decisions about what to publish and how to present it that provide society as a whole the chance to think about and value non-violent answers to conflict. Peace journalism seeks to bring consciousness focuses on structural and cultural causes of violence and how they affect people living in war zones as an element of the justification for violence. Instead of viewing disputes as a straightforward dichotomy, it seeks to portray them as including several participants and multiple agendas. Advancing peace initiatives from all sides and enabling readers to discern between stated viewpoints and actual aspirations are two specific purposes of peace journalism.

II. THE TRIUMPHS AND TRAVAILS OF TWITTER AND FACEBOOK IN KENYA

2.1 Kenyans for Kenya initiative

In response to media reports of hunger and malnutrition in several Turkana areas, corporate leaders in Kenya and the Red Cross launched the Kenyans for Kenya campaign on July 27, 2011. Safaricom Foundation, Kenya Commercial Bank (KCB), Media Owners Association (MOA), and Kenya Red Cross Society led the effort (KRCS). The group wanted to get the public and business organisations to donate Ksh 500 million in a month to help 3 million Kenyans who were starving in the country's north. The administrators launched a Facebook group called Kenyans for Kenya and a Twitter account called @Kenyans4Kenya during this project. A significant amount of lobbying and support for the proposal was done through these two social media.

The important information on how Kenyans and well-wishers could donate, such as the MPESA PAY BILL 111111, Account No. 111111 or KCB Account No. 1133333338, was mostly distributed through social media.Kenyans recorded their requests, and as a result, the project was more than a success. The administrators exceeded their goals and set new ones that they almost surpassed. This is an example of how people may be galvanized via social media.

We are one initiative:

We are One, a September 2013 campaign in which Ksh 102,331,349 was raised for emergency rescue efforts to aid victims of the Westgate mall terrorist assault, was another project in which social media was successfully used to rally Kenyans. Red Cross issued the call on September 22, 2013. The primary mobilizers and disseminators of appeals from Kenya and the Diaspora during the project were FaceBook and Twitter. The Safaricom Foundation was also involved and offered the numbers 0702 848484 for Kenyans living abroad to send donations, as well as 848484 for M-Pesa Pay Bill, which got reports of 34000 payments every minute. We Are One was a popular topic on Facebook and Twitter at the height of the campaign. For a while, Kenyans put aside their differences and banded together for a common goal; at the time, advocacy posts on social media urged people to stick together.

The predominant traditions in journalism are known as "war journalism," and it refers to the framing of public debates concerning conflict problems that are often in favour of aggressive actions (Howard, 2009). Johan Galtung (1965), who developed the ideas of peace journalism, popularised this idea. Other names for this wide notion of peace journalism include reporting the world, constructive conflict coverage, conflict solution journalism, and conflict sensitive journalism (Lynch, 2008; Howard, 2009). (Tapio, 2010).

Peace journalism tries to avoid and combat the pervasive bias of valuing violence and violent parties in reaction to war journalism's value bias in favour of violence. This has two major advantages for individuals concerned with objectivity in journalism. Second, it offers a useful tool for individuals who prioritise the promotion of peace and social justice over violence, as all journalism must in some way appeal to its viewers' ideals.

III. METHODOLOGY

A few instances of social media confrontations that entail assaults from one side, counterattacks, and the hurling of hurtful remarks towards a specific target considered rival or offender can be found in Kenya. Prior to giving illustrations, it is crucial to consider the root reasons of conflict, according to the model developed by BojanaBlagojevic in 2009.

Every dispute in this approach has a context. Conflict contexts are complicated phenomena that vary from conflict to conflict. This is the setting in which a group or groups that do not belong or have hobbies and interests engage in dividing behaviours. Historical injustices, racial exclusion, social and economic inequality, and other elements are present in the case of Kenya. When people live in a competitive and disagreeable culture, these variables are typically suppressed and held for a long period. When the conditions are favorable, ethnic conflict can break out spontaneously, as they did in Kenya in 2007, Rwanda in 1994, and Germany before and during World War II. Similar to this, and the main difference being that instead of physical violence and bloody assaults, social media dispute entails the use of angry words. polarising updates.

IV. SOCIAL MEDIA CONFLICTS WITNESSED IN KENYA

Yieke (2008) argues that ethnicity is not a bad idea and should not be viewed as a source of human suffering. As such, Yieke analyses ethnicity as a positive phenomenon that should strengthen national unity rather than be viewed as a catalyst for violence. He writes: "[E]thnicity reinforces our very beings as persons and nations in charting our destinies in this world in regard to national unity and progress." Therefore, ethnicity shouldn't stand in the way of national growth or be the cause of ongoing bloodshed and instability in African governments unless Africans exploited ethnicity for bad purposes such as corruption, poor management, and power-seeking motivated by misguided individual egos.

Similar opinions are expressed in the Kenya Human Rights Commission study that investigated the reasons behind the post-election violence in 2007/2008, which absolved ethnicity of responsibility as a factor in the violence in finding number 69. They came to the following conclusion: While Kenya's voting patterns, particularly since 1992, have shown that ethnicity is a significant predictor of electoral outcomes, ethnicity is rarely the root cause of conflict. Rather, it is a means by which those involved in conflict label their complaints, target the perceived "enemy," mobilise the points of difference, and support or even attack one another.

According to the paper, ethnicity is frequently exploited as a smokescreen for more fundamental reasons of political unrest in Kenya. In Kenyan politics, references to ethnicity obscure the real causes of the country's issues, including historical injustices in land distribution, impunity, exclusion, economic and social inequality, weak and underperforming public institutions, corruption, wars between political elites, and an electoral system that accentuates rather than lessens the negative effects that negative ethnicity can be used for.

As a result, it may be claimed that ethnicity in Kenya fuels conflict and that, absent ethnicity, Kenyans would likely pursue alternative methods of resolving their issues and disparities. However, there are a few factors that contribute to ethnicity's continued dominance as a source of identity in Kenya. Politicians in Kenya often ascribe and take use of ethnicity. Given that ethnicity plays a significant role in Kenyan politics, politicians often utilise identity politics and other divisive tactics for their own personal profit, leading Kenyans to live in a perpetual state of intolerance. That explains why there has consistently been post-election violence in Kenya after every election.

The type of ethnicity that instils the culture of the "other" or rejects members of an ethnic group, leading to ethnic groupings viewing the resources as grounds for the survival of the fittest, is what Koigi refers to as negative ethnicity. Members of ethnic groups in Kenya have considered others as the source of their economic deficiencies, poverty, and misery, and the land issue has significantly contributed to this (Kriegler and Waki Reports, 2009). The 2008 post-election violence was a turning point in the way people may become split along ethnic lines and participate in significant violence while attempting to confront their long-standing, deeply ingrained tensions and historical injustices (KNCHR, 2008; The Report of the Commonwealth Observer Group, 2013; Truth, Justice and Reconciliation Commission Report, 2013). Negative racial attitudes lead to putting the blame for social, economic, and political ills on other ethnic groups and working together to eliminate or purge them from a place is what is referred to as ethnic cleansing.

This negative ethnicity culture is present and active in the technology arena as well as in interactions in the actual world. Social media has given citizen journalists a platform for sharing news, information, and life experiences, but it has also given them a platform for dispute, accusations, and verbal abuse anytime the online community is furious with one another.

As the 2013 general elections drew close, a dispute of this nature was witnessed. On February 28, 2013, CNN broadcast a video captioned "armed as Kenyan vote nears." Four masked Kenyans were shown in the report by the foreign journalist Nema Elbagir carrying, in the words of the reporter, "weapons fashioned from iron pipe, home-made swords, and munitions purchased from the underground market" (Shiundu, 2013). The CNN article and accompanying video were widely believed to have been faked in order to incite unrest among Kenyans, and the media outlet as well as the journalist came under fierce criticism on Twitter and Facebook. Furious Kenyans launched the trending hashtag #SomeoneTellCNN, where they launched various accusations against CNN and the journalist @NimaCNN. This is an example of a social media assault, which is frequent in Kenya. It is yet unclear if these attacks may actually result in physical violence. This wasn't violence against an ethnic minority; rather, it was violence against a recognised enemy of Kenya as a whole. The effects of this violence persisted throughout the election campaign, when foreign journalists were avoided, mistreated, and accused of already having ready stories of violence when they arrived in Kenya.

Another instance of an online conflict occurred in Kenya after the results of the March 4th elections were announced by the country's independent electoral and boundaries commission on March 9, 2013. The conflict was then rekindled after the supreme court upheld Uhuru Kenyatta's victory on March 30, 2013 after ruling on a petition filed by the Cord Coalition challenging Kenyatta's victory. In contrast to the actual machete and fire used in 2007/2008, the 2013 violence was a battle of words fought online on Facebook and Twitter. Between the cord and jubilee coalition supporters, there were unheard-of and worthless status changes. Similar to the post-election violence in 2007–2008, there were strong ethnic and tribal undertones in the 2013 social media war. This new type of violence, which the concerned ministry of information and communication saw as a potential time bomb in Kenya if it wasn't handled, caused great anxiety.

Two days prior to the March 24 World Cup qualification march in Calabar, Kenya and Nigeria were entangled in a social media spat about how the Harambee Stars were handled in Lagoa. Kenyans and Nigerians engaged in a global trending topic using the hashtags #SomeoneTellNigeria and #SomeoneTellKenya, with over 100 tweets being generated per minute (Africanewspost.com, 2013). According to the sources, the Kenyan national team was staying at a boarding school and would be exercising on a primary school field, while the Nigerian squad was staying in a five-star hotel.

Media coverage inequality supposedly turned injustice:

Mainstream silence, or its reluctance to approach matters as they should be, has been a contributing factor to online violence on social media. The mainstream media in Kenya in 2007/2008 overdid the coverage of violence, became entangled in ethnic prejudices, and took sides in reporting and disseminating unedited news. It took sides rather than functioning as an impartial spectator. As a result, the authorities decided to outlaw live broadcast of the post-election violence. Kenyans turned to social media as a substitute forum where the ethnic conflict could continue. This was allegedly the first time Kenya used social media on a larger scale, and from that point on, history was made.

Nevertheless, the citizen journalism made necessary by Facebook and Twitter has frequently resulted in ethnic and mainstream media virtual violence. The fundamental cause of the violence is the perception that current events are not receiving balanced coverage or attention. For instance, the way the 2013 Kenyan elections were covered by the mainstream media was mainly considered as an instance where it erred on the side of caution because of previous mistakes and omitted the truth out of concern about an outbreak of violence. In this way, Kenyans on social media made the decision to publish uncensored content as an alternative, some of which sparked virulent ethnic disputes and war of words between individuals belonging to distinct ethnic groupings.

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V. HOW ETHNIC HATRED CONTRIBUTES TO WAR JOURNALISM:

Through indoctrination and communication, people of society learn the behavioural pattern of ethnic hate. If journalists are not cautious enough, ethnic animosity will frequently be included into their reporting. Journalists were given a warning on how to use social media in 2013 by Kenyan experts. Journalists have been warned to exercise additional caution in their job since aggressive language used to convey opinions is on the rise. Violence in Kenya has a history dating back to 2007–2008, when it was partially linked to hate speech, thus this was not the beginning of it. An illustration of how susceptible journalists are in times of violence is the case of Joshua Arap Sang, a journalist who is being tried by the ICC. Because social media platforms like Facebook and Twitter are so distinctive, journalists might occasionally be persuaded to disregard the fact that they work for media organisations and perceive their online interactions as personal. Judie Kaberia, Kenya Coordinator for ReportingKenya.net and Special Projects Reporter at Capital FM in Nairobi, quoted HaronMwangi, Chief Executive Officer of the Media Council of Kenya, which monitors the media, as saying the following in a report on the warning by media professionals to journalists:

We concluded that there is a tendency for a journalist working for a media outlet to be disconnected from a journalist working as an independent blogger. The bad situation that you have... a well-known journalist spreading hatred . On the day of the elections on March 4, a journalist admitted to posting a contentious comment on his social media profile, but he quickly took it down in response to criticism from fellow journalists, according to Judie Kaberia.

The journalist, who wished to remain anonymous, admitted: "When I wrote the post, I got swept away by politics; instead of seeing the journalist in me, I saw myself as a person and left out the professional side of me. I no longer share such statements on social media because I changed. Although I exercise caution, I observe that my peers continue to err

The journalist continued his confession, stating that it is difficult to be objective when covering or participating in a story that is heavily influenced by affiliations, particularly ethnic affiliations, as a journalist because you first belong to an ethnic group before you belong to a professional group. Judie Kaberia continues the same piece by quoting the conscience journalist as saying:

There is a massive responsibility since it is difficult to distinguish between your professional identity and your political or tribal allegiance. It's incredibly difficult for us journalists to cover this. We are battling to strike a balance between your identity as a person or professional journalist, your involvement with a certain group, and your political preferences.

If they don't understand their duty as journalists or can't tell what is personal from what is objective, journalists are quite likely to use social media in an undesirable way without even realising it. When a journalist is covering a conflict, war journalism predominates. This realisation gave rise to peace journalism. In war reporting, a journalist often positions the messages in the public discourse on the side of the violent reaction. Understanding Galtung, McGoldrick, and Lynch's 17 principles for peace journalism is the best method to comprehend war journalism (1995). The following regulations stipulate in brief what a journalist should do when approached with a conflict:

1. Avoid seeing a dispute as a matter between two parties
2. Avoid putting yourself above others
3. Make an effort to determine any potential sources of the disagreement.
4. When reporting, go beyond the obvious physical reasons of the violence.
5. Probe further to find regional solutions to the issue.
6. Find the convergence points as opposed to the locations of divergence.
7. Identify potential dispute resolution strategies.

8 Not assigning responsibility to any one party in Treating all parties equally in 9.

10. Find out how the parties may resolve their issues.

11. When reporting, avoid using emotional or negative language.

11. When reporting, avoid using emotional or negative language.

13 Avoiding any form of label demonization

14 Treating all serious claims equally .

15 Avoiding any form of label demonization.

16. Examine leftover sources of conflict once peace has been achieved

17. Examine the proposals for peace from all parties involved.

These guidelines can serve as a roadmap to some objective goal, even if they may not be all-inclusive and take into account journalists' varied conflict management approaches and the complexity of a conflict situation. Given the nature of social media technologies, journalists who don't dress professionally and utilise social media to broadcast what they believe would benefit them may find themselves in a sticky situation. When they do, they typically turn to their own ideas that they are linked with, and the public respects these views since at that time, they see a journalist as a representative of a media outlet. Since the media is a widely respected and powerful organisation, its representatives' opinions should be as impartial as possible during times of conflict. Every time a journalist in Kenya is entangled in the web of war journalism, peace journalism is put at risk. Given that journalism focused on "we" and "our"; they and theirs may be harmful to an ethnic culture, journalists and media authorities must take additional caution and frequently remind journalists of their obligation to keep objectivity and impartiality in their social media participation.

VI. CONCLUSION

We can only address the underlying reasons of social media use since it takes place in a virtual realm and is difficult to regulate owing to its anonymity. Historical injustices, biassed media coverage, ethnic-based politics, and economic inequalities that exclude people from particular ethnic groups are the main drivers of racial animosity (KHRC REPORT, 2008). Secondary level strategies for control, particularly those that arise during crises, can also be used to gain some control. For instance, deleting all accounts spreading racial hatred through web hosting can save a lot of money. If social media aggression is not reined in, it might eventually escalate into actual conflict. If it is not controlled, it can also be used to feed violence that has already broken out.

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Study on Impact of Mass Media on Gen Z

Mane Varad Vijay
Researcher, BAMMC Department
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *The extremely advanced and complicated technology has developed along with the way the world is now organised, introducing people to a variety of modern communication tools. The global community can access information that is simultaneously transmitted through mass media. Modernization in the current era of globalisation makes it simpler for people to go about their daily lives. However, the user will experience both benefits and drawbacks from this sophistication. The misuse of this service poses a risk that could contribute to societal issues in society. The goal of this article is to examine how the media affects how students develop their personalities. The writing style is qualitative and is based on prior research and studies conducted through documents, journals, and books pertaining to the subject of the influence of mass media. This essay's main support comes from the literary analysis approach, which employs both inductive and deductive analysis to examine literature from both local and international academics in order to reach a convincing conclusion about the impact of mass media on Gen Z.*

Keywords:. Mass media, Gen Z, Modernization, qualitative

I. INTRODUCTION

Teenage lifestyles are considered to be significantly influenced by mass media, including printed, electronic, and online publications. Many terrorist acts have been broadcast on electronic media, including television and video. The majority of teenagers like watching television, and the antagonists in the programmes they watch have an indirect impact on them (Zaleha, 2010).

The broadcasting technological world underwent significant transformation from the end of the 19th century to the end of the 20th century, making it a significant medium for the dissemination of information. While information may be produced at a more rapid and efficient pace thanks to the shift in complexity, communication processes and activities must be made easier (Caldwell, 2000). However, communication practises started to change in the twenty-first century. Users favour using internet services to access online information. This technology enables quick data transfer while also effectively conserving time. Utilizing the internet also allows for increased information input. The internet provides access to a range of global information, including news, the ability to send and receive email, business, and entertainment. You may access more, watch, and more (Mokhtar, 2000).

The usage of information and communication technology has increased as a result of the development of computers and the internet, creating more opportunities for people to learn from exposure to these technologies (Evans et al., 1978). Due to restrictions on users' ability to express their opinions or independent viewpoints during news broadcasts, the media has, for whatever reason, operated as a barrier for users. However, it appears that customers can freely voice their thoughts and communicate with one another around the world through the mass media (Chung et al., 2010).

Despite the fact that social media is an internet-based application that draws on Web 2.0 philosophy and technology and allows for the production and exchange of social media that are most frequently used by people worldwide (Kaplan and Haenlein, 2010; Ahlqvist et al., 2010). Popular websites and social networks like Facebook, Twitter, Blogger, and Pinterest may now channel more interactive, quick, and interesting historical information thanks to the application of digitising technology. Additionally, more open access to information and flexible space can boost the availability and applications of evidence (Hernandez, 2009).

The rise of technology, or the structural and technical communication revolution, changed how communication was done (Van Djik, 2006). This is another factor contributing to the yearly growth of mass media (Japarudin, 2012). Every age, from the prehistoric to the literate, printing, and technological eras, was marked by a particular mode of

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communication—written, spoken, printed, or through telecommunications—that had a significant impact on society as a whole (Ezaleila et al., 2011).

The fifth phase of human communication, which stresses interactive communication via internet-based and computing technologies, has begun, ushering in new media or the second media era (Brody 1990, Poster 1995, Holmes, 2005). The use of mass media for mass communication and as a powerful force for social change (Japarudin 2012).

1.1 DEFINITION OF MASS MEDIA:

In the process of mass communication, the term "mass media" refers to a channel, medium, utility, tool, or instrument. Print, electronic, and online media are all considered to be part of the mass media. Newspapers, magazines, booklets, pamphlets, billboards, and other printed materials that appeal to the sense of sight are examples of printed media. The sense of hearing is used in electronic media like radio and recorded programmes, while the senses of sight and hearing are both used in television, movies, and video recordings (Blake, 2009). The internet-based mass media is known as the online media (also known as cybermedia). The proposals for cultural growth that come from the mass media include not only the development of art and symbols but also the development of surroundings, fashion, lifestyle, and conventions (Mc Quail, 1987).

1.2 MASS COMMUNICATION MEDIA:

Using mass media as a communication instrument, we can directly or indirectly communicate with the rest of the world. With the globe's civilization comes an unavoidable phenomenon known as globalisation or the "boundless world." Globalization, whether it is or is not a part of everyday life, has the power to shape human civilisation. In addition to the world of communication gadgets, mass media is a tool used to disseminate information to the public (Cangara, 2002).

Interpersonal communication medium, which includes text, graphics, voice, music, animation, and video, can be categorised into three groups. The second category is storage media, which includes documents and books as well as cameras, projectors, recorders, and other devices. Next, there are transmission media, which include communication, broadcasting, and network media (Buingin, 2005).

II. THE MEDIA ROLE FORMATION OF THE CHARACTERISTICS AND BEHAVIOR

The growth of the mass media affects community development both favourably and unfavourably. One of the results of media's influence on people's systems of values, attitudes, and behaviours is the production of cultural uniformity, which is shaped in part by mass media. Karl Eri Rosengren (1985) asserts that one may observe the effect and impact of the media on both a small-scale (individual) and large-scale (society) level, as well as the eventual spread of certain influences. The use of media as a tool can encourage and shape the attitudes and actions of people or communities that value all facets of human existence. In building a nation's identity and culture for its overall growth, it also contributes (Abdullah Sulong et al., 2010).

Through television, VCDs, periodicals, storybooks, radio, mobile phones, the internet, and other media, a variety of social and cultural resources are distributed. The mass media offers a variety of social, cultural, personality, and empowerment opportunities for people, both positively and negatively, in addition to being a medium for information, entertainment, and education. However, the negative impact of the mass media, which includes the print and electronic media, is actually having an indirect impact on community behaviour and serving as a contributor to teenage misconduct and bad behaviour (Azizan, 1998; Abdullah Sulong et al., 2010).

When the mass media may propagate and implant moral principles as examples of caring for one's fellow citizens, upholding the rights of other communities, and valuing morality, this is considered to be one of the media's beneficial roles. One of the social forces that has the most social influence on how a society's attitudes and social norms are shaped is the media as a sphere of information distribution. The mass media can serve as a smart model for altering societal behaviour. The shows and broadcasts that have negative consequences can influence how the community thinks negatively. Because of Western modernisation, which is not at all opposed to eastern principles, local culture and values can be altered through outdoor drama and broadcasting stories. The mass media that are most frequently used by people of all ages in society are print and electronic media (Buingin, 2001).

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As the world developed, the Internet became a phenomenon that impacted the community. Internet resources are misused to view objectionable websites, such as pornographic ones. The issue of pornography has a significant negative impact on the younger generation's ability to survive in the future. Games, whether they are played online or offline, have a harmful impact on teenagers who browse excessively.

In Malaysia, adolescents are classified as mass media consumers who are unable to escape the effects of media, particularly with regard to the effects on cognition, effectiveness, and behaviour. According to Walter Lippman (1922), the media has an impact on how each person perceives reality. Readers and listeners tend to believe that what they read, see, and hear in the media is the actual situation. Children and teenagers are affected by the acts and behaviours they see in violent movies, according to Bandura (1985). According to Hiebert and Reuss (1985), a study conducted by the National Mental Health Institute in Maryland revealed that among those who watched the terrorist show were school-age youths engaged in physical altercations.

According to Musa Abu Hassan's (1996) research, communication medium had a significant impact on three dimensions of juvenile change: cognitive, affective, and psychomotor. the broadcast of programmes that disseminate unethical information Electronic media frequently broadcasts scenes of hugging, kissing, holding hands with, and eye-donning women that contain violence and sex from foreign media (Hamismo, 1991). Additionally, media has evolved into a source of both attraction and repulsiveness that affects how adolescents behave. The entertainment offered and the welcoming, classy environment are the draw factors. The uncomfortable, noisy, cramped, and uninspiring living environment is the driving force.

III. DISCUSSION

Despite its convenience and sophistication, the modern world has an impact on how well people achieve, particularly young people who are still in school. This effect may manifest itself immediately in the short term or gradually over time in the long run. Depending on the message they convey, media and communication can have a positive or negative impact on people. They can also help create and characterise people's personalities (Aminudin et al., 2009).

People's lives are greatly impacted by the mainstream media. The way that people think and act can be altered and shaped by the media. The mass media performs a variety of social roles and functions in society, including social surveillance, interpretation, transition, and amusement (Nuruddin, 2003). Additionally, the mass media provides a forum for critiquing the social authorities, as well as the boundaries or connections between communities. According to Walter Lippman (1922), audience attitudes and perceptions can change as a result of the media.

Children between the ages of three and six are active participants in both their conduct and the movies they watch, according to Bandura (1985). This is evident when they witness violent and aggressive behaviour, and when their toys are confiscated, they will react aggressively in line with what they have witnessed. High school kids who watch violent television shows commonly get into significant conflicts at school, according to Hiebert and Reuss (1985). According to Bunyamin (1993), the flow of ideas and adolescent western conduct are to blame for print and electronic media's impact on moral impairment in Malaysian teenagers.

Youngsters acknowledge that their hero singer has the power to affect their appearance, hairstyle, conduct, social interactions, and speaking (Samsudin, 1995). Lim (1993) asserts that the movie significantly contributes to the propagation of particular ideologies or beliefs in society. Adolescent moral instability is linked to deviant issues, and it is believed that the media contributes to moral instability by drawing attention to issues and exposing their possible effects (Cohen, 1987). Through entertainment-focused media content, for example, media transparency in young people's contexts indirectly contributes to the development of adolescent social constructions. Adolescent identity nowadays places more emphasis on lifestyles and media, as well as assisting them in developing an understanding of what constitutes appropriate and acceptable lifestyles (Samsudin, 2008).

When viewing television or movies, teens primarily select comedies and action films. When reading newspapers or magazines, teenagers are also paying more attention to entertainment, sports, and accident news. Parents typically don't suggest regulations, discuss about news or programmes that teenagers can watch or read, and they hardly ever do either (Samsudin, 2088). Teenagers enjoy watching entertainment programmes (55%), sports (46%) and religious content (32%), according to Samsudin (1994).

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The mass media, according to Loges & Ball-Rokeach (1993) and McQuail (1998), is a potent system that not only controls the source of information for every person, group, social organisation, and society that relies on the media to achieve its objectives. Even the mass media has the power to alter how people think, feel, and act. Teenagers gain cultural knowledge through the media, which has an impact on their lifestyle, sex, choice of dress, interactions with peers, use of drugs and alcohol, and other behaviours that are relevant to a teen's life (Samsudin, 1995).

Teenagers utilise television, according to research done in the west, to create predictions about situations they don't directly encounter (Hawkins and Pingree, 1982; in Samsudin, 1995). Several users of social media have abused the simplicity of communication offered by accessing dubious websites like the pornographic web. As a result, people may want to engage in incest, unprotected intercourse, or terminate their unborn children (Cline, 2008; Nor Azah & Che Zarina, 2011; Syed Shah Alam, 2014).

Overexposure to the online world has inspired many kids to run away from home and follow new pals they've met through social media because of the allure of cyber-friends (Mohd Noor, 2010). For youths who are hanging out, Samsudin et al. (1994) discovered that the majority are interested in entertainment plans. When compared to exposure to other media, low-performing kids are substantially more interested in TV entertainment programming. A programme that has been imported typically exhibits ideals that are at odds with local values and culture, and this is an irrefutable fact. Pop music occasionally has a negative impact (Samsudin, 1995).

Additionally, local academics have carried out studies and discovered that Muslim teenagers who are overly preoccupied with using social media in their daily life can change their attitudes and have a tendency to the issue of moral collapse. Adultery, truancy, etc. were caused by the complexity of many social applications that served extreme and offensive enjoyment (Nor Azah, 2009; Mohd Dahlan & Ida Safinaz, 2010; Khatijah et al., 2012; Wan Norina et al., 2013). Additionally, sadness can result from excessive addictions to the usage of social media in kids and teenagers. Spending a lot of time each day on social media sites will also cause severe mental stress, functional degradation, and other everyday tasks. (Fu, 2010; Johari & Raja Shahrina, 2012; Che Su & Nan Zakiah, 2014; Syed Shah Alam et , Al., 2014; Shapira et al., 2005; Pempek, Yermolayeva & Calvert, 2009).

Internet and social media addiction, according to Rice (2005), is a compulsive propensity that interferes with a person's capacity to live normally. Teenagers who misuse social media may engage in fraud, threats, and defamation via email, endangering others who are threatened (Mohd Dahlan dan Ida Safinaz, 2010). Cyberbullying victims who misuse social media applications will exhibit rage, despair, fear, and embarrassment (Ybarra & Mitchell, 2007; Mishna et al., 2010; Petraki et al., 2013), which can change a person's mentality to be rebellious and violent (Zaleha, 2010).

IV. CONCLUSION

In today's society, the mass media network is one of the convenient venues for information distribution and communication that helps to develop, strengthen, and sustain global social ties. However, through attitude and behaviour changes, the media can also have a negative impact on some youngsters, particularly high school pupils. The 21st century educational system is changing in a holistic way that prioritises computer proficiency, and the internet is tremendously motivating. However, some youngsters abuse these resources to access websites that are inappropriate for learning and teaching. The media should serve as a source of information for the public, especially for young people. Contrary to popular belief, the population actually prefers the entertainment influence of the mainstream media over the breadth of information and education offered. Some of the available displays present ideas that are in opposition to Islamic and Eastern principles. The media and websites with pornographic content make it simple to find sexually explicit content. An unethical and destructive Gen Z is produced as a result of the influence.

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Study on Implication of Virtual Reality for Mass Media

Sonar Sachin Dinesh

Researcher, BAMMC Department

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *In the 20th century, people started to pay a lot of attention to virtual reality technology, which has since developed into a new business. VR may be used in a variety of sectors, including entertainment, medical, and science. VR technology now provides a variety of benefits and drawbacks in many industries. This essay examines the benefits and drawbacks of contemporary technology via an examination of how VR has been used in various sectors. It is crucial that virtual reality technology develops and becomes widely used. It has altered the dull and passive manner of computer and human contact and improved the humanity of the two-way exchange. Virtual technology today offers both benefits and drawbacks, despite the fact that it is heavily ingrained in people's lives. It is possible to view the use of analytical technologies more impartially and ongoing improvement in next research and development.*

Keywords:. VR, technology, next research

I. INTRODUCTION

A computer-generated simulation known as "virtual reality" enables the creation of a realistic virtual world. A perceptual illusion of being there in a virtual world may be created by this immersive technology. Accordingly, a user can engage with the synthetic world using electronic gadgets coupled with additional output devices, including goggles with screens. To fully immerse the user in the virtual world, virtual reality employs electrical impulses to collect real-world data. One may get absorbed in a video game and experience what it's like to be one of the characters, for instance, using virtual reality. The use of virtual technologies has gained popularity in the information industry. It is an integrated multidisciplinary technology that is now evolving quickly and has affected people's way of life. This essay examines how technology is used in many sectors, examining both its benefits and drawbacks. This essay also discusses how useful and considerately designed VR technology is. Analysis of VR technology reveals both the benefits and drawbacks of its use. The employment of this technology in the military, medical field, entertainment industry, and other fields will have a bigger positive impact on society and people's lives. By examining its flaws, individuals may pinpoint the areas that require repair for technological advancement and to increase people's feeling of usability.

II. ADVANTAGES OF VIRTUAL REALITY IN MASS COMMUNICATION:

Mass communication is not an exception to how virtual reality is gradually assimilating into daily life. It might be argued that the widespread usage of high-quality virtual reality has brought about some important benefits for this industry. First, VR enables virtual narrative in mass media that would otherwise present a substantial narrating issue. By bridging the gap between the newly developing world of VR and traditional narrative, virtual reality storytelling has completely altered journalism. For instance, the short VR movie Waves of Grace focused on an Ebola patient who survived the 2014 epidemic in Liberia. The viewer is placed at the epicentre of the epidemic's negatively impacted neighbourhoods using the Virtual Reality experience.

2.1. VR enhances the audience experience:

Users have unparalleled access to the sounds, sights, and even emotions and sentiments that are an indispensable complement to the news thanks to Virtual Reality's sense of presence. Immersive journalism in virtual reality (VR) headsets is growing more popular and is praised for creating a stronger presence than regular writings. Present-day viewers may participate in global events directly, as opposed to earlier times when they could only watch from a distance. The aforementioned is due to VR-enabled immersive journalism. Researchers have also asserted that viewers may learn more via virtual reality and apply what they have learnt in different contexts. Because of this, immersive journalism has given reporting a new dimension, increasing its impact and memorability. This is the power of virtual reality.

With the use of virtual technology, journalists may now engage their audience in important issues and arouse empathy. The immersive qualities of VR are responsible for the aforementioned. User intention expression efficiency in immersive Virtual Reality social systems was found to be high by Yan and Lv'sresearch. This immersive technology has made it possible for audiences to interact with media texts more successfully than with previous mass communication techniques. It is debatable if virtual reality may increase empathy, especially when discussing important subjects, making it simpler to convey the desired message with fewer interruptions. Journalists may now communicate with their audiences more effectively and deliver the key points with ease, as opposed to earlier times when it seemed impossible to keep viewers' attention.

Virtual reality may give mass communicators a chance to engage their audience and solicit valuable input. According to Lindell and Thatte, the popularity of virtual reality has led to the emergence of 360 media platforms. For instance, Facebook CEO Mark Zuckerberg published a video in 2017 showcasing the headset's capabilities. With Facebook VR, users can virtually explore new places and interact with others using virtual reality goggles. The film serves as a great illustration of how VR may be used to combine reporting and journalism. Facebook places have included its immersive features. As a result, the Zuckerberg video sparked a huge response from Facebook users. They critiqued VR's capacity to arouse emotions through engaging experiences as a diversion from real-world encounters. A benefit of virtual reality for media outlets is its capacity to elicit public response.

Virtual reality is a significant addition to media communications. It is still too early to declare that fully integrating movies and television shows into VR is nearby. However, media companies are utilising virtual reality to provide interesting extra content, such as increasing brand identification and retaining viewers. The audience is drawn to the engaging setting that houses the television show they enjoy, or they can use movies to apply to become virtual visitors. Virtual reality is a very appealing addition in the present era of trying to construct cinematic universes.

2.2. VR technology is used in legal matters:

People's psychological demands in life can be satisfied via VR. People may use virtual reality (VR) to create whatever scene they wish to view and feel calm in when they are stressed out and exhausted from work or studying, reducing their psychological strain. Children who dread injections can overcome it with the use of virtual reality technology. The youngster will see the built-in cartoon on a virtual reality (VR) screen before the injection to help them calm their nerves. Children who are set to receive vaccinations serve as the cartoon's major protagonists. The nurse will start wiping the alcohol at the same time as she softly administers the shot. The youngster won't weep in the laid-back setting and could even feel a bit accomplished for finishing the first challenging chore of injecting. Some kids will sob when they see them because they are scared to visit the doctor or get an injection. VR technology will assist physicians and parents in controlling their children's emotions, doing injections efficiently, and minimising unneeded hassles. Additionally, VR technology may be applied to court proceedings. Through the use of VR technology, witnesses will review the crime scene in court, allowing the judge, the defendant, and the audience to see the restored virtual scene clearly and directly. This will cut down on repetitive, time-consuming tasks that are unclear and make it easier to punish offenders fairly.

2.3. Game entertainment enhances the sense of experience:

The application of VR technology in gaming and entertainment may enhance people's individual experiences, give them the sensation of being there, and raise their love and satisfaction. People today want a visual and auditory track surrounding them rather than only viewing the game world through a single window. Games nowadays are also a lot more immersive than they were a few decades ago, which makes it simpler to become involved with the narrative and interact with the virtual environment. According to research, VR improves empathy, and when used with the correct material, people are better able to exhibit respect. The impact of virtual reality does not end there. Changes in mood may also affect reality, and content producers can harness this impact to deliver meaningful messages.

2.4. VR applications help patients relieve pain:

The goal of medicine is not to cure diseases; VR, at least so far, has not been able to do so. However, it does give some degree of comfort and hope, both of which are valuable. VR can produce a more relaxing environment for people who must endure the discomfort of chemotherapy and combat pain. When they are confined to their wards, many very sick patients experience anxiety and may even ask their doctors to take them away. They may travel anyplace they choose to via VR, and they can even assist the terminally ill in carrying out their final desires. All of these patients' anxiety levels fell after utilising VR, which is significant even though it may not be an accurate representation of a decrease in their symptoms.

2.5. The use of VR technology has promoted the development of the news media industry:

Without a doubt, VR played a crucial part in the development of robot journalism. In light of this, media organisations and individual journalists are already producing more effectively and efficiently thanks to robotic journalism. In a similar vein, news items are produced by computer programmes in robot journalism. On the other hand, advances in virtual reality present a huge potential for media outlets and news organisations looking for more efficient ways to report the news. As a result, virtual reality enables them to deliver potent experiences that are essential in spreading the word. Virtual reality plays a huge part in immersive journalism, which puts the audience at the centre of the journalistic story. Robotic journalism has made use of Virtual Reality's immersive features. In the latter, news stories created by computers must be persuasive and reach the intended audience; journalists choose to integrate some elements of virtual reality.

A significant approach to connect journalism, technology, and the future is through virtual reality. The foregoing is based on the idea that virtual reality is a powerful tool for media outlets to experiment with how they inform their audience. Virtual reality has filled in the gaps that previously existed between journalism, technology, and the future. Virtual reality has made it possible for interactive media technologies to lessen the gap between technology and news delivery in the contemporary digital era. These immersive technologies are now being used by media outlets and journalists to reengage the audience. As a result, the move toward virtual storytelling has been crucial in closing the gap between journalism, technology, and the future.

III. LIMITATIONS OF VR TECHNOLOGY

Although the use of VR does make life more convenient for people, there are still certain issues with the equipment's usability at this early stage of the technology's development. First of all, because to the extremely lifelike reproduction of motions, virtual reality can influence the neurological system and result in issues like 3D vertigo and visual fatigue. This may be considerably reduced through delays and app design, yet it still occurs pretty frequently. Long-term VR use may cause the face to droop; many systems don't even have a headband design. Additionally, there is a difficulty with air permeability. Another major disadvantage of virtual reality systems is the need for lengthy cords to link them to a computer or gaming system. To avoid being overextended and breaking, these cables must be connected into unique signal testing units. However, whether utilising these systems at work or in booths, it's still simple to trip over them. On sometimes, the wires even twine themselves around the legs. Wires are sometimes even wrapped around the head in sit-down entertainment programmes, which tilts the helmet and reduces comfort. Additionally, the cost of VR equipment is rather high and cannot be widely accepted by the general people. Only in exceptional circumstances or as an occasional form of amusement would people opt to use VR technology.

IV. DISCUSSION

When VR technology is used in the medical industry, it is also a wise decision to consistently advance scientific research, look for solutions to every challenging and complex sickness, and discover an improved treatment for every straightforward illness. In terms of engineering design, virtual reality (VR) technology can offer a THREE-DIMENSIONAL environment, allowing engineers to quickly create the designs they want and greatly expanding the design space. This relieves them of the worry that they won't be able to express their ideas in a physical space, and it can also provide customers with a more intuitive experience. Virtual reality (VR) technology may be used in the classroom to increase student motivation, experience level, communication ability, practical ability, and self-

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satisfaction, which will encourage them to work hard, study hard, and advance. But there are currently several barriers to VR. It's simple to appear foolish and feel exhausted. With the swift advancement of science and technology, difficulties are easily surmounted. Virtual reality (VR) technology will become popular in the future and a new star of future scientific and technical progress, enriching life and sating individual feeling of satisfaction in the era of the global expansion of the Internet.

V. CONCLUSION

Although VR technology has the potential to revolutionise a number of sectors and improve people's lives, neither the cost nor the volume of VR equipment have yet been adopted by any family or business. The user's experience when using the gadget as well as its portability and usability still have certain issues. Equipment manufacturing costs and technological development costs have an impact on price. So that more equipment may be fitted to various sectors and consumers can obtain the support of equipment within the realm of affordability, we need to think about how to employ better technology to enhance equipment that can also be quantified. Research on the benefits and drawbacks of VR technology is always being improved, and fixing the flaws will enable technology to be as fully interwoven into people's lives as computers and mobile phones are. Research has revealed that VR technology's potential for advancement would allow individuals to profit more from certain businesses.

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Study on Influence of Social Media on Mental Health

Dsouza Maxim Allwyn
Researcher, BAMMC Department
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *Social media has occasionally improved in quantity, quality, and usability during the past 20 years. The same way as a person's body is fed by the intake of essential minerals received via diet, so too is the human mind fed by the availability of food for thinking. The development of technology has made information widely available today, providing a forum for debate on the relationship between social media and modern mental health. Human resources in the modern world have evolved since the advent of the internet and social networking sites, becoming more sociable digitally but less so physically. This virtual existence is separating the modern man from other living things, which has an impact on his total equilibrium and physical and mental health. Parents, society, and scholars are concerned about the rising use of social networking among adults in the modern period since every invention has both positive and harmful aspects. The current study aims to investigate how social media affects mental health. The researcher read and compiled relevant literature in order to fulfil the stated objective. The literature we have read so far as a whole show how susceptible the younger generation is. Younger generations are a challenging demographic in the modern day since they are in the infancy of life and are more likely to have major mental health issues. The younger generation of this generation is using social media in a way that is particularly susceptible to issues with mental health. Knowing the connection between social media and mental health issues is just the beginning of a deeper knowledge of the current dangerous scenario. The next step that can shed light on the relationships that are at play between these aspects of the current younger generation's life is to investigate and comprehend how social media affects that generation's mental health.*

Keywords:. literature, younger generation, mental health

I. INTRODUCTION

In terms of people's mental health, the imbalance brought about by excessive social media use is of major concern to society, scholars, and parents. The excessive use of social media websites is one of the most popular modern pastimes. Websites that enable interaction using web 2.0 & 3.0 technologies, such as Facebook, Twitter, MySpace, online games, virtual worlds like Second Life, Sims, YouTube, blogs, and others, can be referred to as social media. These websites of the modern period are expanding rapidly and serve as easily accessible gateways for leisure and communication for the younger generation. Social media are "means of electronic communication (as Web sites for social networking and micro-blogging) via which users build online communities to exchange information, ideas, personal messages, and other content (as videos)," according to Merriam-definition Webster's from 2014. Social networking websites like Facebook, Twitter, and others have greatly improved the virtual world during the last ten years by enabling users to share their thoughts, feelings, ideas, and private material like photos and videos in unprecedented amounts.

Furthermore, as indicated by the rising number of everyday users, social media users have quickly embraced online social contact as a necessary component of daily life. In reality, as of August 27, 2015, Facebook alone claimed an estimated 1 billion active users. It indicates that one in seven individuals on the planet utilised Facebook to interact with their friends and family in a single day.

As a result, social media has a significant impact on a variety of modern digital life areas outside online communication, including business, politics, education, health, and even fundamental human connection. Although the social media phenomena is still relatively young, several empirical studies have assessed the overall impact of frequent

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usage of social media on users' physical and mental health. In many of these areas, social media clearly offers advantages.

This lack of comprehension is particularly concerning in the context of today's younger generation, since teenagers and young adults spend a significant amount of time engaging in online socialising and may thus be at a higher risk of harmful consequences. Numerous studies categorise the relationship between social media usage and its unfavourable effects, such as a rise in anxiety, tension, despair, and loneliness. Concerns about social media's negative impacts are raised by the younger generation's greater use of it.

Social Media & Anxiety:

There is evidence that social media use and obsessive behaviour are linked, according to several research. According to a study, 45% of British people report feeling restless when they can't use social networking sites. The virtual generation is said to often check the message on their social networking application, according to Rosen et al. Additionally, it has been shown that younger generations experience restlessness when they are unable to read messages on social networking programmes, leading to a condition known as Phantom vibration syndrome. This is nothing more than an addict's impression of the vibration on his cell phone. Any PVS victim who displays a fixation with monitoring social media frequently demonstrates anxiety brought on by cell phones.

Social Media & Stress:

Social media addiction is at an all-time high in the modern day; once someone joins, it is tough to stop using it. Positive feedback from comments and likes makes it more challenging to quit. Some people contrast their life with their friends' spotless existence. According to Dick (2013), using free social networking sites like Facebook and Twitter allows users to stay in touch with friends and read useful material while also giving up a lot of discretion and privacy. Anxiety is one of the main mental health issues in the modern society. People worry about the views and remarks on the photos and videos they share. Hardly anybody is immune to social media in the modern day. According to The Hearty Soul (2016), using social networking sites like Facebook and Twitter does not help students focus more clearly or feel less pressured since the more time they spend on them, the more miserable they get. Both good and negative impacts of social media on teenage mental health were examined by Kaur & Bashir (2015). Positive benefits include socialising, improved communication, learning opportunities, and access to health information. Negative effects include sexting, depression, cyberbullying, harassment online, exhaustion, stress, emotional repression, and a reduction in intellectual capacity. Nearly everyone in the modern world, ranging in age from 11 to 93, is linked to social media. Young adults are the most frequent users of social media, and a study by Strickland (2014) found that they are also disproportionately at risk of developing mental health issues. Another study by Park, Song, and Lee (2014) found a favourable correlation between college students' acculturative stress and social media applications like Facebook. Similar to Kaur and Bhat (2016), who conducted a thorough examination into the impact of stress on students' mental health and make the argument that stress might have a detrimental impact on students' mental health. Therefore, we might draw the conclusion that youth's mental health may be impacted by excessive social media use.

Social Media and Depression:

Facebook and Depression

The literature mentioned above makes it very evident that social media is the primary factor that not only exacerbates but also feeds mental health issues. A person's excessive use of social media may have terrible consequences, starting with anxiety and ending with despair. According to (Pantic et al., 2012), there is a correlation between teenage depression and Facebook use. These findings were replicated by Rosen et al. (2013), who showed that those who spent the majority of their time online and managing their image on social networking sites had substantial depressive symptoms. In a similar vein, Lou et al. (2012) claimed that students who use Facebook frequently report feeling lonelier. Additionally, it has been discovered that using social media worsens psycho-social issues including self-esteem and adjustment (Kalpidou et al., 2011). According to Davila's (2012) research, young people with severe depressive symptoms had less positive and more negative social connections. On the other hand, Shah & Grant (2002)

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and Kraut et al. (1998) showed evidence of an inverse relationship between depression and internet use, and they further argue that various social activities like gaming and talking reduce the risk of depression.

Social media and loneliness:

Young adults are the main demographic that uses social media at an astounding pace. Surprisingly, despite having better connectedness, today's youth are the loneliest generation ever (Pittman & Reich 2016). Since loneliness is often linked to major health issues, it is one of the main worries of today's virtual society (Patterson &Veenstra, 2010; Biovin, Hymen & Bukowski, 1995). The difference between a person's actual and desired degree of social interactions in their social life is how loneliness is best understood. Uncontrolled, unsanitary, and obsessive use of online resources over time, as well as a greater degree of internet usage among the younger generation, both contribute to increased feelings of emotional loneliness, claim Kim, LaRose, and Peng (2009); Yao &Zhong (2013). (Moody, 2001). While the Mental Health Foundation of the United Kingdom claims that despite having access to all social media applications and the infrastructure necessary to host these applications, 60% of young individuals in the age range of 18 to 34 reported feeling lonely (Murphy, 2010). Researchers Skues, Williams, and Wise (2012) found that the more Facebook friends a student reported having, the more loneliness they experience. In contrast, Deters &Mehl (2012) found that those who use social networking less often score higher for shyness and loneliness and are also less socially engaged. Sheldon (2012) also found that individuals who update their statuses more frequently experience less loneliness (2012).

Social Relationships and Mental Health:

A crucial element in maintaining our mental health is friendship (Mental Health Foundation). Quality and quantity of social contacts have an impact on mortality risk, physical and mental health, and health behaviour, according to Umberson& Montez (2010). Social support can prevent hopelessness (Johnson et al., 2001), demoralise avoidant coping (Weaver et al., 2005), squelch loneliness (Schneider et al., 1991), and increase good states of mind, according to a number of empirical investigations (Gonzalez et al., 2004). Contrarily, depression is linked to suicidal thoughts and unfavourable social relationships (Schuster et al., 1990; Chou et al., 2011). (Holmaetal., 2010). According to Reich et al. (2010), social support is consistently associated with greater mental health. A social connection is essential for improving mental wellness. However, the specifics of how social ties affect mental health are a matter of debate among researchers. Due to the social support's capacity to reduce stress, those who received more social support from family and friends experienced less mental health issues following stressful life events (Maulik et al., 2011).

II. CONCLUSION

The researcher thoroughly analysed and synthesised relevant literature on social media and various mental health-related issues. The topic's importance is determined by how social media use and poor mental health are related. Social media use has risky repercussions on the younger generation since issues with mental health that arise in childhood can spread like an epidemic to all people throughout their lives. It is impossible to exaggerate the relevance of ongoing research and analysis of this topic. The deficient relationship between young people's use of social media and their mental health is reflected in current literature, which also highlights the importance of the current problem. It is obvious that the negative impacts of social media use must have consequences, especially for younger generations. The research examined in various sections of the current study explains the significant significance of the correlation between the use of social media and mental health issues in the modern day. The current paper also explains the intricacy of the relationship. The present paper provides insight into the nuanced relationship between youth mental health issues and social media use. Online harassment, depression, sexting/texting, stress, exhaustion, loneliness, a reduction in intellectual ability, cyberbullying, emotion suppression, and lack of attention are some of these issues. These factors all have an impact on young people's mental health, either directly or indirectly. The literature we have read so far as a whole shows how susceptible the younger generation is. The younger generation is facing the challenges of adulthood and is more likely to experience major mental health issues than other generations. The right measures should be taken to lower these hazards, such as organising information and counselling sessions at schools and institutions. To comprehend the consequences that social media consumption has on the mental health of the younger generation, a suitable awareness campaign may be established. Social networking sites have to have an upper age limit. Any social

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media platform that promotes negative behaviours like racism, violence, and prejudice should be immediately and fully removed.

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Study on Limitations of Journalism in Print Media in the Digital Age

Mandavkar Nikhil
Researcher, BAMMC Department
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *The purpose of this study is to examine the difficulties facing print media journalists in the digital era. Newspapers and print media are increasingly threatened by the growth of internet media. People are now more likely to use mobile phones or other devices to access online media because to the internet's quick expansion. Because print media are under danger, its devoted readers are likely to switch to internet media. The findings demonstrate that the competition between traditional media and new media, in this instance online media, is the greatest problem facing journalists in the digital information era. Journalism, which naturally already had a new route to transmit information and news, saw a tremendous influence as a result of the existence of online media.*

Keywords:. newspaper, expansion, media

I. INTRODUCTION

It may be claimed that the digital age has an impact on every aspect of human existence, including media. People are now more likely to use mobile phones or other devices to access online media because to the internet's quick expansion. Because print media are under danger, its devoted readers are likely to switch to internet media. The reality confronts print media publishers, but print media have a unique quality, namely: clear, thorough, and detailed news. In addition, print media have been a part of human society for centuries, so it is not something that can be simply forgotten. Online media are quick, current, and continuous, yet access to this information requires complex technologies, which not everyone has or understands.

Despite being smaller in size, readers of print media have greatly grown. According to Central Statistics Agency data, 23.0% of inhabitants aged 10 and over read newspapers. It dropped by 0.3% in 2006. Newspaper readers decreased sharply in 2009, dropping to 18.4%, and again in 2012, down by 17%. This indicates that print media coverage is declining in terms of readers and the market, which will inevitably lead to the closure of the press sector. In Indonesia, the phenomenon of internet media, which is expected to displace print media, is still growing. According to data from the Central Statistics Agency, just 3.34 percent of Indonesians were internet users in 2005. In 2014, there were 35.64% more internet users than in 2013, a notable rise. This indicates that there was a tenfold growth in just nine years. Of course, these benefits print media's future.

The internet creates a public forum for citizen engagement in the distribution of knowledge, whether they are experts or amateurs. The media and journalists are no longer the exclusive sources of information. Today, the general public also contributes to journalism. According to futurologist Alvin Toffler, this is the "period of consuming" (production and consumption). The general people may both create and consume information. In his piece Digital Media Ethics, Stephen J.A. Ward, a professor of journalism ethics at the University of Wisconsin Madison, remarked that the internet's existence forced today's professional journalists to coexist alongside Twitter, bloggers, citizen journalists, and social media users. In addition to technology advancements, new media is constantly present in history records. Humanity feels like it lives in a global community thanks to the internet (global village). The medium of the internet has also had an impact on how we live, particularly how we generate and consume news.

Philip Meyer claimed that there will be just one newspaper copy in 2044 in his book The Vanishing Newspaper from 2006. With the influx of TV, radio, and now the internet, the future of newspapers has become a hot topic. Numerous studies show that the dominance of internet media is undermining newspapers' status.

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Displaying works and ideas through mass media is a strategic move since there are a number of elements of mass media that assert their importance. First, a very wide audience for knowledge dissemination that may transcend geographical borders, age groupings, genders, socioeconomic classes, freedoms, and variations in understanding and orientation (psychographic). Second, the media's capacity to spread unique messages widely. Third, any mass media outlet can discuss a concept or piece of writing using their own perspectives. Fourth, there are many opportunities for one to communicate their thoughts or efforts thanks to the mass media's agenda-setting role.

The freedom and responsibility of message content in terms of communication ethics is nevertheless occasionally incongruous in practise. The power of people to make decisions for themselves is referred to as freedom in philosophy. Freedom is more advantageous and results from people having the capacity to think and act. Entity an independent being with the ability to think, will, and act freely has become human nature. The capacity of people to understand that every action they take has an effect is the concept of responsibility.

II. REVIEW OF LITERATURE

In its broadest sense, journalism is derived from the French term "jour," which means "diary." Julius Caesar has been familiar with the term "ActaDiurma" from the early Roman era. it includes all daily tasks (government announcements, etc.). At this point, you may already be familiar with the phrase journalism. The mass media may even affect individuals in far-off rural places in the modern period. Different information and telecommunication media have a significant impact on people's views and behaviour, especially in metropolitan areas. The term journalism has a Dutch origin called journalistiek, which is related to the English term journalism, which derives from the word journal, which is a translation of the Latin word diurna, which means "daily" or "every day," and refers to printed sheets of paper that contained all the news for that day.

The labour of gathering, writing, editing, and disseminating news in newspapers and other media, which incorporates journalism and message, is described as journalism in the Indonesian Dictionary. Journalism Journalism, in the opinion of Onong U. Effendi, is the management of news, from gathering information through communicating it to the public. Journalism used to solely handle informative content. ActaDiurma, the earliest journalistic publication in ancient Rome at the time of Julius Caesar's ascension to power, proved this.

There are three ways to examine what is meant by the term journalism: Three categories: Harfiyah, conceptual/theoretical, and practical. Journalistic in harfiyah refers to journalism or authorship. The core meaning of "journal" is "report," "note," or "jour," which is French for "day." The phrase "du jour," which translates to "day" in Ancient Greek and refers to the happenings of the day that are recounted in printed sheets, is the origin of the journalistic term. Three conceptual perspectives can be used to understand journalism: (Prose), (Engineering), and (Science). Journalism is a process that involves gathering, analysing, publishing, and presenting information to the public via the mass media. Journalists are the ones that perform this task. As a method, journalism is the "expertise" or "skills" involved in producing journalistic work (news, articles, and features), including knowledge on how to gather writing materials like event and interview reporting.

2.1 News

An event report that is news is one that is genuine, factual, significant, and intriguing and has journalistic worth. Another name for news is "latest information." Direct news (Straight News, Spot News, Hard News), opinion news, investigative news, and soft news are some of the several types of news. Perspectives are opinions or views about a subject or circumstance. Columns, editorials, articles, reader letters, caricatures, corners, and essays all fall under this category of information. Other pieces, such as features, which combine news and viewpoints, cannot be referred to be opinions because they do not include any news. The most common feature categories are biographical features, travel / adventure notes, feature advice (how to do it features), and human-interest features.

In particular, the language of journalism can be separated based on its format, including the languages used for newspaper journalism, tabloid journalism, magazine journalism, broadcast radio journalism, television journalism, and internet online media journalism. Newspaper journalism uses a vocabulary that is highly particular or specific, in addition to adhering to broad standards or principles of journalistic language. He can be distinguished from other media journalists because of this. The seventeen basic characteristics of journalistic language—simple, concise, solid, simple, clear, appealing, democratic, populist, logical, grammatical—apply to all kinds of periodic media. Keeping silent, keeping out of foreign words and phrases, the word choice (diction) is appropriate, putting active sentences first, Avoiding words or technical terms, Subject to ethical principles.

2.2 Print Media as Mass Media

The first kind of media still in use today is print. In the Roman Empire, print media first appeared as ActaDiuna and ActaSenatus. After Johann Gutenberg produced the printing machine, print media quickly expanded to include newspapers, tabloids, and magazines, among other types. As was previously noted, print media generally refers to all printed items that are used to transmit messages.

According to Suharyanto (2018), the process of identifying the sponsor takes place in the advertisement in addition to the message that has to be given and must be paid for. Advertisements not only transmit signals about the superiority of the goods being sold, but they also spread information about the businesses that make the goods being sold.

The first printed books mark the beginning of contemporary media. Even if the original book printing endeavour was only an attempt to employ technological equipment to generate the same or nearly the same text that had been copied in vast quantities, that endeavour might nevertheless be considered a form of revolution. The evolution of printed books experienced changes over time, with material becoming more secular and useful. Then, more and more widely read writings—particularly those produced in local languages as political and religious pamphlets and brochures—began to influence the mediaeval transition. As a result, the book community also played a part in the revolution at the time, which cannot be isolated from the revolution process itself.

Circulars, pamphlets, and news books from the late sixteenth and early seventeenth centuries cannot be separated from what we now know as a prototype newspaper until over two hundred years after the invention of the printing press. In actuality, it is obvious that the newspaper's first form was a letter rather than a book-shaped sheet. The primary purpose of the circular, which was sent through the postal service, which has not always been faultless, is to transmit information about events relevant to global commerce. In the realm of diplomacy and commerce, the growth of a newspaper is therefore the continuation of a long-standing activity. Early newspapers were characterised by a permanent format, a commercial focus (freely sold), a lot of editorial focus, public and open.

Print media (newspapers and magazines) have a higher level of innovation than printed books in the idea of comprehending above, including the development of new forms of writing, social and even if the opinions that were prevalent at the time were false. When compared to other cultural communication tools, newspapers excel in their individuality, reality orientation, usability, secularity, and fit with the needs of emerging social classes, particularly urban professionals and entrepreneurs. The uniqueness of something new is not determined by its technological components or how it is distributed, but rather by how well it serves a particular social class in a changing social and political environment. The history of newspapers and magazines might thus be considered as a continuation of the history of economic and technical advancement, or it can be seen as a sequence of conflicts, progress, and repetition that resulted in an environment of freedom. The following paragraphs will outline significant press-related historical developments that have an impact on the parameters of contemporary newspapers and magazines. In fact, it is impossible to adequately illustrate the history of how each country's press has evolved in a single succinct presentation. In addition, it should be recognised that these crucial components—which frequently mix and interact with one another—are what ultimately determine how press institutions grow. Naturally, with varying degrees of effect.

Each kind of media has advantages of its own, and print media is better than electronic media in several ways. The "durability" of information is where print media often outperform electronic media. Print media among the numerous forms of mass media provides benefits that other media do not. The printing is irreversible and may be saved so that the reader can review it for free until they comprehend the point being communicated. Mondry further asserts that more print media pages may be created if necessary.

The benefits of print media, in Wahyudin's opinion, are as follows: 1) Can be saved and read repeatedly. 2) Has the potential to inspire others to consider the writing's subject matter more closely. 3) The information's contents may be saved or gathered. 4) Both the pricing and the distribution are more reasonable. 5) More effective at explaining difficult or stiff concepts.

Newspapers and magazines are the two categories of print media that emerge in the midst of society. Both of these print media offer the following benefits: Newspapers provide the following benefits: 1) They are often not too costly. 2) Versatile (more adaptable in choosing the publishing schedule of ads and newspapers that publish (whether local, regional, or national) in relation to the audience targeted by the ad). 3) It can be savoured for longer. 4) Market coverage; based on their locality, newspapers can access urban regions. 5) Doing a price comparison; people frequently use newspapers as sources of information when making purchases of products or services. 6) A pro-consumer mentality; the reader is also given a reference to the information's veracity.

While the following are some magazine benefits: 1) The reading is more selective and may be enjoyed for a longer period of time. 2) Is able to paint a compelling picture (Visual Quality). 3) Target audience; one of a magazine's benefits over other forms of media is its capacity to connect with particular niche market segments. 4) Public acceptability; the capacity to elevate the promoted goods is consistent with how the target audience perceives the status of the publication.

The following are the drawbacks of newspapers: 1) Ignorable and rapidly becomes stale. 2) Limited lifespan; while having a large, recorded audience, newspapers are often only read once by readers and only take 15 to 30 minutes to read. 3) Clutter; If the contents and layout are disorganised, the reader's interpretation of the advertisement's message will be impacted. 4) Limited coverage of some groups; newspapers are unable to reach some groups, such as the lower middle class or those under the age of 15. 5) Products that don't fit; since they need to be shown or take specific factors into account, some products cannot be marketed in newspapers. An illustration of sports equipment marketing.

Additionally, flaws 1) The cost of magazines is quite high. 2) Little adaptability (limited). 3. Dispersion Since many publications circulate so slowly, they just accumulate on shop racks. There are publications as well that lack an adequate distribution system. 4) Magazines are frequently lacking in certain economically powerful yet remote locations. 5) The information collected is incomplete since the material used is typically quickly ripped and has considerable mechanical interference.

III. DISCUSSION

Islam really developed a notion of human interactions based on justice, and as a result, print media like newspapers and magazines are now under danger as a result of the growth of internet media. People are now more likely to use mobile phones or other devices to access online media because to the internet's quick expansion. Because print media are under danger, its devoted readers are likely to switch to internet media. This reality does pose a danger to print media publishers, but print media stands out for its clear, comprehensive, and thorough reporting, as well as the fact that it has been a part of human society for millennia and is thus not quickly forgotten.

The findings of Galarneau and Joseph's study, which reveal that consumer magazine publishers gathered at the American Magazine Publisher at the 5th Digital Conference in New York on March 3, 2009, demonstrate the diminishing trend of print media and the growth of digital media. The attendees learned about the explosive growth of digital media in the magazine business and the fading trend of print media. The topic of greater website utilisation, bridging the gap between editorials and companies, new product trends, and strategic planning, marketing, and advertising on the Internet were all discussed. The survival of print media is threatened by a movement in consumer behaviour toward using an internet connection to consume new media instead of conventional media. Print media continue to prepare for the emergence of online media by making different efforts, one of which is media convergence, even though online media cannot yet be accessed by all groups because there are still certain locations with restricted internet connections.

According to Resmadi and Yuliar, one of the mass media advances including various technology components is media convergence. The existence of the internet has spurred mass media to use online media, e-paper, e-books, radio streaming, and social media, which are examples of media convergence. Because technology growth does not primarily rely on print forms (newspapers, magazines, books), competition in the media industry is one of the forces pushing the mass media to adopt this idea. Mass media must innovate in the area of media convergence if they are to compete in the modern corporate world. Media convergence is one invention that takes a number of steps and procedures to be used. To demonstrate how media convergence may be progressively embraced by a mass media, Resmadi and Yuliar's

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research tracks the process of dissemination of media convergence innovation with the subject of daily research of the People's Mind.

The demise of print media has been anticipated by certain specialists. Supadiyanto reported that a lot of influential people from around the world have foreseen the development of paperless newspaper technology. These individuals are Philip Meyer, Bill Gates, Rupert Murdoch, and Roger F. Fidler. The rising usage of tablet newspapers or paperless newspaper technology in Indonesia's mass media sector has four consequences. The first immediate impact is the significant transfer of technology from print media to the paperless newspaper business model, which is particularly cost-effective in terms of production costs and global distribution. Second, a shift in the community's orientation and lifestyle with regard to accessing mass media from the beginning, which is still customary, by opening page after sheet, to switching to hitting a button or tapping the monitor screen, is another direct impact. Thirdly, because it reaches regions that are not shielded by national or territorial borders, the ramifications for media content will be more diverse. The fourth major effect is that different mass media corporations are integrating multimedia networks more and more, leading to multimedia convergence. Fifth, there is also the idea that traditional print media organisations will automatically fail.

Print media in Indonesia is still in the adoption stage of media convergence. Print media are working to improve their content, but they haven't yet considered business expansion plans. Digital technology has advantages in that it may improve public involvement, increase access to information, and monitor democratic government. The advantage of this media's conversion and convergence is the reduction of production and distribution costs, as well as a greater selection free of any geographical limits.

As the internet has grown, non-journalists (citizen journalists) now have the ability to publish their work in this new medium. There has been a significant shift in the role of journalists as a result of the internet channel, with the audience now serving as reporters. Various occurrences in the hemisphere whose information distribution is really provided by citizen bloggers operating as citizen journalists might be considered as evidence of the involvement of citizen journalists themselves. Seth Hettena, a military reporter for The Associated Press in San Diego, believes that personal blogs and digital material play a significant part in the coverage of the military.

The emergence of citizen journalism in Indonesia is debatably already underway, and significant events like terrorist attacks and natural disasters serve as examples of how valuable it can be. Since the early 2000s, citizen media has quickly expanded as it struggles to survive in the middle of the environment of traditional media. Citizen media can transmit information over the internet in the form of text, audio, video, images, comments, and analysis. even capable of acting as watchdogs, information filters, fact-checkers, and even editors for the press.

Allan noted that Citizen Media has emerged as a fresh trend that deserves the attention of Indonesia's traditional media. He watched as traditional media, including print media, started to learn how to adapt their journalism concept from an authoritarian to a top-down approach in order to compete in this new era, including one of the strategies to stay close to their audience. He observed this with his worries and fears. So, what does citizen media's future hold? Given that citizen journalism's purpose and growth continue to catch the attention of its own population, it is inevitable that the idea will annoy conventional media.

Print media must be able to retain credibility and confidence in the information delivered if they are to survive. Only the professionalism of journalists who uphold the ethics of journalism, which include presenting true information that has been thoroughly vetted, can foster the confidence and trust of the community. This is a compelling proposition that will allow print media to thrive. According to Jarvis in Sugiya, if the media business, particularly print media, wants to avoid marginalisation, it must undergo reform. One of them is that a strategy shift is necessary for print media to thrive. Print media has to be able to differentiate themselves from the medium. Paper alone cannot be a print medium.

Both newspaper (print) and internet media have advantages and disadvantages. Newspapers appear sluggish because readers can only consume the material the next day after it has been blasted to them by television and online media. Online media has the benefit of being quick and comprehensive. For instance, internet media that provide the quickest news on natural catastrophe alerts in comparison to print media include detik.com, which provides information swiftly and up to current 24 hours a day. weaknesses in internet media, including those related to news reporting veracity. Print media can still exist in Indonesia despite the fact that internet media is growing rather quickly and is expected to replace print media in Western nations. This is demonstrated by the existence of print media, the number of which increased in

2014 compared to the previous year. The print media trend in Indonesia also has the ability to adjust to the convergence of print and online media without losing sight of print media's continued presence. As a result, it is intriguing to research and learn more about how Indonesian media relates to the future of print media in the face of the assault of online media.

If you want to find answers, you need to consider how internet media affects print media. Naturally, print media journalists must be able to grasp the advantages of online media for print media given the inevitable arrival of the digital era. The advantages of online media over print media include the following: First, internet media may work with print media to effectively and quickly deliver messages and disseminate news that has been published by a media outlet. The second is to stop wasting paper by chopping down trees just to make paper. Thirdly, click once, and the news is read without spending money or requiring much activity.

While there are some very fundamental differences between online journalism and traditional journalism (print media), there are also benefits and drawbacks to each. These differences can be found in the media used, the actors or employees who participate in them, as well as the composition and presentation of the messages. Its presence cannot be characterised as that of a media that competes or opposes one another, but rather as one that may support one another in journalistic endeavours or the field of journalism. The two forms of journalism coexist because they both aim to serve the public's needs by providing news or information that is significant to a large audience. The two journalists are perceived as media journalisms that are competing with one another because of the distinct systems employed and the manner they are presented. In traditional journalism, journalists must also be able to adapt to the settings and circumstances that arise on the job. The strain and work involved in gathering, processing, and sharing news is also not as straightforward and easy as what takes on in internet journalism.

In order to satisfy the increasingly diverse information demands of society, journalists may need to be more passionate and adept at learning new applications in order to maximise the good effects of this technological progress. In addition to the ability to just write news, journalists need to possess a variety of additional talents. This might serve as inspiration for journalists to develop new techniques. Perhaps another benefit of social media is that it can be used to advertise a range of journalism-related items quickly and affordably. Social networking is one item that undoubtedly has perks and cons.

IV. CONCLUSION

The battle between traditional media and new media, in this case online media, is the largest problem facing journalists in the digital information era. Journalism, which naturally already had a new route to disseminate information and news, was the party that experienced a substantial influence as a result of the existence of online media. If they don't want to lose their consumers, traditional media, which at its inception did not employ internet channels in the practise of news generation, must now follow the trend of online media.

The mainstream media is concerned about the emergence of a new style of journalism that has evolved, specifically internet journalism, which was followed by the growth of citizen journalism. However, not many conventional media are receptive to new notions.

The information supplied must continue to be credible and trustworthy for conventional media to exist. Only the professionalism of journalists who uphold the ethics of journalism, which include presenting true information that has been thoroughly vetted, can foster the confidence and trust of the community. This is a compelling proposition that will allow print media to thrive. If the media sector wants to avoid being sidelined, reforms must be made, especially in print media. One of them is that a strategy shift is necessary for print media to thrive. Print media has to be able to differentiate themselves from the medium. Paper alone cannot be a print medium. The power and value derive from content distribution and control as well. Integrating newspaper material into digital tablets is another tactic used by print media.

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Study on Women portrayal of Media

Singh Anisha Bhairavprasad
Researcher, BAMMC Department
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract*: Films are the only channels which are looked up by Indian audience to come out of their dream world. Our country and society's values are shown in a very clear way in Indian cinema. This paper has tried to show the way women are being displayed in Bollywood cinema. In this globalized world the portrayal of Indian women is very rigid and there are not many variations in their representation. There is hardly any identity of Indian women in the Indian cinema. Also in this paper there is an attempt to find out if there is a change in the role of women from traditional times to contemporary times in Indian cinema.*

Keywords:. Indian Cinema, Stereotypes, cultural, contemporary times

I. INTRODUCTION

Cinema is for entertainment. It takes the people in a different world out of reality, out of their daily routine work. It moulds opinions, builds images and focuses on our cultural values. Hindi is the language which is mostly used in the Bollywood Industry. Millions of people go to theatres every week to watch films. The characterization of women in Indian cinema is mediocre. The fifty percent of the population in our country constitute of women and hence the way they are shown on the big screen develops their stereotypical image.A male centric approach is seen in Bollywood. It has been seen from the olden times that males have an upper hand.The themes are male centric and the heroine is not much visible in comparison to hero.Our society is based on patriarchal values so Indian cinema has been able to show women in different roles is still a question. This paper shows how a woman is displayed and her characterization in Indian cinema.

II. LITERATURE REVIEW

Since Independence Bollywood has changed from legendary movies to taking concepts from English movies. Women role have changed from being dependent on males to being independent.

The importance of Indian cinema today needs to be understood. People escape from reality while watching films. The viewpoint of people is changing. The feminists have spoken about misinterpretation of women in Bollywood. The feminists can see gender bias in cinema like women issues treated in cinema, etc. Feminist theory spoke about how women are treated as an object in Bollywood. Women have been shown in extreme roles like superior or terrible where they don't stand in between anywhere; either as a female lead or the bad women. Even movies are motivated by mythology where women should have image of 'Sita' where she is loyal and obeys her husband.Some of the movies show women as passive and submissive wives. . In seventies women were in doing roles like of a singer or a village tonga driver. The working women vanished in nineties. The women role is of glamour and entertainment like Priyanka Chopra in Agneepath (2012). Some movie makers have made women focused movies.

(Sibal, March 2018)

The role of women in Bollywood is shown in a stereotypical image like passive wife, mother who is suffering which has now changed to independent girl in movies. In this globalized world women role is heterosexual and has a rigid fashion. As we are in a patriarchal society the theory of alter-casting which says that a spectator needs to agree to the role that we want them to perform. Women can be seen in those roles in Bollywood. The women role is to be a offspring, take care of brothers or sisters, doing household work, ideal wife, devoted mother who is self-sacrificing, etc. The vamp in Indian cinema is the Western woman who drinks parties, etc so she is immoral with offensive behavior. In sixties the vamps were Helen, ArunaIrani and Bindu. We can hardly see any ordinary woman in Indian cinema. She is like a decorative object that does not have her own identity. The rain-saree-dancing image of women which is fulfilling the fantasy of men is shown in many movies. In 90's 'family drama' films were the most known. SoorajBarjatya's and

Karan Johar's films which shows women are confident but only confined to their homes. They are always subordinate to men. The symbols of marriage like mangalsutra and sindoor are shown. The women directors later came in the scene who have shown the experiences of women which were ignored. The women directors explored themes of female identity like Water (2005), EnglisVinglish (2012), etc. Some of the women directors were Aparna Sen, Deepa Mehta, etc. They have many problems in finding private financers.

(Habib, September 2017)

In women-centric films, women have fought against injustice. The social change is very necessary in our society especially when we talk about the behavior of women. The Bollywood industry is dominated by males. In this industry earlier women used to be an actress or singer but now are even choreographers, costume designers, editors, etc but still when we compare them with the count of men; their count is still less. The male directors decide the onscreen roles of women. Women is supposed to accept injustice and violence hence violence against women is always shown in Indian Cinema. The leading roles are always played by men. In women-centered movies they stand up for themselves and break the conservative roles. When we talk about initial stage women were not allowed to even act in movies; later when they were allowed they had to go as per the society's norms and play a role daughter, ideal wife, mother, etc. It was encouraged from 'Manusmriti'. The actresses have to be beautiful, young, fair skin tone and sensual. She is an item of craving. The directors get new heroines and give them a role with a hero of forties age. The male actors are given better payment then female actors. The films are always based on hero where he protects the heroine. There is sexual aggressionseen against women like eve-teasing, rape, etc. In 1960's few directors even questioned the stereotyping of women. They made films on real issues like poverty and many types of exploitations. They belonged to artistic cinema. They have shown a different image of women. They were interested in portraying women in their daily lives, problems they faced, etc. Few women directors made films related to women but they were not of huge success and got funding from West. There were huge controversies on women centric films like 'Fire' and 'Water'. They were not successful and were given title of an art film and it was told that woman director was from outside India and didn't have much information about Hindu religion.

(Sarkar, December, 2012)

The gender biasness is there in movies. When it comes to films posters female does get an equal chance even though they don't have important role in the movie. There is a difference in the job of men and women in films. Their looks and dressing is different. The males are always over-represented, strong and violent. The women are connected with home, calm and less active. More men are shown in commercial organizations and even given salary hike. In social media and dating sites women are judged by their looks while males are judged by how they behave. The males in movies are famous singer, an honest police officer, etc while women are beautiful and simple looking. In some movies 'Kaminey' women have very few dialogues. When we talk about emotions men are mostly angry and women are mostly happy.

(Nishtha Madaan1, October 2017)

The six prominent stereotypical roles of women in Indian Cinema are focused which are mother, wife, daughter, daughter-in-law, widow and other woman. Cinema is a commercial thing where investors look for profit. For a film to be successful in box-office they require equal portion of romance, melodrama, action, suspense, music, dance and comedy. In Indian movies love conquers all, good remains in the end and bad is punished. Stereotyping helps to establish a character quickly and also reinforces the expected models of behavior. These stereotyping has led the real Indian women left ignored or lost as there is no difference between reality and fantasy. As mother women is shown as selfless, protective, great sacrifices, courageous, etc. As wife women is shown as loyal, faithful, uncomplaining, tolerant, patient and forgiving. As daughter women are shown as obedient, well behaved, respectful, doing domestic chores, etc. As a daughter-in-law woman is shown as accepting in-laws as her new parents, obeys their wishes, loyal to them, etc. As a widow women is shown as dressed in white, no makeup or jewellery, cursed, can't remarry, etc. As the other woman; women is shown as who takes revenge, courtesan, vamp, home-wrecker, lust, greed, etc. These roles have been repeated thousand times in the Indian cinema.

(Rehman)

The Heroine in Bollywood plays the role which is acceptable to our society. A victim wife will not leave her husband's house even though she is facing physical and emotional violence and will only leave after her death. In Indian traditions

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it is called ‘doli’ and ‘arthi’. The women are not showcased as normal human beings but ideal women who are not liable to do anything incorrect. In any of the scenes their requirements and what they would like to become is not showcased. The Bollywood Heroines mostly stay at home happily after marriage even though they are educated. There are no scenes of women working in office, walking on the street and return home after a tiring day. In the movies men are always the savior and women are always the victim. The heroine is always rescued by the hero. Women are shown physically as well as mentally inferior. In some movies women did play important characters but their identities were absent they were always confined to their family. In movies which are based on battle women wait endlessly for him to return. In many movies like ‘Devdas’, ‘UmraoJaan’, etc women is shown as a courtesan where hero has sympathy but will never marry her. The famous actress ‘NanditaDas’ was told she is a dark-skinned actress amongst fair heroines. The woman who has a dark skin colour, without powder or lipstick or who has more weight is not agreed by the spectators. In Bollywood many things are covered now a day like sexuality, betrayal, surrogate motherhood, break up, live-in relations etc. MadhurBandarkar’s films have given real aspects to Indian cinema. His films have shown bold things like mistreatment of women; poverty, crime, bribery, superstar and journalism, etc where majority of films had female protagonists. These empowered women live their life on their own terms.
(Tere, June 2012)
Many films are based on social themes on women issues like dowry, rape, etc but they are not popularly viewed all the time. These films don’t focus on women point of view but male point of view. When the heroines are young they start their career and when they are 30 yrs of age they are considered as ‘old face’. The Heroes play their role after 30 yrs of age as well. This biasness is not only in the minds of the film makers but also the audience. Though women should remain pure but can have love-affair like ‘Radha-Krishna’; that is considered as pure love. So the lead actress plays a role of romantic woman. In some movies women used to wear colourful and sexy dresses to draw the attention of men.
(Nandakumar, May, 2011)

III. RESEARCH DESIGN AND METHODOLOGY

3.1 Objectives

1. To study the display of women in Indian Cinema.
2. To study if there is a difference between stereotyping of women in earlier times and contemporary times.
3. To study about feminist criticism on Indian Movies.
4. To study how Indian culture and religion affects the display of women.

3.2 Hypothesis

H_0 – Stereotyping of women in Bollywood may not be related to Indian culture and values.
H_1 - Stereotyping of women in Bollywood may be related to Indian culture and values.

3.3 Methodology

An Exploratory Research Design is used in this research where the usage of journal articles, newspapers, surveys, etc are done. Quantitative method has been used so that can test the hypothesis statistically. Google forms were used a platform for the survey technique for collecting primary data. This method will enable to researcher to understand the people view point, their attitudes about stereotyping of women. Even Case study method was used.
First hand data and Second hand data both are used in this research paper. In first hand data freshly composed samples are taken and tried to understand the mentality of the people towards stereotyping of women in Indian cinema. The secondary data is used where the information is collected from various articles, journals, books, websites, etc. and proper references are given for the same.

3.4 Sampling Technique

A Possibility Sampling Technique was used for this study. The main aim of this sampling is to put a spotlight on that part of people who are interested to answer the research questions. The sample size was 50.

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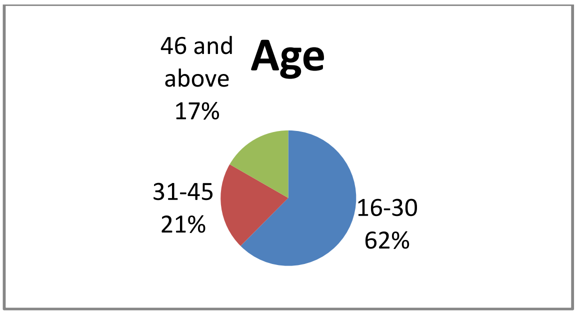
3.5 Limitations of the study

Due to time constraints, small sampling size of 50 people have been used in the study; results can vary if larger number of population is taken for the study.

IV. FINDINGS AND OBSERVATION

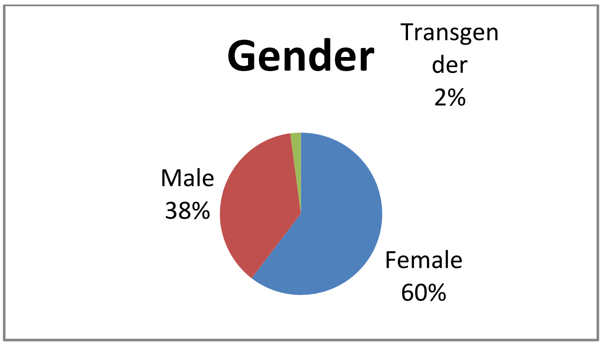
In this chapter the answers received through survey has been taken for the purpose of analysis.

Age



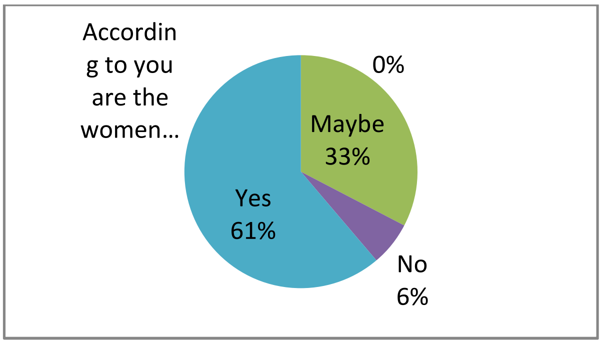
The survey was conducted on 50 people from Mumbai suburbs. From the total count, 30 respondents are between 16 to 30 years, 10 respondents are in between 31 to 45 years and rest was above 46 years.

Gender



Among them 29 were female, 18 were male and 1 was transgender.

According to you are the women stereotyped in Indian cinema?



30 people believe that women are being stereotyped while 3 people believe they aren't and 16 people are not sure whether the stereotyping of women is done in Indian cinema. Maximum people though do feel that somewhere or the stereotyping is being done.

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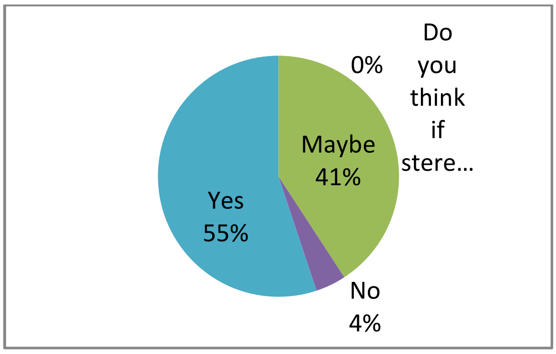
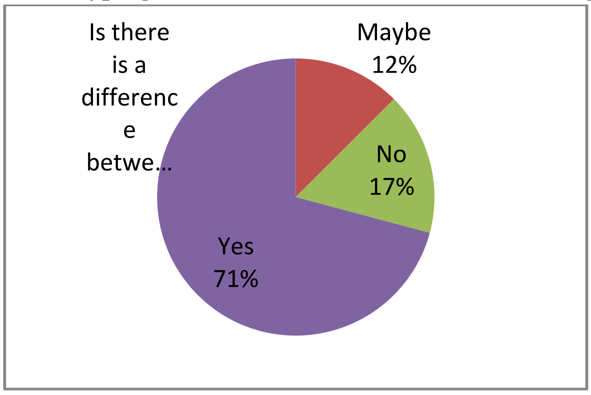
Do you think if stereotyping is done is it because of Indian culture and values?



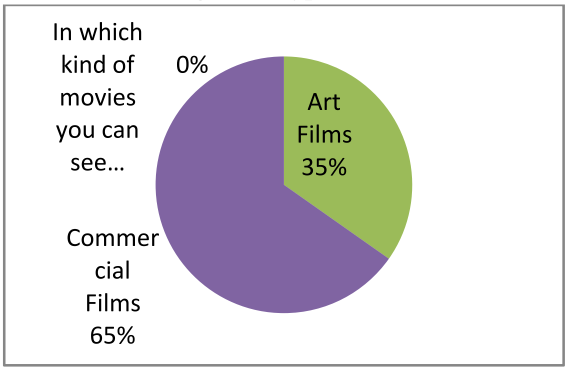
27 people believe that stereotyping is done because of the Indian culture and values which we incorporate in our generations while 2 people believe it isn't and 20 people are not sure whether it is due to Indian culture. Again maximum people do feel that somewhere or the other stereotyping is being done because of the Indian culture which we have been following since ancient times and we need to preserve our culture.

Is there is a difference between stereotyping of women in earlier times and contemporary times?



34 people believe that there is a difference in stereotyping while 8 people believe it isn't and 6 people are not sure about the same. Again maximum people do feel that somewhere or the other there is a difference in stereotyping which is being done in earlier times compared to contemporary times. As modern women is being shown in many different roles and have got their own identity in some movies.

In which kind of movies you can see women being stereotyped?



30 people consider women are not shown in a presentable way in Commercial films and 16 people consider that women are not shown in a presentable way in Art Films. Maximum people do believe that as Commercial films are more inclined towards entertainment so they show more stereotypical image of women in these kinds of movies.

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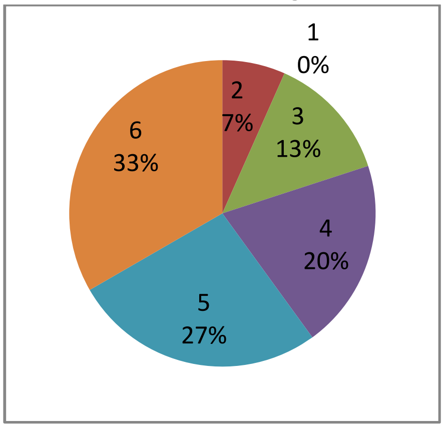
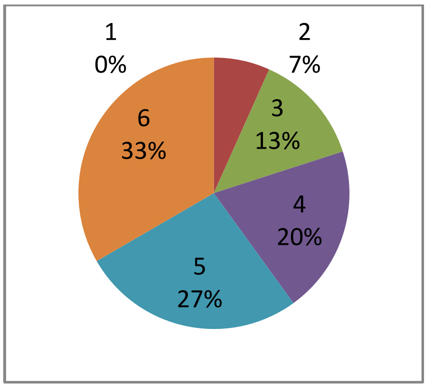
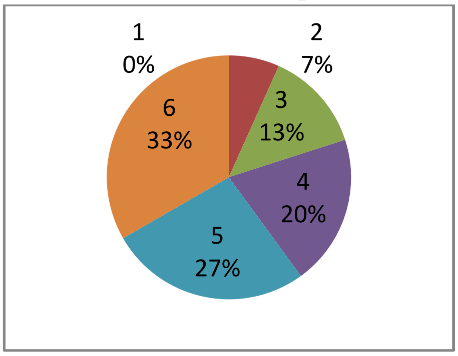
In which roles women are mostly seen in Indian cinema? [Daughter]



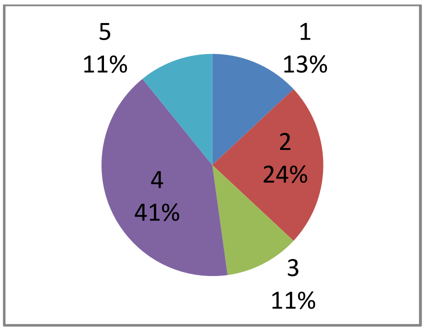
In which roles women are mostly seen in Indian cinema? [Wife]



In which roles women are mostly seen in Indian cinema? [Independent Women]



In which roles women are mostly seen in Indian cinema? [Other Women]



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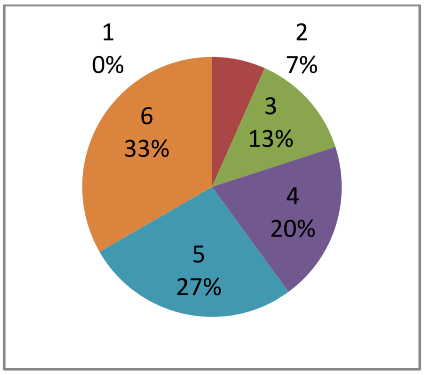
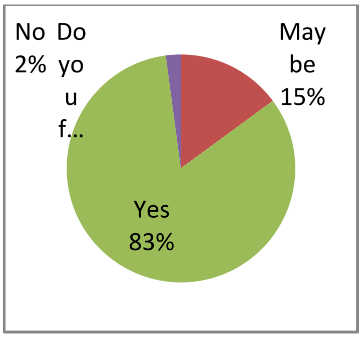
In which roles women are mostly seen in Indian cinema? [Mother]



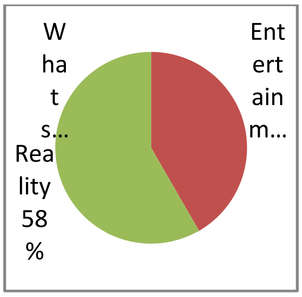
As per the survey conducted people say that the maximum role in which women are seen is Mother then Other Women then Wife followed by Independent Women and last by Daughter. So it's very clear that women is most projected in a role of Mother which is a very ideal image of women and then the other women who is either a vamp or a whore.

Do you feel more women-oriented films should be made?



39 people believe that more women oriented films should be made while 1 person believes it shouldn't and 7 people are not sure about the same. Again maximum people do feel that more women oriented films should be made so that the stereotyping of women is stopped in Indian cinema.

What should be the purpose of the Indian cinema?



28 people believe that Indian cinema should be to portray reality whereas 20 people believe that it should portray Entertainment. Maximum people would like to see realistic movies in Indian cinema.

What are your suggestions on the way women are presented in Bollywood?

There are mixed suggestions on this question. There should not be any stereotyping of women instead they should be shown in multifarious roles where they are balancing both personal as well as professional lives. In movies there should be public welfare message and it should be based on ground reality. Stereotyping is an unconscious activity which happens for the males as well many times. The kids have an adverse effect when they see these gender roles. Instead of showing ideal women image their real struggle should be displayed on the screen. Overall the suggestion is to stop showing stereotypical image of women in Indian cinema and show them as more independent.

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Case Study

Aparna Sen who was a renowned actor and director made a film called "Parama" in 1985 in which she showed an elderly woman having an affair with a young man. Many young men came to her and asked about women liberation while the women thanked her.

"Chingaari" (2006) is the movie which is taken from a work of fiction 'The Prostitute and the Postman'.

It shows the troubles of women, social group, etc in rural India. The main character is opposing the main person of the village. In this movie Basanti has a main character. She plays the role of a prostitute who has a daughter. She satisfies the bodily needs of priest who worships goddess Kali. Later there is a twist in the story, when Basanti falls in love with a mailman. The priest gets angry and he kills the mailman. Basanti takes revenge of her lover's murder by killing the priest. The movie tries to review all the communal wrongs that women face in India.

V. CONCLUSION

The Indian cinema should not be only for leisure but should make audience think critically. The stereotyping of women can only be stopped when our culture is challenged and we stop seeing a woman as 'Sita' or 'Radha'. This will cause women empowerment. In Indian society if we go beyond stereotypes only then it is going to help us. Cinema should have an independent space for women so that they can realize their dreams. Instead of just giving entertainment it should be a medium for social change. There should be more progressive representations of women which will give them justice. The change can come when every individual in the film industry will realize this. The women should be focused with more interesting and challenging roles instead of objectifying them. Cinema creates a high impression; so it's necessary for them make people understand and have compassion. The researcher was able to agree with the hypothesis that stereotyping of women is done due to Indian culture and values which have come since generations to us and we are passing it to our generations and we comply by them.

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A Study of Innovative Trends in Business Practices

Ansari Kashaf Akhatar Hussain Tabassum
Researcher, BMS Department,
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *The organizations carrying on with work in worldwide business sectors are currently constrained to do it in states of super durable and fierce changes. They need to come up with new ideas and keep honing their own innovative skills in order to ultimately succeed in that kind of environment. For strategic businesses, gaining its own innovative strength is now a top priority. In order to accomplish this, the condensed findings of a desktop theoretical study designed to boost businesses' innovative power are presented in this paper. Companies' relevant innovative business models (IBM) were found in the survey and subsequent analysis. Some of these brief presentations (CANVAS, SHARE, and WOIS BLUE OCEAN Strategy) are now the IBM trend.*

Keywords:. research, innovation, management of innovation, and adaptability

I. INTRODUCTION

The current economic paradigm, known as a knowledge-driven economy, is basically the result of technological progress that manifests itself in civilizational practices, embodied in useful objects (products) and services, processes, organization, and artifacts in all spheres of our lives (Krsti, Skorup, and Lapevi, 2016). It is the result of further evolutionary development from the previous paradigm, known as an economy based on the intensive application of knowledge. In contrast, economics based on extensive knowledge use in which individual product customers are directly involved in the production process with their knowledge, information, suggestions, and ideas and actively participate in its realization (Krsti, Skorup, and Minkov, 2016). Businesses face new challenges as a result of the knowledge-driven economy, which can be summarized as follows: The markets are now worldwide, with new rivals; Products and services' life cycles are rapidly decreasing; clients are progressively requesting; Technology is becoming more complicated. Krsti, 2013) In such an economy, changes have become almost daily, permanently altering the entire business environment. As a result, the most pressing issue facing all businesses today, regardless of their size, is how to survive in such circumstances.

II. RESEARCH METHODOLOGY

A theoretical desktop research was initiated in order to provide a meaningful response to that question, and it is briefly discussed in this paper. The purpose of the research was to investigate strategies that give businesses a chance to survive in an environment that is constantly shifting. The fundamental hypothesis of the study is that businesses should respond with an agile innovation to the environment's rapid change. The study's findings were: verifiable, graphic, near, insightful and logical techniques. The findings of the study demonstrate that agile innovation has the potential to foster long-term sustainability. In this regard, the appropriate recommendations were provided by the research's conclusions. An innovative methodology is a collection of techniques utilized in innovative management—that is, the initiation, management, and rewards of innovations. Which of the imaginative approaches in the substantial case will be applied relies upon the specific situation (condition of the climate) in which the development is understood, as well as our impression of advancement. As a result, cutting-edge methods are constantly evolving, new ones emerge, and their significance shifts (Zaki, Bugari, and Milovanovi, 2017) (Daragahi, 2017). The following is the order in which the first ten innovative methodologies were evaluated in the most recent ranking of significance (Kaminskaite J., 2016): Co-creating Values, Agile Innovative Systems, Deep Immersion, Open Innovation, Design Thinking, Lean Thinking, Six Sigma, and a Planning Scenario The term "agile" means "fast and well-coordinated on the move;" since Agile Innovation Systems have come to the forefront of innovative methodologies,

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III. THEORETHICAL OVERVIEW OF AGILE INNOVATION SYSTEMS

Agility as a term (ETY, 2017)) and comes from the Latin word "agilis," which means "it has speed in motion, turning, clever, smart." Assuming the term is applied to inventive frameworks, the Nimble Advancement Framework is alluded to Brief history of the making of lithe standards As per (Rigby, K. D, Sutherland, J., Takeuchi, H, 2016, a) key verifiable focuses that at last brought about the rise of Lithe Creative Frameworks can summed up as follow: Francis Bacon characterized the Logical Technique in 1620. Walter Shewhart and Edwards Deming lay out the PDSA (Plan-Do-Study-Act) cycle. The Toyota Production System, which is the primary source of "Lean" thinking today, is introduced by the Toyota company in the 1980s. The Team-based approach was discovered in 1986 by Hirotaka Takeuchi and Ikujiro Nonaka, and it significantly altered the process of designing and developing complex products (such as Canon cameras, Honda automobiles, and Fuji-Xerox photocopiers). In 1995, instead of using the traditional "Staple" method for product development, Jeff Sutherland and Ken Schwaber developed a new "rugby" method called "scrum"—a crowd for the ball—that allowed a project that seemed impossible to finish on time, within budget, and with fewer errors than any previous version. In 2001, 17 programmers in Snowbird, Utah, who referred to themselves as "organizational anarchists," gave the software design project a new name: Agile. This gave rise to the Agile Alliance, a non-profit organization with more than 30,000 members whose mission is to encourage agility in design.

Today, readiness stretches out a long ways past the data innovation (IT) structure, and besides, it tends to extend to work on creative cycles, in practically every capability, of pretty much every industry.

Nimble creative frameworks are particularly significant for organizations that have fostered the Item The executives, and particularly inside the R and D capability, and are trademark for the improvement of complicated items, and specifically grapple with IT items.

According to observations (Prasadi Lokuge, 2015), agile innovation can be presented as a core that links innovation, people, technology, project, and outputs. Depending on the technology used, various types of innovations can be achieved, the most common of which are radical, incremental, and desruptive innovations. The place that agile innovation occupies in innovation management Due to their high cost and risk, disruptive innovations are typically not tolerated by businesses in today's competitive market.

The following are just a few typical examples of how agile methods are being used in different contexts (Rigby, Sutherland, and Takeuchi, 2016, b): Public Radio purposes light-footed techniques for making new projects, John Deere utilizes coordinated strategies to foster new machines, I Saab utilizes nimble strategies to create new battle airplane, Intronis, an innovator in cloud reinforcement administrations, utilizes dexterous showcasing techniques, C.H. Robinson, a worldwide forerunner in calculated administrations, involves lithe strategies in human asset the executives, Ringer Winery utilizes nimble techniques from wine creation to stockroom, GE utilizes coordinated techniques to speed up open change from the twentieth century combination to the "computerized and modern organization" of the 21st 100 years.

Qualities of dexterous development Lithe advancement is a particular "guide in the field for planning and carrying out powerful development techniques by reinforcing the traditional philosophy of advancement with the Light-footed process. Self-organized and self-optimizing teams can be formed within the organization to better solve complex problems and produce disruptive innovations in order to facilitate Agile collaborative processes (Langdon, Moses, and Po Chi, 2014). In this sense, the following are the three primary functions of Agile innovation: 1) In your creative endeavors, work as quickly as possible. Dexterous developments support the successful improvement of made thoughts and their useful execution, through a typical development, from initiative to activity. (2) Reduction of risks Risk can be reduced through increased collaboration among all innovation actors (see section 1.9), which fosters the development of an innovative culture. 3) Getting everyone in the company involved in coming up with the best ideas because agile innovation encourages integration. Most of the time, effective innovation is the result of the organization's deliberate design and enhancement of its innovation, not by accident.

3.1 Elements of Agile Innovation

The method of innovative management demonstrates that organizational changes accompany innovation. Notwithstanding, as indicated by (IVP, 2015), because of the Deft Inventive Framework - AIS, organizations can further develop their imaginative exercises even without the requirement for major authoritative changes. The

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development of a adaptable team and the delegation of authority to the team for the execution of an innovative task are prerequisites for this. Along these lines, AIS can be considered an execution plan that will be carried out through Open Developments.

Three subsystems can be identified within the AIS: Development, Accel and Exploring. The subsystem Growth focuses on development opportunities for businesses that are already realizing innovative activities through acceleration of team effort as well as businesses that need to build growth on the basis of new innovative activities.

3.2 Conceptual platform.

The necessity for the acknowledgment of advancement is the presence of an imaginative stage. Imaginative stage is a business framework, which in Figure 3 is addressed as a steady and open Venture Framework (ES), which empowers development. Digital technology. Computerized advancements today are helping and rousing inventive reasoning and creative difficulties. Companies are able to evaluate their capabilities and choose the technologies that are most suitable for enhancing a specific business process or function. Eco-system. The following stakeholders, or stakeholders of the ES, make up the eco-system of the business system, which can be compared to the bio-ecological system: employees, suppliers, and customers They are all contributing to the development of agile innovation. Structures for flexible control Experience, particularly with the IT administration structures, featured the significance of authoritative plan, where the requirement for more adaptable administration structures leaning toward advancement is particularly stressed. Block 1 is going in the direction of market sensibility (feeling for the needs of the market), ideas and inspiration, or idea creation.

The following structural elements of the agile process are included in Block 2: Engagement.

The term "engagement" refers to the degree to which all parties involved in the innovation process are engaged. Integration. To empower the commitment, everything being equal, incorporating their efforts is fundamental. Orchestration. It is necessary to ensure their orchestration, or successful conduct, in order for the integrated efforts to produce a synergistic effect. Because the trial of application occurs simultaneously with the innovation's formation in the case of agile innovation, this is the direction Block 2 takes.

The fundamental characteristics of agile innovation are reflected in the structural elements of an agile process that make up Block 3, such as: short implementation time, functional focus, opportunistic innovation, and the innovation proposal's direct value Approaches that are agile Agile access is best understood in terms of an IT iterative approach—also known as access to software delivery—that is utilized by software development businesses. According to Rasmusson J. (2017), traditional software development consists of a continuous, one-by-one process that includes analysis, design, coding, and testing at the end. Software testing is carried out in this scenario after the completion of all previous activities.

In contrast to the conventional approach, the agile approach ensures that each of the aforementioned tasks—analysis, design, coding, and testing—is carried out continuously and simultaneously throughout the course of the development project. The following advantages are realized this way:

The project's quality is rising as testing begins on the first day of software development;

The project's visibility is increasing as a result of the project's immediate visibility to the extent that a portion of its functions have been built; the gamble is diminished in light of the fact that client criticism is moderately early;

Furthermore, because they are free to make changes to the project without incurring additional costs, end users are pleased.

Vulnerability with spry development Chance and vulnerability are standard adherents of each and every creative task, and in that sense lithe advancement. This particularly because of the way that the climate states of the business element that improves and the developments change quickly, which puts unexpected issues in front of the planners. An analogy, such as an uncertainty cone found in software design or IT innovation, can be utilized to evaluate the risk of agile innovation. According to CON, 2017, specific details regarding the nature of the software, specific requirements, the final solution, the project plan, the work engagement, and other project variables are typically unclear at the initial stage of the software design project. The project's overall evaluation is also affected by the aforementioned details' variability. As the wellsprings of variabillity that worry the subtleties are explored and fixed, so the changeability inside

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the undertaking diminishes, which likewise prompts a reduction in vulnerability. The diagram of the "Cone of Uncertainty" depicts this phenomenon, which is referred to as the "Cone of Uncertainty."

IV. CONCLUSION

Experience has demonstrated that agility should not be practiced exclusively with innovative teams that carry out innovative activities. Because this can result in far-reaching benefits for their business, it is crucial that upper management learns and applies the principles of agility as an agile team. A management style that assists functional managers in becoming general managers and the strategies of companies and their organizations in evolving from managers sealed into organizational units into managers who become fighters for power and resources in common cross-functional teams of the company can be very beneficial in overcoming the barriers of agile behavior. Leaders who imitate agile behavior should learn to build leadership on questions for agile teams like "What do you recommend?" rather than ordering. likewise, "How can this be evaluated?" and likewise.

In order to investigate strategies that provide businesses with a chance of survival in an environment that is constantly shifting, the findings of desktop theoretical research are presented within the scope of the study. The fundamental presumption of examination has been affirmed that deft advancement is the right reaction to the quick changing climate of business elements. The current study concentrated on large corporations with established R&D departments.

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A Study on Approaches in Digital Retailing Sector

Kanojiya Jay Rajesh

Researcher, BMS Department,

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract*: Retailing going digital, the concept of "digitalization" is one of the most significant changes in contemporary society. The retail industry, which is both affected by and affected by the development, is particularly affected by the ongoing changes brought about by digitalization. New business models (e.g. Sorescu et al., 1996), new companies (e.g. Mols, 2000), and new business opportunities (e.g. Quelch & Klein, 1996) have emerged as a result of the Internet's entry. 2011) and modes of trade (for instance, Gloor, 2000). Digitalization and the Internet have primarily been discussed in terms of an increased presence of e-commerce in retailing up until this point. In any case, the Web is turning out to be an ever increasing number of coordinated in all types of retailing and the effect of digitalization goes a long ways past the peculiarities of web based business. Examples of much broader and more significant impacts include the use of digital devices in various stages of the purchasing process, the transformation of previously physical products into digital services, consumer recommendations, and social media communications. The growing use of digital mobile devices and the Internet has begun to change consumer behavior in general, including how they shop. New purchaser items with portable Web are sent off at a fast speed and assortment of versatile items and innovations are becoming interlinked.*

Keywords:. Change, Retailing, System, Digitalization, Retailer-purchaser interface

I. INTRODUCTION

Digitalization is one of the main on-going changes of contemporary society and includes numerous components of business and everyday life. This change is significant for the retail area, which the two effects and isaffected by this turn of events. Retailers are simultaneously impacted by the new modes of consumption that are associated with digital technologies while also providing customers with a variety of digital goods and services that are tailored to the use of digital technologies. Digitalization has a long history in retail (see, for instance, Salkin, 1964; Watson, 2011), but its significance is becoming increasingly apparent. Scholars have been particularly interested in the implications for retailing of the rise of the internet (for instance, Alba et al., 1997; Peterson and other, 1997; 2003 (Burt and Sparks). Changes in business models and opportunities (e.g. Osterwalder and Pigneur, 2002; Quelch and Klein, 1996) are among these implications. Sorescu and other, 2011), modes of trade (Gloor, 2000), procedures for purchasing (Grewal et al., However, digitalization has primarily been discussed in terms of e-commerce up until this point (Wrigley and Currah, 2006), and the transformation of local shops into global markets (2013).

According to Bodhani (2012), these mobile devices are also increasingly incorporating the Internet into physical stores. New retail formats like click-and-drive (Colla & Lapule, 2012) and pop-up stores (Kim et al., 2010) are being developed right now, as are information retrieval, testing, ordering, payment, and service. Payments (such as iZettle), price comparisons (such as Pricerunner), and product information (such as Good Guide) are the purposes of new apps. This more extensive improvement will presumably have broad impacts for retailers, buyers, representatives, and providers. According to Grewal & Levy (2009), there is a great need for information regarding this transformation and its effects. 2010 by Doherty and Ellis-Chadwick; (2012, Hagberg et al.) Although e-commerce research is extensive and has been since its .transformations. While academics have acknowledged the significance of the Internet to physical stores, retail formats, apps, and so on, few studies have systematically examined the retailing implications of these developments. Such examination is focal given the possibly sweeping impacts that digitalization could have in the retail business. In this way, the need to foster a system that could be utilized to problematize the outcomes of digitization in a retail setting is clear. This paper aims to examine the ways in which digitalization has altered retailing and to propose future research on the effects of these changes. This paper examinations the digitalization of retailing beginning from

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the retailer-purchaser trade connection point, and all the more explicitly along three different features of trade: transmission, exchange, and distribution (Peterson et al., 1997). Access to and the sharing of information are two aspects of communication.

The transfer of ownership, which includes monetary transactions and the actual purchase, is the subject of transactions. Dissemination alludes to the physical and substantial trades of items. In order to provide a deeper comprehension of how digitalization transforms retailing in various areas, these three aspects of exchange are subdivided into subcategories that are further developed using examples from Swedish retailing. Based on three distinct "levels" of retailing, consequences are identified and research proposals are developed; micro, meso, and macro, encompassing everything from a single retail worker to societal shifts. Among key results it is brought up that computerized education and abilities in the work environment will be a vital test while likewise calling for novel types of information move among representatives; that the changes will force retailers to develop new business models that take into account the opportunities and challenges of digitalization; and that it will have an impact on retailers' capacity to be sustainable, cost-effective, and appealing to customers. The changes brought on by digitalization may also have an effect on the role that retailing will play in society in addition to transforming it in multiple ways.

1.1 Conceptual Framework

We base our conceptual framework on the analysis of consumption developed by Ritzer (2001) and Lehdonvirta (2012) to capture the increasing importance of digitalization for the retailer-consumer interface. This includes the transformation of physical products into digital services, consumer recommendations in social media, and the incorporation of digital devices into the purchasing process—such as online information searches leading to offline purchases. Ritzer outlines four components of consumption in 2001: subjects, processes, sites, and objects Lehdonvirta (2012) further develops these components within the context of digitalization. We use a similar breakdown as our starting point, but the terminology is slightly different. We use the term "exchange" rather than "processes" to describe the various activities that take place at the retailer-consumer interface. Here, exchange is regarded as neutral because it does not begin with a particular actor role or point of view (such as retailer or consumer). When referring to the various circumstances in which retailing takes place, we employ the term "setting" rather than "sites." In order to include retailers as well as consumers, we employ the idea of actors rather than subjects. Utilizing the concept of actors makes it possible to investigate roles and identities that are less clear-cut as the relationship between retailers and customers is transformed by digitalization. For instance, Hagberg (2010) demonstrates that "actors" are not always human and that actors in e-commerce exchanges are configured differently; Instead, "actors" are the collection of various participants in the exchange (such as digital devices at home or in a store, for example). Last but not least, we emphasize that digitalization has the potential to transform both products and services by employing the concept of offering in place of objects. We propose, based on research on retailing exchange modes (Kjellberg and Helgesson, 2007; Hagberg, 2010), that the four distinct elements have symbiotic relationships and that changes in one element may influence changes in the other elements. presents our structure, and eachelement is grown further underneath based on the past writing

1.2 Writing Employed

The writing comprises of papers in retailing, utilization and advertising journals complemented by other scholarly work recognized through this writing. Using a combination of keywords such as "retail*," "digital*," "internet*," and "consumer*," we searched Scopus and Business Source Premiere for recent works, followed by more specific searches based on the framework's elements and directly scrolling through the journals' content. digitalization of transactions With the advent of the internet in the late 1990s, e-commerce-focused new businesses emerged. However, many e-commerce businesses simultaneously opened fixedstores and e-commerce sites within a short period of time; As a result, so-called multi-channel retailing emerged. Transactions involve the transfer of ownership and include monetary and actual purchase transactions. The physical and tangible exchange of goods is referred to as distribution. This division is similar to Grewal et al.'s and Rotem-Mindali and Weltevreden's (2013) framework of information gathering, purchasing, and delivery. 's (2013) pre-purchase, purchase, and post-purchase framework; regardless, it is moreneutral in light of the fact that it expects to be no particular entertainer's point of view

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Component II:
digitalization of Factors The increased integration of human and digital technologies on both the retailer and consumer sides is known as digitalization of actors. There is likewise an increasedblurring of limits among retailers and buyers and new sorts of intermediaries, evolving jobs, and expanded significance of various entertainers. Intermixing of people and computerized technologiesNew advancements empower new types of organization with regards to retailing (see, for example 2010 by Hagberg and Kjellberg; Cochoy et al., 2016). Agency is not just the human customer; rather, it is a network of people, various objects, and devices (like shopping carts, computers, and smart phones) that work together. Element III: digitalization of settingsThe digitalization of the retail setting happens through a difference in retailing's traditional settings, i.e., the proper store and the consumers' homes. Furthermore, the digitalization of settings likewise includes the rise of new types of settings, particularly those settings connected with the multiplication of cell phones in regular daily existence. Element IV: As a result of these developments, digital technologies are increasingly mixing across time and space. Digitalization of offerings The distinction between goods and services used to be a problem (Levitt, 1981, for instance; 2004, Vargo and Lusch; Digitalization further contributes to the blurring of these boundaries (Araujo and Spring, 2006), and The term "offering" encompasses both goods and services, allowing retailers to blur the lines between the two categories. By including the digitalization of products themselves, also known as the incorporation of digital technologies into what is offered, digitalization contributes to changing offerings. Digitalization also influences how these offerings are priced and paid for, as well as how they might be extended and altered.

1.3 Changes of items and services

As contended above, numerous items generally sold by retailers have been digitalized toa incredible degree, like music, and this improvement is probably going to proceed to expand:"[M]any of the items and gadgets that we consider independent will accomplish newfunctionality and utility by being associated with a network"(Masten and Cultivator, 2010,p. 76). Products undergo numerous transformations as a result of incorporating more and more digital features. Be that as it may, albeit numerous items have become digitalized, material aspects remain. According to Magaudda (2011), even when it comes to highly digitalized products like music, digitalization does not cause consumers' practices to become less material; On the other hand, these practices still heavily rely on materiality, which is embodied in devices like smartphones, earphones, etc., which are a part of the picture regardless of whether the music comes from streaming services or mp3 files. Offerings expansion Digitalization also contributes to the possibility of offering expansion. Amit and Zott (2001)describe complementarities as one wellspring of significant worth creation for e-organizations. These complementarities include the possibility of bundling by broadening the range of goods and services offered, as well as the possibility of combining these "online" and "offline" offerings. New forms of pricing An increased blurring of product and service as part of the offering also creates challenges in pricing, e.g., whether the price should be based on a single unit, a subscription, etc. The combination of brick-and-mortar and online stores has also provided new opportunities for increased profitability in assortment allocation. Examples of these opportunities include providing different selections in different channels. Grewal and other, 2010). The offering's prices and pricing may significantly change as a result of digitalization. Digitalization makes a number of opportunities, like tweaked advancements or dynamic estimating

II. CONCLUSION

This has framed the more sweeping changes of digitalization of retailing by talking about what it means for four components of the retailer-consumer interface. Based on the past writing, it has dissected how trades are transformed through changes in correspondence, exchanges and dissemination; how the merging of humans and digital technologies results in the transformation of actors, how boundaries become increasingly fuzzier, and how new actors, roles, and relationships emerge; how settings change to include both new and traditional settings, as well as how they mix, and how offerings change by changing products and services, expanding offerings, and introducing new pricing models.

Digitalization has reshaped retailing extensively across the retailer-consumer interface, as shown above, and it is likely to have significant repercussions for both research and practice. Hence, the frameworkcontributes to moving the retailing writing past conversations of digitalization ase-trade and investigations of explicit, tight parts of digitalization. Drawing on this analysis, talking about the hypothetical and reasonable implications is conceivable. Implications for

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research There are three main repercussions for research. First, a combination of in-depth analyses of how specific elements are transformed and how changes in these elements are part of a larger transformation is required to deal with the extensive changes to retail brought about by digitalization.

As proposed by our structure, there are shared relationshipsbetween various components of digitalization, which expect aversion to theirinterdependence and advancement over the long haul. Second, research on the digitalization of retailing must also take into account an emerging hybridity, as our analysis suggests. We concur with Denegri-Knott and Molesworth's (2012, p. 6) argument that there are "conceptual pitfalls of reproducing a duality between what is physical or material consumption and what is digital virtual" and that these pitfalls should be avoided when defining digitalization in retail. In other words, dualistic separations between online/offline, digital/analogue, and material/virtual should be resisted in favor of more hybrid notions that combine and integrate these Too inflexible definitions riskbecoming out of date over the long haul, and too free definitions risk becoming unusable becausethey give no direction by any stretch of the imagination. While researchers frequently call for legitimate and soliddefinitions that can be utilized over the long haul and shared by everybody (Peterson andBalasubramanian, 2002), our examination shows that such a meaning of digitalizationin retailing is tricky, given its broad and on-going change. We have moved into a more specific framework of the digitalization of retail in the retailer-consumer interface, beginning with a broad definition of digitalization as the integration of digital technologies in retail. Hence, we believe that further investigations ofthe digitalization of retailing can productively utilize the proposed structure as aheuristic instrument for additional examination.

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A Study on Approaches of Corporate Sustainability and Organizational Culture in E - Commerce

Mourya Khushi Parasnath
Researcher, BMS Department,
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *The term "corporate sustainability" has recently gained prominence in organizational theory and practice. Although there is still a lack of clarity regarding what exactly constitutes corporate sustainability and how to best achieve it, numerous academics suggest that the adoption of a sustainability-oriented organizational culture is the path that leads to the implementation of corporate sustainability principles. We examine this suggested connection between an organization's cultural orientation and the pursuit of corporate sustainability principles in greater detail in this paper. In particular, we want to see if organizations can exhibit a unified sustainability-oriented organizational culture, whether they can become more sustainable through culture change, and what exactly constitutes a sustainability-oriented organizational culture. It identifies and outlines possible paths and obstacles for practical management and upcoming research.*

Keywords:. corporate , business, approach, culture, organization

I. INTRODUCTION

There has been a lot of writing about sustainable development principles and the need for businesses to implement sustainable practices (e.g., Sharma, 2003). Several academics, on the other hand, maintain that these changes are insufficient because they are only superficial and not conducive to the formation of sustainable organizations and industries (Hart & Milstein, 1999; Crane, 2000). Many organizations have introduced or changed policies, products, or processes in recent years to address pollution, minimize resource use, and improve community and stakeholder relations. 2001, Senge and Carstedt). They argue that organizations will need to undergo significant cultural transformation in order to effectively respond to environmental and social challenges (Post & Altman, 1994; Welford, 1995; Stead & Stead, 1992). The central idea is that in order to move toward corporate sustainability, organizations will need to create a culture that is focused on sustainability (Crane, 1995). The idea of an organizational culture has become popular in the sustainability literature because it makes it easy for the fields of human resources and organizational behavior to explain an organization's sustainability performance. However, there is little theoretical foundation for what constitutes an organizational culture focused on sustainability. In addition, there are only generic instructions on how businesses can achieve and implement a culture shift centered on sustainability.

II. CORPORATE SUSTAINABILITY DEFINITION

The larger concept of sustainability was shaped over time by a number of political, public, and academic influences. Public pressure increased for new approaches to the environment and development, and to integrate environmental protection with a development that would ultimately lead to an alleviation of poverty. This is where the idea of corporate sustainability comes from. Through the publication of the report "Our Common Future" by the World Commission on Environment and Development (WCED, 1987), a United Nations agency formerly known as the Brundtland Commission, the concept of sustainability gained global recognition.

The WCE coined the term "sustainable development," which is defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." However, there is disagreement not only regarding the idea of "corporate sustainability," but there is also a lack of clarity on how to best implement "corporate sustainability" in organizational practice (Daily & Huang, 2001). Companies' overall adoption of sustainability practices and related classification schemes have been the primary focus of previous research (e.g., Azzone & Bertele, 1994; Dunphy and co. ,2003; Chase and Auster, 1990). It was believed that external factors, such as environmental regulations and standards established by governments or pressures from customer groups and the community, were the primary drivers behind this adoption process. However, the organization itself was largely treated as a "black box" (Howard-Grenville, 2006).

The idea of organizational culture : first emerged in the 1970s and 1980s (e.g., Hofstede, 1981; 1993, Ouchi & Price; Pettigrew,1979; Schwartz & Davis, 1981), and it quickly became one of management research and practice's most influential and controversial concepts (Crane, 1995; J Organizational culture research reveals a number of common themes and similarities despite the variety of interpretations and cultural dimensions (Parker & Bradley, 2000). First, studies frequently use concepts that are used to identify and define organizational culture; As a result, a number of academics have attempted to construct conceptual frameworks for the study of organizational culture by categorizing important dimensions (Hofstede, 1981; 2002, House, Javidan, Hanges, and Dorfman; 2004 Schein; Quinn, 1988). Second, values, ideologies, and beliefs have been viewed as a trustworthy representation of an organization's culture and are thought to be particularly important for understanding it (Howard, 1998; Ott,1989)

As a result, cultural orientations have typically been the focus of the evaluation and measurement of organizational culture: competing values in an organization The internal-external dimension reveals whether an organization is focused on its internal dynamics or its external environment's demands. Organizational preferences for structuring coordination and control, or flexibility, are reflected in the flexibility-control dimension. To enforce compliance with behavioral norms, organizations that emphasize the control end of the dimension typically rely on formal coordination and control mechanisms like rules, policies, direct supervision, financial planning, and budgets.

On the other hand, organizations that emphasize flexibility tend to rely more on social coordination and control to achieve desired outcomes and behavior through internalization of beliefs, training, participation, commitment, socialization, and peer assurance. Cultures that are dominated by internal process values (lower left quadrant) promote stability and control through formal means such as information management, precise communication, and data-based decision-making (Jones et al., 2005, Zammuto et al. 2000). This type of culture has also been referred to as a "hierarchical culture" because it emphasizes technical details and enforces rules (Denison & Spreitzer, 1991; 1987, Kerr and Slocum; P A bureaucratic organization, for instance, would place less emphasis on adaptability and change and would be dominated by an internal process culture that valued formal procedures and regulation.

According to Quinn (1988), dysfunctional organizations are more likely to exhibit a strong overemphasis on a single culture type. For instance, a strong orientation toward internal process values (lower left quadrant) may result in a rigid bureaucracy that is highly resistant to any change efforts.

Cultural perspectives: competing demands within an organization on two distinct and competing dimensions are illustrated by the four-cell CVF (Quinn & Kimberly, 1984). The interior outer aspect reflects whetherthe association is centered around its inward elements, or on thedemands of its outside climate. Organizational preferences for structuring coordination and control, or flexibility, are reflected in the flexibility-control dimension. To enforce compliance with behavioral norms, organizations that emphasize the control end of the dimension typically rely on formal coordination and control mechanisms like rules, policies, direct supervision, financial planning, and budgets.

2.1 Theoretical Proposition

(1)The theories and ideologies that underpin the internal process quadrant are characterized by their focus on economic performance and a general omission of the wider organizational environment. On the other hand, organizations that place an emphasis on the flexibility end tend to rely more on social coordination and control through internalization of beliefs, training, participation, commitment, socialization, and peer assurance, in order to achieve desired outcomes and behavior. The internal process quadrant is in line with the scientific management ideology of Barley and Kunda (1992), which aims to maximize economic gains through rationalized production processes (Taylor, 1911). Under relatively stable environmental conditions, the hierarchical structure, its enforcement, and compliance with rules allow for maximum production of goods and services (Cameron & Quinn, 2006). Scott's classification of closed-rational systems models (2003) corresponds to the internal process quadrant (Zammuto, 2005; Zammuto and other, 2000), in which

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organizations are presented as instruments for achieving predetermined goals with formalized structures to enhance economic performance and organizational efficiency. The attention on formalization recommends thatthere are mental and inspirational impediments of individualswhich oblige worker decisions and activity inside the organiza-tion

Associations show a unified "feasible" culture?This segment examines whether associations can show onlyone unified hierarchical culture or whether there exist sub-bunch contrasts among various elements or worker gatherings. Despite the fact that commonalities between members of an organization are frequently mentioned in definitions of organizational culture (such as ,Louis, 1985; According to Schein (2004), not all researchers share the viewpoint that members of an organization are part of the same, unified organizational culture (for instance, Gregory, 1983; 1998 Hofstede; Riley,1983; 1992 Sackmann; 1996 Schein Organizational researchers have used a variety of methodological approaches to study the various cultural dimensions of Schein's typology in addition to conceptual distinctions (Ashkanasy et al., 2000). In her description of the field, Martin (2002) identifies three theoretical perspectives on organizational cultures: integration, differentiation, and fragmentation perspectives.

The integration perspective focuses on the existence of unified cultures within organizations and assumes that employees at all levels of an organization agree on a set of shared assumptions, values, and beliefs (Martin, 2002). The differentiation perspective is of primary interest to this paper and is outlined below. According to Zammuto (2005), such consensus is regarded as desirable because it fosters unity of purpose and action as well as consistency in members' perceptions, interpretations, and actions. The hypothesis that cultural strength, defined as the extent to which cultural values and beliefs are widely shared and strongly held throughout the organization, has received a lot of public and academic attention (O'Reilly, 1989; 1996, O'Reilly and Chatman; improves financial performance (Denison, 1984; Saffold,1988) Sørensen,2002). Based on the assumption that improved coordination and control, as well as increased motivation and goal alignment among organizational members, result in performance benefits from a strong corporate culture (e.g., Deal & Kennedy, 1982; 1993, Ouchi & Price;

The differentiation perspective is similar to the integration perspective in that organizational culture is defined on the basis of what is shared yet at the level of groups within an organization (Martin, 2002; Srensen, 2002). 2005 Zammuto). In any case, there are contrasts inthe degree to which separation scientists recognize thatsubcultures can coincide with some type of association wideconsensus (Martin, 2002). While some argue that subcultures exist within the context of a larger, overarching "common" organizational culture (Trice & Beyer, 1984), others argue that many organizations are most accurately described as multi-cultural and deny the existence of a dominant organizational culture (Gregory, 1983).

The existence of subcultures has been confirmed by a number of studies (Howard-Grenville, 2006). They can develop around hierarchical levels within an organization (Jermier, Slocum, Fry, & Gaines, 1991; Organizational roles like department (Hofstede, 1998), function, and occupation (Schein, 1996; Riley, 1983) or around distinctions Barley and van Maanen, 1984). Managerial relevanceIt appears that leaders must abandon a purely economic paradigm and achieve a more balanced set of socially and environmentally responsible values in order to move toward corporate sustainability. Subcultures can also emerge around personal contacts and networks, as well as individual demographic differences like ethnicity and gender (Martin, 2002). A few observers, suchas Hart and Milstein (2003), have contended that associations need toconsider their openness to social and natural occasions, notonly in the present, yet in addition later on, for of generating sustainable worth.

III. CONCLUSION

The CVF has provided a framework for discussing how ideological underpinnings of organizational culture influence how corporate sustainability is implemented and the kinds of outcomes that can be achieved, in accordance with the conclusion of the integration perspective. In their pursuit of corporate sustainability, employees of various cultures place different emphasis on various aspects, such as internal staff development, resource efficiency, environmental protection, or stakeholder engagement. Second, we wanted to see if it was possible for businesses to have a single organizational culture that prioritizes sustainability. The differentiation perspective challenges the integration perspective of organizational culture, which generally holds that organizations have a single dominant culture with employees across the board agreeing on a set of shared assumptions, values, and beliefs.

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The differentiation perspective states that different subcultures can exist throughout an organization, and members of each subculture may have distinct perspectives on corporate sustainability from those of other subcultures. Third, we inquired as to whether associations can turn out to be more sustainablethrough culture change. The rigidity of the organization as a whole as well as the existence of subcultures within it have been identified as significant obstacles and limitations to sustainability-related cultural change. How-ever, the reception of corporate maintainability standards can occurat a few distinct aspects. Changes on the surface, such as the publication of corporate sustainability reports, the incorporation of sustainability measures into employee performance evaluations, or employee training, according to our research, can provide a favorable setting for altering employees' core assumptions or even their values and beliefs.

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A Study on Artificial Intelligence in Business Practices

Sayed Junaid Quiase
Researcher, BMS Department,
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *Applications of artificial intelligence (AI) in business are numerous and include education, medical diagnostics, science, technology, business, and more. The use of artificial intelligence techniques in business has increased in recent years. However, the majority of business managers are still unsure of when and how to apply AI techniques effectively. As a result, the purpose of this paper is to describe the fundamental AI methods (neural networks, fuzzy logic), the primary business problems they can solve, and the various business domains in which they can be used.*

Keywords:. intelligence artificial; brain organizations; hazy reasoning; neuro-fluffy frameworks; forecasting for business; marketing; finance

I. INTRODUCTION

Artificial intelligence, or AI, can be found everywhere. It is widely used to solve problems in business, science, technology, education, medical diagnostics, and other fields. The study of teaching machines to think like humans is known as AI. Man-made intelligence methods essentially incorporate fake brain organizations (ANN), fluffy rationale (FL), hereditary calculations (GA), yet in addition a different half breed frameworks like neuro-fluffy frameworks (NFS), neuro-hereditary frameworks, and so on., which are the result of combining two or more AI methods. provides the most straightforward definition of an artificial neural network. The term "a computing system made up of a number of simple, highly interconnected processing elements, which process information by their dynamic state response to external inputs" is used to describe the neural network. A large number of artificial neurons are arranged in layers to form a neural network. An activation function is performed on the sum of the signals received by each neuron, which are represented by numbers. The neuron's activation is determined in this manner, and it is relayed to the other neurons via output connections. Every association has a weight, which increased by the sign, decides its importance. The strength of synaptic impulses that are transmitted between biological neurons is comparable to the weights of the connections. A suppressive impulse is represented by a weight value of 0, while an excitatory impulse is represented by a weight value of 1. The concept of. ANN is a strong strategy for tackling complex estimate and characterization issues because of their high speculation capacity, their capacity to deal with the fragmented information and to learn and tune their boundaries relying upon a specific dataset utilizing a learning calculation. ANN has adaptation to internal failure, and that implies that the debasement of at least one units of ANN doesn't keep it from creating yield. The ANN have mathematical strength that can perform more than one occupation simultaneously, for example it has an equal handling skill. Despite the fact that ANN techniques have these capabilities, there are some restrictions. The "black box" nature of neural networks and the fact that ANN provide very little insight into what these models actually do are the two most well-known drawbacks. Also, the ANN is a computationally expensive structure because it needs a lot of training data. Fuzzy logic is used all the time, even if we don't think about it.

According to classical logic, every sentence can either be true or false. However, formalizing intermediate situations and describing ambiguous and inaccurate phenomena pose challenges for this standard. Utilizing fuzzy logic is convenient in these situations. Structured numerical estimators are fuzzy systems. They articulate the fuzzy if then rules as a kind of expert knowledge after starting from highly formalized insights about the structure of real-world categories. Their bits of feedbacks are addressed as etymological factors, which are gotten from enrollment capabilities. The membership functions convert input elements into a membership grade. In recent years, artificial intelligence techniques have been used more frequently in business. AI is currently being used in a variety of consumer and business settings. AI is making it possible for businesses to work smarter and faster, accomplishing significantly more with significantly less resources. Hence, the point of this paper is to introduce the essential simulated intelligence strategies (brain organizations, fluffy rationale), the primary business issues they can address and to recognize the different business space in which they are appropriate

II. MAN -MADE INTELLIGENCE IN BUSINESS

Arranging Successful business arranging is one of the most fundamental units of any business. Planning for various aspects of a business is the focus of a business plan. In business planning, AI techniques have been used to simplify up-to-date information, alleviate real-time and stressful decision problems, and reduce information overload. Different computer based intelligence strategies can be utilized in robotizing business arranging choices, particularly profoundly vulnerability based choice issues. A neuro-fuzzy system based on RBF for scenario planning in project management was proposed in [30] to deal with uncertainties brought on by external factors, shifting business objectives, and poorly defined methods. The radial basis function was used to learn about various project management scenarios. describes a neuro-fuzzy adaptive inference system (ANFIS) that can predict the trustworthiness of business partners in a shared business relationship. The monthly trust value between the business partners generated by the system can be low, medium, or high. The creators decided the ANFIS model execution on the outright rate mistake. The error values indicate that ANFIS is effective in solving this forecasting problem.

III. AI IN INFORMATION SYSTEMS

Information systems are now an essential part of business for a variety of functions, including communication, inventory management, data management, management information systems, and customer relationship management. Decision issues like software cost estimation, information retrieval, and software quality evaluation, among others, are being addressed by AI in this field. In [27], a set of theoretic, vector space, and knowledge-based system-based ranked neuro fuzzy inference system (RNFIS) was proposed. There is a zone for each document in the list, and the zone's relative importance is based on the role it plays in the query. Every one of the zones had a fluffy rule base related with it. The query expansion and the vector space are used to derive the parameters for this zone. The relevance level of each zone was determined by the fuzzy inference. To get the importance of the entire archive the pertinence of various zones were joined utilizing the arranged weighted normal. In , the authors predicted software development costs using a NFS. programming cost drivers are utilized as contributions to the neuro-fluffy organization. The software's development cost is influenced by five scale inputs and 17 effort multipliers, which were the cost drivers. The adjustment rating factors (ARF) were created by NFS. The COCOMO model used the ARF and the resulting numerical values to conclude the cost estimation process. [28] The relationship between software change proneness and object-oriented metrics is predicted using an ANFIS model. The receiver operating characteristic method was used to determine the model effectiveness area. ANFIS's performance was also compared to that of other methods like bagging, logistic regression, and decision trees in the research. When compared to the other tested methods used to predict change susceptibility, they came to the conclusion that ANFIS performed the best. An adaptive neuro-fuzzy inference system was used to assess the complexity of aspect-oriented software in [15]. Three input parameters were used by the authors: complexity of attributes, operations, and nested components. CaesarJ, HyperJ, and AspectJ were all considered as aspect-oriented languages. The result gauges intricacy of the part. The system's output was broken down into six complexity classes. The ANFIS-based system had a RMSE value of 0.6309, which was higher than the simple fuzzy method.

IV. AI IN FINANCE

Finance management is another important part of a business that affects the short- and long-term profitability of the company. Banking, insurance investing, stock and FOREX market forecasting, planning, and activity coordination are just a few of the many applications of AI and machine learning. Methods of fundamental and technical analysis could be used to predict exchange rates. A hybrid neuro-fuzzy system based on interval Type-2 fuzzy c-means clustering is proposed in [25] for the purpose of predicting the exchange rates of the FOREX stock market. To speed up convergence, the authors combined back-propagation and back-resilient methods. The accuracy of the next-day stock

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price prediction and the time to convergence were examined in relation to the model's performance. The c-means clustering-based type-1 NFS and the functional fink artificial neural network NFS were compared to the model's performance. The obtained outcomes demonstrate the effectiveness of the proposed modeling strategy for dealing with FOREX stock market fluctuations. A system that combines the adaptive neuro fuzzy inference system and principal component analysis was presented in order to assess the impact that bad loans have on the technical efficiency of banks . In this model, the result of framework was the effectiveness displayed as for awful advances, cost and benefit. In a model based on ANFIS was used to predict the value of real estate. To demonstrate that ANFIS is superior to multiple regression analysis (MRA), numerous scenarios were created. The benefit of NFS was demonstrated in all the test situations and showed the capability of this strategy in the space of land esteem assessment. In , a recurrent NFS was proposed for stock price time series forecasting. In this study specialists utilized the stock cost current worth and time series expectation for changing the NFS to get stock cost forecast framework with littlest estimating blunder. For stock price time series forecasting, the study demonstrates that the ANFIS is significantly superior to the artificial neural network. In recent years, various hybrid neurofuzzy financial methods have been proposed in scientific literature. The ANFIS, on the other hand, is the most popular and effective method.

4.1 Computer based intelligence

IN CLOUD Showcasing The progress from big business programming to Programming as a help (SaaS) throughout the last ten years has drastically changed the business. Easy installation and upgrades, simplified testing, and minimizing large investments are the future of SaaS. The evolution of SaaS includes artificial intelligence [22]. The main thing that artificial intelligence does is collect a lot of data. The requested information is then disseminated by AI and machine learning into automated procedures that were previously performed by humans. Artificial intelligence platforms for customer service, such as chatbots, which automatically respond to and resolve customer inquiries, are able to answer between 30% and 40% of inquiries

Employees will have more time to address more pressing issues as a result of the application of artificial intelligence technology in customer service. Personalization for customers is now possible thanks to artificial intelligence

. Customers want personalized experiences that cater to their specific requirements. They will switch employers if they do not have that experience at that company. Of all the AI options, predictive analysis is perhaps the most important. Companies can now identify and analyze not only what their customers are doing now but also what they will do in the future thanks to machine learning. Predictive analysis and historical data can be used together to find models that can predict a customer's next move .Before making another decision in the buying cycle, this predictive analysis helps to better personalize marketing communications, refine customer databases, and further customize the user experience .

Customers' needs are identified in advance by this proactive approach. Man-made intelligence AND BLOCKCHAIN computer based intelligence and blockchain ideas are spreading at an incredible rate. Both technologies have a significant impact on business and play a significant role in the Fourth Industrial Revolution (Industry 4.0). Computer based intelligence can help execute the blockchain innovation. AI techniques can be used to reduce energy consumption, boost hash function performance, and aid in the resolution of privacy issues.

Additionally, AI methods can predict a node's likelihood of completing a specific mining task, identify an intrusion issue at the blockchain application layer, and create a multi-agent system to generate a virtual distributed ledger agent. In the creators framed a few blockchain related execution concerns and how simulated intelligence strategies can help

As of late, Bitcoin has drawn in impressive consideration in the fields of financial matters, cryptography, and software engineering because of its innate nature of consolidating encryption innovation and money related units. In time series of Bitcoin price predictions are made using Bayesian neural networks. demonstrates various machine learning methods for predicting Bitcoin price. Bitcoin price prediction is another application for deep neural networks. describes this.

V. CONCLUSION

The reason for this article is to introduce different fields of action in which man-made brainpower methods have been effectively applied. The article does not claim to have a comprehensive application scope because of its limited length. An example of the distributions accessible in the logical data sets is analyzed and the pertinent surmisings are made. Prediction and classification are the two primary applications of AI techniques. Computer based intelligence strategies

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are predominantly utilized for determining and characterization. In business applications, hybrid neural-fuzzy structures have become increasingly popular in recent years. This is because of the limits of the utilization of independent man-made intelligence strategies for various genuine issues. The volume and vagueness of the datasets, the complexity of the real-world problems, and a lack of sufficient, uncertain, or unclear information are typically blamed for the limitations. Including fuzzy logic, particularly Type-2 or intuitionstic fuzzy logic, can successfully solve such issues.

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A Study on Business Sustainability and Strategic Approach towards IT

Shaikh Fatima Ibrahim

Researcher, BMS Department,

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *Achieving business sustainability goes beyond corporate social responsibility (CSR). To achieve long-term benefits, it is necessary to plan strategically rather than incrementally. We must make changes given the current social, environmental, technological, and political challenges facing business. This paper examines the significance of a strategic approach to business sustainability and the various strategies that businesses can use to achieve strategic sustainability.*

Keywords:. Sustainability, Business Sustainability, Sustainable Development, Sustainability, Strategic Sustainability, Green Giants, Triple Bottom Line, and Corporate Social Responsibility are all strategic approaches

I. INTRODUCTION

Milton Friedman, winner of the Nobel Prize in Economics in the 1970s, said that "the sole purpose of business is to increase its returns to stakeholders." He argued that businesses that implement CSR will face more legal requirements than businesses that do not, making them less competitive. He came to the conclusion that making money is the only purpose of business.

In the 1970s, CSR and sustainability issues were not seen as significant. Friedman's theory was one of the most important business models at the time because climate change was not seen as a threat to future generations.

Costanza and others According to an estimate made by (2014), the value of ecosystem services such as pollination, soil formation, and a great number of other services that nature provides for free would significantly exceed the global GDP if we had to pay for them. This pivotal work has served as the foundation for the sustainability perspectives of many experts. The natural resources of water, soil, and air are finite and must be protected and sometimes replenished through projects like watershed projects.

II. LITERATURE REVIEW

According to the Brundtland Commission's 1987 report, "meeting the needs of the present without compromising the ability of future generations to meet their own needs" is the definition of sustainability. By simultaneously delivering economic, social, and environmental benefits, or the triple bottom line, a sustainable business truly contributes to sustainability (Dyllick & Hockerts, 2002; 1998, Elkington). Organizations have been redefining their roles, action domains, and interdependence in conjunction with the state and civil society, as well as developing new strategies, policies, and arrangements (Marrewijk, 2003).

Sustainability and Corporate Social Responsibility (CSR) are increasingly used interchangeably because of their similarities and convergence (Emerson, 2003; Mazon, 2004). Multiple levels of analysis are involved with both concepts (individual, group, company, community, etc.). and numerous stakeholders (such as employees, shareholders, customers, suppliers, partners, and members of the community, among others). Sustainability and corporate social responsibility (CSR) address issues that occasionally overlap in social, environmental, and economic dimensions. In addition to short-term performance indicators like return on investment (ROI), the economic sector includes elements that contribute to long-term financial success, such as a company's reputation and relationships. According to Raynard & Forstarter (2002), managing sustainability and CSR requires striking a balance between short-term and long-term considerations, taking into account the interests of a wider range of stakeholders. The strategy of strategic planning is better suited to this situation when it comes to creating a sustainable business environment.

2.1 Sustainable Development

The idea of sustainable development is becoming more and more accepted, but many executives in the business world have never heard of it before, so it remains a theoretical and abstract concept. "the means adopting business strategies and activities that meet the needs of the enterprise and its stakeholders today while protecting, sustaining, and enhancing the human and natural resources that will be needed in the future" is the definition of sustainable development.

This definition reflects the World Commission on Environment and Development's original concept of sustainable development, which recognizes that economic development must cater to the requirements of business organizations and their stakeholders. Shareholders, lenders, customers, employees, suppliers, and communities that are impacted by the organization's activities are all considered stakeholders in this context. The dependence of a business on human and natural resources, in addition to physical and financial capital, is also the focus of the definition. It states that economic activity cannot irreparably damage or deplete these human and natural resources. This definition was intended to assist directors of businesses in implementing the concept of sustainable development within their own organizations. However, it is important to emphasize that sustainable development cannot be achieved by a single business or the entire business community on its own. Sustainable development necessitates a concerted effort on the part of everyone involved in the global economy in order to not only meet the requirements of the present but also to safeguard the capacity of future generations to do so.

Making sustainability a part of everyday business operations According to Bielak, Bonini, & Oppenheim (2007), organizations are increasingly under pressure to incorporate society's expectations into their business strategies in order to respond to customers, employees, and other stakeholders and investigate opportunities for gaining a competitive advantage. (Oppenheim, Mendonça, and Bonini, 2006) The goal of the research is to find a set of factors that could make it easier to effectively incorporate sustainability into organizational practices.

2.2 The Strategic Approaches

"The majority of strategies are based on particular notions of the future. Sadly, the future is extremely unpredictable. More than half of organizations that have failed at some point, according to research, could be attributed to a flawed strategy rather than a poor economic situation. Planning a strategy takes a lot of time and money. Strategies can sometimes be developed by organizations without allocating resources. Throughout the long term many methodologies have been proposed to determine system disappointments. To increase the likelihood of success for future generations, sustainability necessitates formal strategic planning. An official strategy gives an organization the chance to cut down on risk and increase the likelihood that it will be safe in the future. A strategy starts with planning, which comes from the military. 2,500 years ago, Sun Tzu wrote "The Art of War," which is considered to be the first strategy guidelines. The author of this legendary book, a Commander of the Chinese army, lays out the guidelines for conducting military operations. A number of other authors, including M. Porter, D.P. Norton, S. Kaplan, and H. Mintzberg, have also contributed to our comprehension of strategic organizational planning.

The term "critical" refers to the understanding of various schools of thought regarding strategy. There is no universal idea, and strategy may mean different things in different contexts. Because different metaphors can demonstrate how divergent perspectives exist on the same concept, it is essential to investigate various schools of strategy. However, business does not approach strategy differently.

The following schools of strategy exist: They define, form, and explain the strategy in the same way:

1. School of design: conception process striking a balance between the opportunities and threats presented by the outside world and the organization's internal strengths and weaknesses.
2. School planning: formal method Control tables and specific steps make up the formal procedure. It is backed up by a variety of methods, particularly when it comes to different plans, budgets, objectives, and operational plans.
3. School positioning: analytical method It incorporates ideas like strategic groups and value chains, among others, and the analyst becomes the plan maker. There are always some analytical specifics in it.
4. School of entrepreneurship: process of the future vision. The key person is the top manager. The key development of the concept was that it changed the focus of the strategy from a precise design, plan, or position to an uncertain vision and a broader perspective.

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5. Cognitive training: an intellectual procedure that focuses primarily on the investigation of the strategy concept. Additionally, this school has its own patterns, interpretations, or constructive perspective on a strategy. Instead of just dealing with reality charts, it is used to build plans.
6. Going to school: an unpredictably occurring process- This school emphasizes learning as you go rather than developing strategies in advance. They are distributed throughout the organization. There is a connection between formulation and execution,
7. Strong school: process of negotiation. The micro power group and the major power group are the two subgroups of power school. The micro power concept views the process of developing a strategy as an internal policy-making process that involves negotiations, exerting pressure, and conflict among the power players. The macro power concept emphasizes that an organization is a person with power over others and among its alliance partners, joint venture partners, and other forms of networking. It exists so that "collective" strategies can be agreed upon for the organization's benefit.
8. Culture college: a social activity. Integration and collective interests are at the heart of the strategic concept.
9. Environment school: It is emphasized that strategy formulation is a social process rooted in an organization's culture. a process that reacts. The idea includes "probability theory," which looks at how an organization might react to its environment. The "population ecology" is viewed as severely restricting strategic options. The institutional pressure that organizations face is referred to as "institutional theory." This strategy idea is a cross between the power and cognition schools.
10. School configuration: a transformational process Organizations are regarded as configurations rather than distinct entities. groups of traits and behaviors that are common. If the term "status" can be used to describe an organization, then the transformations can be described as a dynamic process of transformation in which the organization shifts from one status to another as a result of the change.
There are other classifications for strategy schools as well. The strategic management approaches have also been divided into three strategic schools, according to Elfring and Volberda (2001).
1. Limitation school addresses the problem of where to draw an organization's boundaries and how to manage processes across division lines. School of dynamic capabilities:
2. Strategic management is a process of collective learning aimed at developing unique organizational capabilities that are difficult to duplicate.
3. The school of configuration views strategy as the ascending and descending process of an organizational configuration, as well as strategic techniques, archetypes, and development stages.
These main trends in the field of strategic management, not various theories or the development of new theories, are the basis for this classification of approaches to strategic management.
The various schools of thought deliberate on the priorities that organizations assign to their various parts during the process of creating a strategy; however, the majority include Peter Drucker's categories for the development of strategic objectives.

III. OBSERVATION

Sustainability strategies must be tailored to each company in its own unique way because no two businesses are the same. Each company has its own organizational structure, supply chain, employee base, and geographic footprint. This makes it abundantly clear that no single strategic strategy can be sufficient. You can look at references from other businesses in the same industry or region; however, what works for one company might not work for another. Because it involves analytics, a positioning school approach may be beneficial in this situation. The planning school approach, on the other hand, may assist in identifying and prioritizing material issues to focus resources.
The entrepreneurial, cognitive, and cultural approaches may be better suited to developing innovative ideas to solve sustainability issues. Developing a sustainability strategy that will create long-term value for the company and communicating that to shareholders is a major obstacle for businesses worldwide. Companies with successful sustainability strategies connect their sustainability efforts with issues and activities that are material to the business. The problem that many businesses face is coming up with a strategy that both improves the environmental and social impacts of their operations and boosts their bottom lines. The most important factor in gaining support from

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shareholders is demonstrating that the strategy has the potential to generate value from a business perspective. As a result, strategy replaces cost as the link between sustainability and profit.

The cultural approach will assist in consulting and engaging middle management. The underrepresentation of middle management in the development of sustainability strategies can be reduced by cultivating sustainability as an organizational culture through a cultural strategy. Employee self-worth and engagement will rise as a result, and resistance to change will be reduced. To get middle management on board, a cultural approach to strategic planning will result in improved communication, patience, and persistence.

The Positioning and Power Schools approach will assist in the creation of key performance indicators (KPIs) that are linked to significant, measurable objectives and will clearly assign responsibilities. It is essential to manage and monitor progress toward sustainability; otherwise, efforts will fail. The positioning strategy will assist in the planning of resources and their allocation, which is necessary for the performance check. The establishment of a separate department within the company to carry out this task merits consideration.

Companies may benefit from adopting a learning approach to enhance company-wide sustainability initiatives. The change procedure could assist with integrating new mission and vision for organization assisting them with recognizing what their status is and where are the headed

IV. CONCLUSION

Over 40 years have passed since Milton Friedman gave is renowned perception and this present reality is seening another age of billion dollar "Green Goliaths" arising into the market. Green Giants are companies whose products, services, or business lines are centered on sustainability or social good and generate at least a billion U.S. dollars in annual revenue. Green Giants include Chipotle, which is worth 4.1 billion US dollars, Unilever, which is worth 52.27 billion US dollars, Whole Foods Market, which is worth 14.19 billion US dollars, Natura, which is worth 2.65 billion US dollars, and Tesla, which is worth 3.2 billion US dollars. Their success demonstrates that sustainability is the driving force of their business that generates value socially, environmentally, and economically. What sets these businesses apart from other businesses is that sustainability is more than just a department within their organization that looks for ways to save energy and eliminate paper.

The system incorporates their sustainability. The company as a whole is built on sustainability, and every one of them has a sustainable strategy that works and makes money. Many businesses claim to have a sustainable strategy, but it is only a short-term or incremental approach that prioritizes compliance with regulatory and legal authorities. Some businesses do have a sustainability strategy that is connected to their overall business strategy, which includes how they deal with customers and their supply chain. In the event of organizations like the Green Monsters, their supportability system is their business procedure.

The fact that these businesses have been successful shows that there is a growing demand for businesses to incorporate sustainability into their business models. Corporate sustainability is no longer a marginal or money-losing set of activities. It is time for businesses to realize that having a sustainability strategy is necessary for them to be competitive. As a result, there is no one-size-fits-all solution to complex sustainability issues. Manageability requires a decent blend of various methodologies which supplement each other in accomplishing a business supportability.

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A Study on Emerging Trends in Customer Relationship Management

Malhotra Hardik Bhagatsingh
Researcher, BMS Department,
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *New Approaches and Trends in Customer Relationship Management Development Today we are discussing immersed administration markets described byfilled dispersion channels, extraordinary cost contest, and eased back deals development. Existing clients of the business are a safe tool for success in a crowded market. The principles of Customer Relationship Management (CRM) are utilized by a company that places more emphasis on retaining existing customers than on attracting new ones. Because CRM entails making important decisions about the company's relationship with customers, the growth of artificial intelligence and data science has made this a great place to use these methods. The degree of automation is ever-increasing and will soon be emphasized. Companies can gain a competitive advantage in the market by incorporating cutting-edge technologies into CRM systems. In thispaper, we examine recent fads in client relationship the executives that need tobe tended to before long. We look at the benefits and drawbacks of new technologies, as well as how they affect service businesses' revenues and user experiences.*

Keywords:. Customer experience, new trends, data

I. INTRODUCTION

CRM have all contributed to the development of a novel business environment for service providers in recent years. Market participants, particularly those who provide services, are subject to new rules of conduct as a result of the environment's current dynamics. In order to succeed, service businesses are adapting to these changes. New challenges in terms of technology, processes, and business models are emerging in the service sector. The modern business environment is characterized by a large amount of information available to consumers and market participants and relatively rapid changes in market conditions. Companies that are successful are aware that the processes of performance management and the appropriate data flow, from which information and knowledge flow, have a significant impact on their success. From large multinational corporations to thousands of start-ups, innovative solutions can be found in the new digital era, where information and knowledge are widely accessible. Insaturated economic situations, it is important to adjust to new changes in the market make the most of good market open doors and make and foster a base of itscustomers.

A surefire instrument for this is the use of essential standards of Cus-tomer Relationship The board (CRM). Companies have made significant investments in developing a superior customer relationship management system in order to improve the quality of their customer relationships

[1]. Customer relationship management is an approach that places an emphasis on comprehending and anticipating the requirements of customers. It is a technique pointed toward drawing in and holding customers,their fulfillment, bringing about the production of profitability over the long haul

[2]. Today, knowledge-based marketing is used to describe CRM. As a result, the term "customer relationship management" (CRM) encompasses all technologies, particularly those that fall under the Web 2.0 umbrella and serve the purposes of "establishing relationships with consumers," "collecting and recording information and knowledge about consumers," "providing information and support to consumers," and "building and maintaining relationships with consumers"

[3]. CRM is defined as "a set of business activities supported by both technology and process that is directed by strategy and is designed to improve business performance in an area of customer management" by the authors

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[4]. It is a competitive space that can be viewed from three key CRM aspects: as Innovation: CRM as technology is intended to assist sales professionals in managing customer relationships by enhancing communication, gaining a deeper understanding of the requirements of the customer, and developing individualized solutions for the customer
[5]. This indicates that the CRM is a software product known as the "CRMsystem" and frequently hosted in the cloud. as a Method: Businesses devise plans to implement the "customer in focus" philosophy throughout all business procedures. CRM is a business strategy and philosophy that all employees must adhere to. It is based on the individual approach to each client by recognizing and respecting each client's needs.– as a Method: From the moment a user requests an offer to use it, established systems include steps to successfully guide them through the company.

1.1 The Rise of CRM Technology

Companies in the CRM industry are incorporating novel ideas and technologies to meet the needs of customers. The CRM industry is dependent on, and will continue to be dependent on, the organization's knowledge, processes, and information systems' integrity, dependability, security, and applicability. Supporting CRM software and hardware are developing at a revolutionary rate. There has been a lot more growth in these systems than just tools for managing contacts. Marketing experts predict a growing impact of trust relationships, and 29.3% said it will be a top priority for customers in CRM technology, which will be the single largest revenue area of spending in enterprisesoftware, according to the most recent Deloitte CMO report, which examines market behavior affected by the ongoing COVID-19 challenge

In such a dynamic environmentto increment efficiency, created companiesare moving from the exemplary idea of effective financial planning, to another idea of putting resources into newtechnologies. The Internet of Things (IoT), social media, mobile, big data, and the cloud are the four major technological fields of the 4.0 Industrial Revolution that make it possible to create excellent CRM systems. We highlight the following trends in the CRM software industry by reviewing the available literature. The company needs to be aware of these trends if it wants to stay ahead of innovation and market competition.

1.2 Artificial Intelligence Integration in CRM System

Artificial intelligence (AI) approaches are at the forefront of research in information retrieval and information filtering systems [They are ideal for use in CRM systems, which integrate user data generated from formal and informal interactions, such as with customers and suppliers. As a result of the company's numerous user touch points, customer data is growing in size and complexity The datacollected in this manner addresses both an opportunity and a test. The opportunity is reflected in the capacity to utilize a wider variety of data to enhance business and operational performance, as well as to develop improved, more sophisticated, and occasionally novel customer service paradigms. The difficulties are to separate helpful information from a tremendous measure of various dataso that they have use-an incentive for various divisions, connections, and circumstances The use of man-made intelligence innovation in the business space empowers the production of individual alized administration and administrative decision-production . The foundation for the company's future behavior, both reactive and proactive, is the information gleaned from available data through data mining.

There are three main areas in which AI can be used in CRM that we have identified:

1) Predictive analytics: application of machine learning techniques to structured data in order to predict trends in customer behavior (such as purchase)

2) creating a group of customers based on their shopping habits and other behaviors to make sales and marketing campaigns more effective. Companies can fully focus on customers who are likely to buy (use the service) when encouraged in the right way and in the right direction when using AI to gain insight into customer demographics, preferences, worldviews, and interests

3) Advanced support channels: Chatbots, video calls, and voice recognition services are just a few of the advanced support channels that AI has added to the CRM catalog

These can encourage and boost sales outside of business hours as well as automate responses to customer inquiries. The voice technology has already been adopted by the leading CRM solution providers, and others are anticipated to follow suit.

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Ramifications Web of Things in CRMTechnological changes, digitization and huge information have made new administrations and thegrowth of the advanced economy, which would address the issues and wants of progressively exigent customers. CRM must be integrated with Internet of Things (IoT) technologies in order for businesses to get as close as possible to their customers

The Internet of Things, or IoT for short, is a brand-new paradigm that offers a set of brand-new services for the upcoming technological innovations Concurring to statistics , there are a couple outstandingfacts: IoT technologies enable businesses to serve customers in a way that was unimaginable in previous years. It is predicted that there will be over 64 billion IoT devices worldwide by 2025, that IoT will potentially generate $4 trillion to $11 trillion in economic value, that 54% of business IoT projects are cost savings, which is the main driver of revenue, and that the portable devices market will be worth $1.1 billion by 2022. The associated gadgets thatcontinuously share information (for example information on client conduct, activities, affinity) integratedwith savvy frameworks, which use AI techniques on a lot of information are agreat opportunity for organizations to find further information about their clients. Wehighlight a few benefits for the organization, which emerge from the combination of IoTand CRM innovations

Organizations can recognize an issue with the utilization of the help/item before the cus-tomer reports it on the grounds that a sensor can be introduced in the item and send data tothe CRM framework about a potential issue with the item. This improves business processes from beginning to end by connecting products, devices, and equipment. Advancing Social CRM

The role and daily use of social media also have a significant impact on CRM. Application of IoT technologies facilitates the work of customer service representatives. Strategyof Social CRM (SCRM) is a high level adaptation of CRM, improved with social media,which empowers more efficient client relationship the executives . The utilization of socialmedia adds an additional aspect to client profiling, making the client to whom theservice is offered more clear. Companies can now access a wider range of data sources, including emotional and behavioral information about customers, thanks to SCRM When compared to traditional CRM methods, this creates better conditions for customer communication.

We can draw the following conclusions regarding the company's advantages derived from CRM: novel help channels,-admittance to dataon client conduct, confidential life, and companions division of clients as per the connections they have on informal communities finding new expected clients through the data set of existing client The test in the use of SCRM is the base information on the integrationof CRM into corporate entrepreneurshipto increment an association's client focus], which will be surely the subject of future examination. It is seen as a complete convergence of marketing, sales, and service, with a lot of unstructured data in the posts, shares, tweets, comments, and likes of over 4 billion social media customers. The test is to involve this data with impeccable timing perfectly positioned

The Impact of New Innovations on Client Experience

Building solid associations with clients and grasping their necessities or satis-group disseminates the significance of assembling administration achievement and largelydepends on the related consumer loyalty and experience. Although some research indicates that customer satisfaction has a direct impact on the company's retention, loyalty, and competitiveness the relationship between customer satisfaction and retention is not yet fully established. The perception of the expected product or service provided is what determines customer satisfaction . In recent times, top management has prioritized the improvement of the customer experience (CX) .

It is consistently regarded as one of the top three priorities of business management worldwide, according to practitioners' research, and is essential to any company's long-term success. The reasonthe CX has become essential in showcasing is that clients speak with organizations and their items in many new focuses ofcontact, which have arisen because of digitalization. The customer experience of a CRM is very important. According to the most recent Salesforce report, 84% of customers consider a company's experience to be just as important as its products and services . Since the relationship between a customer and a business is more like a human relationship than anything else, the business should keep track of previous interactions with customers, comprehend what they require, and tailor communication to those requirements. It is a course of personalization. For CX, personalization is a safe tool. It is becoming increasingly hyper-focused and individualized, particularly in response to the pandemic, not because it is novel to the game. We can draw the conclusion that the company needs to use customer data to improve customer experience.

Integration of New Technologie IN a recent fad in the improvement of CRM is the reconciliation of all the above intoone essential programming, which works flawlessly with every one of the components together. This includessolutions that incorporate: marketing automation, email software, analytics, customer dataplatforms, and tools for customer service. Customers, the company's enterprise systems, the CRM system, Big Data Analytics, Cognitive Computing, and the Internet of Things will all be a part of the best customer experiences

II. CONCLUSION

In the CRM philosophy holds that technology, strategy, and process all have the responsibility to enhance the customer experience and optimize various aspects of sales and marketing. In the event that wewere to attempt to make an overall expectation for the future improvement of the utilization of newtechnologies in CRM, it would imply that organizations will utilize innovation to root outor robotize processes that make extra expenses. The powerful CRM, automated workflow, and connected application stack—where data can freely move between applications—are the mechanisms for this. Companies will need to ensure that their CRM continues to innovate and follow the outlined trends if they want to run successfully in the current market conditions, which are much more condensed, prone to change, and enriched with more data sources in the decision-making process. However, businesses must educate their staff on how to make the most of such systems and make use of these new tools to succeed. CRM is now a one-stop solution that enables businesses to make decisions based on data to drive hyper sales growth and revenue growth.

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A Study on Future Trends in 21st Century of Human Resource Management in E-Commerce

Modak Amaan Ikhlak

Researcher, BMS Department,

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *Each business is comprised of individuals, and its HR. Without human resources, an organization is nothing. Human asset the executives is tied in with dealing with these individuals successfully. HRM is now more than ever seen as essential to an organization's survival and success. Human Resources and their management are affected by the ever-evolving understandings, structures, and technological, economic, social, and psychological understandings. Current HRM models demonstrate that HR job expectations are changing in response to businesses' efforts to make the HR department more strategic and leaner. Every business's success depends on effective management of its human resources. It gives you strength and support. Organizations are greatly influenced by internal and external environment changes in today's complex environment. Without the right human resources, no business or organization can change, exist, or grow. As a result, every progressive organization has turned their attention to human resources. In the impacting scene, the way of thinking and point of view of HRM need to change and upgrade. This paper aims to bring to light the most recent developments in human resource management for the 21st century, such as globalization of the economy, corporate restructuring, newer organizational designs, total quality management, and the Kaizen model, among others.*

Keywords:. HRM, individuals situated, business, association, representative

I. INTRODUCTION

Human asset the executives is the most common way of uniting people and associations to accomplish their shared objectives. It is a position in organizations that aims to achieve a company's strategic goals by maximizing employee performance. Over the course of the past century, human resource management (HRM) has undergone significant transformations, the most notable of which has taken place in the last two decades.

The role of HRM in businesses has undergone significant change in recent years. With tasks and responsibilities that are strikingly different and extensive, HR is quickly becoming a crucial strategic partner. Workplaces are undergoing rapid transformation. HRM must be prepared to deal with the effects of the changing workplace as part of the organization. Data innovation Computerized advances, Data and Correspondence Innovation, and computerization alongside other mechanical advances have reshaped the world maybe decidedly in a huge manner. Everything including our perspective, living, conveying and working has changed radically. These technological shifts have had an impact on our culture, economies, demographics, and even society on a large scale.

1.1 OBJECTIVES:

1. To learn about the idea of Human Resource management
2. To comprehend the personal, organizational, and societal objectives of HRM.
3. To learn about the most recent emerging trends and the future of HRM.

II. LITERATURE REVIEW

This essay, written by Anuradha Duvvuri (2021), examines the many issues and most recent developments that have impacted the human resources department over the past few years. The justification for this worldview change is the HR division had the option to achieve targets thanks to globalization. Incredible changes have taken place in the HR department, and HRM's attitude has changed significantly. This seismic change in HR is a consequence of innovation

Reevaluating, significant distance working models, worldwide recruiting, adaptable booking, and choice to telecommute, and so forth. Technology and globalization have altered the application of HRM. HRM's capabilities and methods HRM has expanded in scope as a result of the department's need to keep up with the times and the effects of technology and globalization.

Agniva Saha (2017), in his exploration paper, the creator demonstrated that the work market is rapidly evolving. As an area of the business, human resource management needs to be ready to adjust to the effects of the changing labor market. Understanding the financial effects of economic processes, workforce diversity, dynamic ability requirements, company curtailment, continuous improvement initiatives, re-engineering, the contingent workforce, suburbanized work sites, and employee involvement all have financial effects on an organization, according to the hour people. There are a number of convergent issues that are driving the necessity to "rewrite the foundations." The pace of technological advancement is unprecedented. Despite the fact that people are relatively quick to adapt to new technologies, organizations move at a slower pace than people do.

Many continue to employ industrial-era structures and practices that are out of date. S. Muttagi, Umadevi. (2016), People are the main asset in an association. The abilities of its members determine its success. In an organization, the majority of issues, opportunities, frustration, and challenges are related to people. A company's human resources are its lifeblood. Human resources remain relevant and the most adaptable resources of the organization, despite the application of technology in contemporary business management. As a result, the company's success and survival are heavily dependent on its workforce. With the realization that human resource management must play a more strategic role in an organization's success and the changing competitive market environment, the role of the human resources manager is changing.

This paper will feature how an association addresses the difficulties and what are the new patterns in human asset the board in the ongoing industry field. This essay's objectives are to establish the significance of human resource management, explain how it came to be, provide some context, and discuss its potential and future growth, according to Vishva Prasad (2015). Various specialists underscored that people are an asset that needs more consideration and the executives than some other asset of an association. The responsibilities of the HR manager need to be in line with the needs of the changing company. Successful businesses are becoming more adaptable, robust, quick to change course, and customer-focused. The HR professional must acquire management skills in the areas of planning, organizing, leading, and controlling in this circumstance. The human resources department and keep up with the development of new employee and training trends.

III. RESULTS AND DISCUSSIONS

Emerging Trends and the Future of Human Resource Management As we move into the twenty-first century, it is unquestionable that HRM faces some of the greatest challenges since its definition as a distinct function nearly a century ago. HRM must effectively address these obstacles in order for organizations to achieve their goals because it is the primary driver of employee management.

The following are some significant new trends that are beginning to emerge both globally and in India:

1. Economic - Globalization In fact, the world's economy is now global. In today's market classification, national and global factors must be taken into account. Numerous international joint ventures have emerged in response to rising international competition. Human resource management faces numerous obstacles as a result of this globalization shift when trying to implement new methods for managing people.

2. Enterprise Rebuilding -1980s were portrayed by corporate securing and consolidations. Corporate restructuring is the new trend for increasing growth rates. It involves downsizing, acquisitions, mergers, divestitures, and other forms of restructuring. the entire business centered on an organization's primary strength. Employees may face the following potential changes as a result of a restructuring or reorganization. Loss of benefits, pay, and a job. Changes in the job, like new responsibilities and roles. Change your location to a new one. A shift in benefits and compensation. A shift in career options. shifts in authority, position, and prestige within the organization; new subordinates, bosses, and coworkers; and shifts in the authority, status, and prestige of the organization. A shift in the culture of the company and a loss of connection to the organization.

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3. Modern Organizational Designs - The traditional approach of division of labor, department authority, responsibility, and hierarchical levels is very different from modern organizational designs. The companies are concentrating on implementing the virtual organization concept.

In today's competitive market, team quality of products or services has become the buzzword for businesses that want to survive. A new concept known as Total Quality Management (TQM) has emerged as a result of this strong emphasis on quality. HRM's role and method of operation are affected by the various TQM principles.

4. Focus on the Kaizen Model - The Japanese concept of continuous improvement is known as kaizen. It stresses that there is dependably scope for development and that improvement is an endless cycle. Organizational transformations are sparked by kaizen in the following areas: zero defects, just-in-time, customer orientation, total quality control, new product development, productivity enhancement, worker discipline, a suggestion system, small group activities, and cooperative labor-management relations are all aspects of this approach. The strategy and HR planning need to change because of this emphasis on the kaizen idea.

5. Changing Position Profile- There is consistently a pattern of changing in the gig profile. The shift from essential and extractive responsibilities to support occupations, parttime business, and transitory laborers are the present reality, which makes sense of the difficulties due for changing position profile. Human resource planning, job descriptions and specifications for dynamic jobs, and matching job requirements with employees will obviously be put under more pressure by shifting job profiles.

6. The shifting nature of the workforce will also present HRM with a significant challenge in the future. The following are aspects of diversity: The most important aspects of diversity are: Age, race, ethnicity, gender, physical attributes, and sexual or affectionate orientation are the six primary dimensions. Secondary aspects of diversity include: Education, work history, income, marital status, military experience, religious beliefs, geographic location, and parental status are the eight secondary dimensions. Organizations have rethought their policies, procedures, and values as a result of this increased workforce diversity.

7. The rising number of female employees is a significant social change that has an effect on HR planning. The rising pattern of ladies representatives has required a few organizations to send off unique enlistment programs for ladies workers.

8. Emphasis on Knowledge Management Many occupational groups and industries will need more educated workers as a result of changing patterns. It is anticipated that the number of jobs requiring advanced knowledge will increase significantly faster than the number of other jobs. Likewise, there is a pattern of expanding instructive levels. The term "HRM" has been replaced by "knowledge management" as a result of these factors. As a result, HRM must update its HR plans, policies, and values in order to effectively manage knowledge within the company.

9. A growing tendency to view organizations as vehicles for achieving social and political goals In recent years, there has been a growing tendency to view organizations in this way. In response to societal shifts, organizations must change and adapt. The aftereffects of social, and regulative changes are including pressure associations. Organizations are forced to alter their hiring, promotion, and other HRM practices as a result of these factors.

10. Large Information Examination The main HR pattern will be information investigation projections. Associations have explained about huge information that it analyzes enormous informational indexes to reveal stowed away examples, obscure connections, market patterns, client inclinations, and other valuable business data. It is now time to start acting on that data and putting it to use. The analytical findings have been pointing to more effective marketing, new revenue opportunities, improved customer service, improved operational efficiency, competitive advantages over competitors, and other benefits for the business.

11. Technological Developments It is challenging to adapt the workplace to rapid technological developments that alter the nature of work and lead to obsolescence. Advanced technology has tended to reduce the number of jobs requiring little expertise and increase the number of positions requiring great competence, resulting in the shift from touch labor to knowledge work. There is state of the art working innovation accessible. Associations should adjust their innovations to this climate. From one perspective, new innovation produces joblessness; On the other hand, it results in a lack of skilled workers. The rate of technological advancement is accelerating. The genetics "Digitization" of work-life balance and lifestyles. Revolutionary or ground-breaking technologies.: Social, financial, and social availability.

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IV. CONCLUSION

Idea Organizations at present decide to employ individuals across ranges of abilities utilizing web-based entertainment, work gateways, and college enrollment. This framework has supported firms in acquiring the suitable ability pool while residual financially savvy. Globalization is a power that is quickly influencing the existences of individuals in each country. Borders are becoming more like bridges as a result of trade liberalization, rising levels of education among women and workers in developing nations, and advancements in technology. Companies can increase job opportunities and pay talented workers more. There are many options. The hardships are ample. While simultaneously attracting, integrating, and retaining multicultural workforces, businesses must deal with an aging workforce. Human resource management must generally investigate new trends in order to remain a useful business development partner. The HR manager's job must adapt to the changing needs of the company. Customers' needs and adaptability are becoming increasingly important characteristics of successful businesses. Inside this climate, the HR proficient should figure out how to oversee really through arranging, sorting out, driving, and controlling the human asset and be learned of arising patterns in preparing and worker improvement. how crucial it is for HR to assess its own capabilities and contributions to the organization. In such manner, taking into account the first hypothetical underpinnings of HRM has significant legitimacy since HR has been differently censured for being either excessively centered around association methodology or overwhelmed by regulatory errands, to the detriment of paying attention to those it serves and fostering a profound information on the association. It serves as a reminder to HR of the multiple roles it must fulfill by reflecting on the origins of HR, both in strategic management and organizational behavior, and the resulting goals, which include being both a "business partner" and a "people partner."

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A Study on Globalization and Modern Business Management Trends

Mistry Yusra Umar

Researcher, BMS Department,

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *Globalization and Modern Business Management Trends Research Background: Corporations are emerging as a result of globalization and internationalization, and competition is becoming more international. New management techniques and tools have emerged as a result of the necessity for businesses to adapt their traditional business practices to the new circumstances and market opportunities. Research foundation depends on the aftereffects of global review, which will fill us for the need of looking at the condition of current patterns in administration on the planet and in Slovakia. The article's goal: The primary objective of this article is to assess the implementation of current trends in business management by managers worldwide and in Slovakian businesses in terms of the tools and methods used by implementation management functions and their effect on businesses. Methods: The paper used analysis, synthesis, induction, deduction, comparison, and questionnaire survey results as scientific methods of research. Discoveries and Worth added: The article is committed to the aftereffects of worldwide overviews, which are pointed toward observing the way of behaving and mentalities of supervisors, the pace of usage and fulfillment of different administration strategies and instruments. The ability to creatively integrate the appropriate tools in the appropriate manner and an understanding of their strengths and weaknesses are necessary for successful implementation.*

Keywords:. management, globalization, management trends, and management as a whole

I. INTRODUCTION

To survive in today's uncertain economic climate, every business needs to be able to adapt to change. The speed of progress has expanded essentially as of late and change has become piece of the everyday truth of organizations and associations. To remain profitable and competitive in today's complex and competitive global business environment, organizations must constantly adapt to changing environmental conditions. There is a lot of competition. The market has evolved, new players have entered, and competition has increased. Additionally, Slovak businesses must carefully monitor market shifts and respond to domestic and international market demands . It is especially important to respond quickly to a variety of stimuli, including internal and external changes, innovation, and turbulence in the environment, in order to remain competitive. Companies that do not respond to change frequently run the risk of losing their competitive advantage, and this risk is very high. As a result, businesses must use the management apparatus to keep an eye on changes, evaluate them, and respond appropriately. The requirements for business management are constantly increasing as a result of the changes. This results in the enrichment of managerial theory and practice with new information. Methods that have been successful in the past frequently do not meet the requirements imposed by contemporary society, which influenced the development of new management tools and techniques.

Organizations are able to adapt to the requirements of the current market thanks to the new management tools and methods, which play a crucial role in ensuring business efficiency, profitability, and competitiveness. The execution of administrative patterns is a mind boggling process wherein the actual chiefs are generally involved. Managers must be able to select and implement the appropriate method in the most effective manner in order to introduce and use new tools and methods.

The development of management is greatly demanded by globalization and the processes of internationalization, advancements in informatics and telecommunications, and significant socioeconomic shifts. The expansion of practical knowledge and the pursuit of novel, more efficient management strategies reflect these. New methods, techniques, and tools that adapt to changing conditions and assumptions are taking their place. The world around us is subject to change that happens quickly, usually from one day to the next or from one hour to the next. Companies are also affected by changes that are typically so revolutionary, erratic, and rapid that they cannot keep up, and others are already moving in that direction. A company's ability to adapt to new market opportunities and changing conditions is one of the essential conditions for its successful operation. Inside the organization, the overseeing specialists help to satisfy this condition, which screens, assesses individual changes, and looks for a method for answering them suitably. The outcome of the organization is reflected in the nature of the executives, which likewise brings about a steady expansion in requests on administration. Under the influence of the rate of development, the utilization of procedures and activities that have been advantageous in the past becomes insufficient, and it is desirable to guarantee the adoption of new trends for the company's successful implementation. The company's performance can be improved and its position can be strengthened in a competitive environment by implementing new procedures and methods.

Trends survey, as managers embrace digital tools such as the internet of things and advanced analytics. For delivering long-term value, measuring performance, and establishing competitive advantages, advanced analytics generate actionable ideas . As they move away from hierarchical structures and embrace agile management, digital natives and established technology companies are turning new management and organizational concepts into operational realities, accelerating innovation and shifting power and responsibility to the front line. A tool must be relevant to senior management, topical, and measurable in order to be included in the survey. Digital transformation opens up new opportunities to improve operating efficiency, develop more accurate and agile planning, raise vendor awareness, and collaborate with business partners throughout the value chain. Bain & Company's most recent study, which was conducted in 2017 , was their 16th survey, and 1 268 managers took part. They have in excess of 14 700 respondents from in excess of 70 nations of North America, Europe, Asia, Africa, the Center East and Latin America.

As part of their survey, they ask executives for their thoughts on a variety of important business issues and systematically track the effectiveness of management tools over time. They are able to monitor and report on shifting management priorities as a result . The aftereffects of this directors talking with we can consider as specific patterns in the business climate. Managers need to keep up with the times and follow the environment's current trends. The term "trend" refers to either a tendency to change that lasts for a relatively longer period of time or a component of a long-term direction. Table no. 1 displays the survey's findings. 2, offer an evaluation of the top ten management trends by managers all over the world. The widespread trend toward giving teams more authority is taking place in both developed and developing markets, across all industries, from major multinational corporations to small regional businesses. Among supervisors, 4 out of 5 concurred with the thought, that the present business pioneers must trust. Only 5% were opposed, and empower individuals rather than command and control them. For the success of their business, three quarters of respondents place at least as much importance on culture as they do on strategy.

The statement that supply chain capabilities are becoming increasingly essential to industry success was the third trend that managers agreed with the most (67%): strategic planning as a managerial tool ranks no. 1 in light of worldwide use, with use rate 48.3%. As organizations explore this fourth modern upheaval, expecting to develop and flourish in a rapidly evolving climate, understanding how to be of worth to clients just turns out to be more essential. It's reasonable then, at that point, that client relationship the board (CRM), which centers around grasping clients and answering rapidly to their moving longings, positions no. 2 on the list, closely followed by strategic planning, with a 48,1 percent usage rate. Benchmarking as the third most utilized administration instrument has arrived at a degree of use 46%. While applying the singular apparatuses, notwithstanding the use, it was assessed the respondents' fulfillment with the instruments. On a scale from 1 to 5, a score of 5 indicated that they were extremely satisfied with the tool, while a score of 1 indicated that they were extremely dissatisfied. Strategic planning had a satisfaction rate of 4.03, CRM had a score of 4.01, and benchmarking had a score of 3.94 depicts usage and satisfaction rates. no. 1 and are exemplified using the three most widely used tools.

An organization's process of defining its strategy, or direction, and deciding how to allocate its resources to pursue this strategy is called strategic planning. The pioneer attempts by vital or long-range wanting to help the organization in laying out needs and to more readily serve the requirements of the participation Realized strategies, or the actual pattern of decisions and actions over time, are the result of careful planning as well as the influence of emergent forces, or the decisions and actions within an organization that contribute to the pattern but were not anticipated in the plan

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Customer relationship management is the process of developing one-on-one relationships with customers that have the potential to generate value for the business. This paper goes over tried-and-true CRM strategies that businesses can use to better manage their customers. Information technologies are being used more and more frequently to collect and store customer data in the current era. Innovative approaches to relationship marketing, which led to the development of novel forms of customer relationship management, also reflect this trend. These are mostly social (SCRM) and electronic (eCRM)

Online entertainment advancements establish conditions that can connect with clients in cooperative discussions and improve client connections. Today, a lot of businesses are using conversations on social media to learn more personal and nuanced things about their customers. Customers' habits, feedback, and needs can now be stored in CRM systems used by sales professionals thanks to social media's ability to provide detailed information .Managers would be better able to adapt to the changing environment and restructure the organizational strategy in response if they had a better understanding of the company's key customers and competitors. Benchmarking is the process of comparing one's business processes and performance metrics to industry bests and best practices from other companies. It would also enable managers to formulate and change the strategic approach toward the portfolio of customers that fits the organization's objective . Quality, time, and cost are typically measured dimensions.

The creative climate will keep on being dependent upon the progressions achieved by the peculiarity of digitization. Every business will have to accept and implement new, modern information technologies that will be related to the effective change in business under the influence of Industry 4.0 [13]. Certainly, fundamental, revolutionary, and profound changes are waiting for us. This examination has found that progressive advances carry major changes to society and the business climate. Competition is impacted by technological advancements, which also contribute to variations in how businesses operate, manage, and organize themselves.

Organizational and management concepts are being transformed into operational reality by the never-ending digital transformation, in which new management trends are taking over and hierarchical structures are being used less and less.

Methods The analysis of secondary data—the foreign scientific literature that is related to the research question and is listed in the references—was used to process the subject of the paper. We have utilized a wide variety of electronic resources and articles from scientific journals concerning the processing issue. We have also worked with surveys conducted by consulting firms, primarily the results of the international survey "Management Tools & Trends" conducted by Bain & Company, which helped us compare the state of modern management trends worldwide and in Slovakia. A sufficiently large and representative sample of Slovakian businesses served as the survey's subject for the purpose of conducting a primary survey. The poll study was pointed toward deciding the degree of use of individual present day strategies and apparatuses utilized during acknowledgment of administrative capabilities, in various sorts of associations working in various areas. In order to process the research topic, primary data were gathered through the implementation of standardized questionnaires for the survey and through interviews with executives for the qualitative survey. Considering the focus of the questionnaire, the majority of respondents were company executives, managing directors, and managers at least at the intermediate level. The study was led in the year 2017 with a complete example of 203 endeavors.

In the end we utilized individual general methods from the methodological procedures, particularly the method of analysis and synthesis, the method of induction and deduction, and the description. In addition to using the method of graphical display, which allowed us to organize the data into tables and graphs, we used the method of comparison from the specific theoretical methods to achieve a clearer processing of various data and information

II. CONCLUSION

we investigated how satisfied managers are with the selected thirteen contemporary management trends, as well as the areas of management in which they are utilized. To be clear, these were the 13 instruments: advanced analytics, a balanced scorecard, benchmarking, reducing complexity, CRM, digital transformation, a survey of employee engagement, change management, management of satisfaction and loyalty, social media programs, strategic planning, talent management, and time management are all examples of advanced analytics. The strategic planning management tool has been used the most by 145 of the sample's respondents, or 71%. Only 27 respondents, or 13%, were unaware of

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the provided tool. Just somewhat less organizations use client relationship the executives, in particular 142 organizations (70%), while CRM didn't know 29 organizations from the example (14%). Time management ranked third among management tools used by 122 businesses (60 percent). The tool was identified as unknown by 32 businesses (18 percent). Benchmarking is one of the tools and methods that the majority of businesses use in their management practices. This method is used by 55% of businesses (112 companies).

In comparison to the global survey, the first two tools that were used the most were the same. Based on our findings, benchmarking was more widely used than time management. According to our findings, respondents were most pleased with the strategic planning tool, which received an average rating of 4 points (very satisfied) and is also the most widely used. An elevated degree of fulfillment is likewise recorded with the CRM idea (3.9) and benchmarking (3.8). Inside the gathering of chosen instruments, respondents announced the least fulfillment rates with intricacy decreases, adjusted scorecard (3.4), and progressed examination device (3.5). It can generally be said that the rate of use of a tool is higher when users are satisfied with it, and vice versa.), \

The general utilization of the executives devices rises and falls in cycles and frequently mirroring the macroeconomic climate as well as serious dynamic. The manager's actions, which accompany him in solving problems that arise on the way to development, and especially his ability to use individual methods and techniques that are based on organization management theory and are verified in practice, determine the manager's influence on the development of the company's effectiveness and efficiency. Additionally, the manager must continuously advance over time and keep up with the latest management trends.

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A Study on Recent Trends in Supply and Production Network with Soft Computing Methods

Pandey Khushi Jayprakash

Researcher, BMS Department,

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *The market is becoming extremely competitive as a result of increasing globalization, product variety, and customer awareness. As a result, various supply chains are being compelled to continuously adapt to various stimuli. If one wanted to increase surplus across the entire supply chain, it is also common knowledge that the focus on the entire supply chain should take precedence over the individual goals of the players. Hence production network execution has stood out for research-er. To improve supply chain management's effectiveness and efficiency, a variety of soft computing methods have been used. The purpose of this paper is to present a summary of the existing research on the use of soft computing in supply chain management.*

Keywords:. computing; Management of the supply chain; Neural network, fuzzy logic, and a genetic algorithm

I. INTRODUCTION

The purpose of this study is to examine the prevalent soft computing methods used in supply chain management, investigate the current research trends, and locate opportunities for additional research. The most pressing issues are as follows: What are the main supply chain issues that have been studied using soft computing methods? Which methods have been used? What are the most important discoveries and achievements to date? There are five sections in this paper. Sections 2 and 3 provide an overview of supply chain management and soft computing techniques

1.1 Inventory network the supply and production network

Inventory network the board as the administration of upstream and downstream rela-tionships with providers and clients to convey better client esteem at less expense than the inventory network all in all . Harrison portrayed the store network man-agement as an arrangement and controls each of the cycles that connection accomplices in a production network together to meet end-clients necessities Logistics, which is a subprocess of supply chain management, is concerned with the planning, handling, and control of goods' storage between the manufacturer and consumer.. Rushton portrayed another notable meaning of coordinated factors as the essential administration of development, stockpiling, and data connecting with materials, parts, and completed items in supply chains, through the phases of acquirement, work underway and last dissemination. Figure depicts a schematic classification of supply chain linkage.

Prof. Zadeh claims that, in contrast to traditional hard computing, soft computing achieves tractability, robustness, low solution costs, and a better rapport with reality by utilizing the tolerance for imperfection, uncertainty, and partial truth. To put it another way, soft computing gives us the opportunity to compare and contrast the uncertainty that exists in real life with the ambiguity that exists in human thought

Soft computing is a collection of distinct approaches that are primarily led by Fuzzy Logic (FL), Neural Networks (NN), and Genetic Algorithms (GA), and they offer adaptable information processing capabilities that can be used to solve real-world issues. The major delicate processing strategies are advised as following.

Genetic algorithms

Genetic algorithms are probabilistic search algorithms that iteratively transform a set of mathematical objects (typically fixed-length binary character strings) into a new population of offspring using the Darwinian principle of natural

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selection and using operations that are modeled after naturally occurring genetic operations like crossover (sexual recombination) and mutation . Each of the mathematical objects in the population has an associated fitness value. Genetic algorithms, or GAs, are a subset of a larger class of EA methods. Their pioneering work sparked the development of a wide range of optimization techniques by solving difficult problems about which little is known . Genetic algorithms are robust and adaptable strategies for resolving optimization and search problems . They are founded on the tenets of natural evolution. Researchers from all over the world have shown a great deal of interest in genetic algorithms due to their robustness . Additionally, by simulating some aspects of biological evolution; Where traditional search and optimization methods fail, genetic algorithms can solve problems. In this manner, hereditary calculations have been exhibited to be promising strategies which have been applied to a wide scope of use regions .

Brain network DARPA

Brain Organization Study (1988): defines a neural network as a system made up of numerous simple processing elements working simultaneously. The system's functionality is determined by the structure of the network, the strength of the connections, and the processing that is done at computing elements or nodes. A neural network is a parallel distributed structure for information processing that is made up of a number of neurons, which are nonlinear processing units. The neuron performs specific mathematical operations on its inputs to generate an output, acting as a mathematical processor . It tends to be prepared to perceive designs and to distinguish inadequate examples by copying the human-mind cycles of perceiving data, covering commotion in a real sense and recovering data accurately. Artificial neural networks (ANNs) are strongly interconnected systems of so-called neurons that have simple behavior but can solve complex problems when connected. In terms of modeling, remarkable progress has been made in the last few decades. Further adjustments could be made to improve its performance .

Fuzzy logic is a formal multi-valued mathematical concept based on fuzzy set theory called fuzzy logic. Its will probably formalize the components of rough thinking . It offers a mathematical framework for dealing with and representing uncertainty in the perception of imprecision, partial truth, lack of information, and vagueness . Fuzzy logic, which is the foundational theory of soft computing, provides the mathematical power necessary to simulate thought and perception processes . Because it demonstrates a human-like thinking process, the fuzzy logic system can be well-adopted for dealing with qualitative, inexact, uncertain, and complex processes . One reason for the success of fuzzy logic is that the linguistic variables, values, and rules enable the engineer to seamlessly translate human knowledge into computer-evaluable representations . One of the soft computing techniques that can deal with input data and domain knowledge inaccuracies and provide quick, straightforward, and frequently adequate approximations of desired solutions is fuzzy logic.

Approach

The exploration procedure includes checking on papers for delicate registering tech-niques applied to the connected cycles in production network the board. At first, related papers in specific databases were cross-searched using two groups of keywords. Soft computing, neural networks, fuzzy logic, and genetic algorithms are included in the first group of key words, while supply chain, transportation, logistics, forecasting, and inventory are included in the second group. The Global Supply Chain Forum (GSCF), which is sponsored by the Council of Logistics Management and has been known as the Council of Supply Chain Management Professionals since 2005, defined and developed the framework that is used in this study. The GSCF has categorized the following eight supply chain management processes:

1. Request the executives
2. Management of manufacturing flow
3.Fulfillment of orders
4. Commercialization and product creation
5. Control of returns
6. Relationship management with suppliers
7.Administration of customer service
8.Client relationship the board

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Networking Demand Cycle

Selen and Soliman have characterized Request Cycle The executives as a bunch of practices pointed toward overseeing and planning the entire interest chain, beginning from the end client and working in reverse to natural substance provider. Supply chain management relies heavily on demand management. A solid de-mand conjecture can work on the nature of hierarchical methodology The space of interest the board has been a significant interest in delicate figuring since 1990s.

Sales and demand forecasting

A picture classification framework for the demand chain is shown. Accurate forecasting is a crucial tool for many management decisions, including both strategic and tactical business planning. Propels in information examination and programming capacities can possibly offer successful determining to anticipatuture requests, plan creations and lessen inventories . Fake neural networks have been perceived as an important instrument for guaging. The self-adaptive ability of artificial neural networks to learn from experience and to generalize results from sample data with noise are the primary benefits of using them in forecasting. In addition, artificial neural networks can model continuous functions with any desired accuracy, in contrast to conventional statistical methods . Besides, rather than the customary straight and nonlinear time series models, counterfeit brain networks are nonlinear information driven approaches with additional adaptability and adequacy in displaying for guaging . Moreover, a supportive of totype supply arranging framework to improve momentary interest gauge . Ansuj and co. and Luxhoj and others introduced a brain network-based model to accomplish more exact deals guaging results .

Bullwhip effect

In practice, there are situations that are never planned and cause oscillations in demand, resulting in supply chain distortions. Effective supply chain management means efficient flow of quality and timely information between customers and suppliers, allowing suppliers to deliver materials to customers uninterrupted and on time. A single factor can be the cause, or multiple factors can be combined. Customers, salespeople, suppliers, and manufacturers all have their own, often flawed, understanding of the actual demand. Although each group only has control over a portion of the supply chain, they can still influence the entire chain by placing orders for either too much or too little of something. The ability to influence while being influenced by others and this lack of coordination lead. Customers, suppliers, systems, processes, sales, manufacturing, and other external factors can all be drivers of the bull whip effect . The bull whip effect is one of the most well-known supply chain management research issues. It portrays the dis-tortion on request anticipating all through store network accomplices. Bullwhip effect in supply chains was successfully reduced using soft computing methods .

Supply chain management is the process of obtaining, implementing, and managing manufacturing flexibility in the supply chain. Manufacturing flow management is the process that includes all activities required to move products through the plants. Planning and execution must extend beyond the manufacturer's walls in the supply chain in order to achieve the desired level of manufacturing flexibility

The Manufacturing division's work flow includes sections devoted to Parts Management, Assembly, and Inspection. Manufacturing flexibility reflects the ability to produce a wide range of products in a timely manner at the lowest possible cost. A structure on manufacturing stream in SCM. In 1990, the first paper on the use of soft computing in manufacturing flow management was accepted. Before 2001, there were few works in this field. However, it demonstrates a steady increase in the number of papers since 2003, peaking in 2008. Researchers have focused on employing a variety of soft computing methods in response to the challenge of improving manufacturing performance. In most businesses, supply chain planning is the management of supply-facing and demand-facing activities to minimize mismatches, thereby requiring a cross-functional effort to create and capture value . The evidence appears to be strong, so more studies are likely in the near future. The framework for supply chain planning in SCM.

Supply chain planning focuses on synchronizing and optimizing multiple enterprise activities, such as the acquisition of raw materials and the delivery of finished goods to end customers . Genetic algorithms and artificial neural networks

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have been used to find the best collaborative supply chain planning solutions . Moon and co. integrated scheduling and process planning model for allocating resources in a multi-plant supply chain, as well as Huin et al. envisioned a resource planning model based on knowledge . Following that, Huang et al. created a supply chain model to combine decisions about supply sourcing and production .

Creation and Planning :arranging Creation preparing, expecting bottlenecks and iden-tifying the means important to guarantee smooth and continuous progression of creation roduction arranging is such a central point of contention that both straightforwardly and by implication influences on the presentation of the office. In the Supplier Source Stock Store Sell Ship Customer Demand management Aggregate production planning master Production sheduleMaterial requirement plan Production activity control470S. K. Jauhar and M. Pant production planning literature, a variety of approaches are suggested, each with distinct characteristics. The classification framework for production planning in SCM.

Production planning issues have been solved using genetic algorithms. Xie and Dong first investigated the general capacitated lot-sizing problem [35]. A heuristic algorithm was proposed by Ossipovthen to optimize the order in which customer orders are placed in a production line . In addition, Kampf and Kochel concentrated on simulation-based sequencing and lot size optimization, whereas Bjork and Carlsson utilized a combined production and inventory model to investigate the impact of flexible lead times .

Supply chain inventory management is an integrated approach to the planning and control of inventory across the entire network of cooperating organizations, from the source of supply to the end user. Materials planning and inventory management SCIM aims to lower costs, increase product variety, and improve customer service by focusing on end-customer demand . For a business to find success it requires a ton of difficult work and a thoroughly examined mind that will design wise strategies and helpful ones to oversee stock and keep stocks low The financial parcel size planning issues were tackled by a GA-based heuristic methodology too .There were likewise a couple of studies focused on fluffy request and creation amount despite everything delay purchase issues . As of late the average stock issues, for example, the request amount and reorder-point issue or the two stockpiling stock issue have been tackled by the improvement of multi-objective stock model . Problems with allocating shelf space , determining base stock levels in a serial supply chain.

Order Fulfillment The order fulfillment process is frequently the subject of re-engineering initiatives because it is regarded as a crucial business process for achieving and maintaining competitiveness. It is generally agreed that developing order fulfillment processes that are more responsive is desirable . When evaluating actual order fulfillment, the most important factors are whether orders were delivered on time, in full, without damage, and with accurate and complete documentation. A pictorial cycle on hand satisfaction in SCM. Hereditary calculations have been applied to a few testing errands effectively, for example, coordinated operations network plan, vehicle directing, and vehicle booking issues. In addition, there are other intriguing works that develop genetic algorithm strategies for the allocation of customers and the selection of shipping alternatives

Vehicle routing Consider the scenario depicted below, in which a depot is surrounded by a number of customers who must be supplied from the depot. The vehicle routing or vehicle scheduling problem is the challenge that the depot manager must face when planning delivery vehicle routes, such as the ones shown below. The problem of designing routes for delivery vehicles with known capacities that are to operate from a single depot to supply a set of customers with known locations and known demands for a particular commodity is known as vehicle routing. A picture of a vehicle's route in a depot is called vehicle routing. The vehicles' routes are planned to minimize some goal, like the total distance traveled . Slater used an expert system and artificial intelligence to predict e-commerce customer orders in order to pick up and deliver within a predetermined time window . Likewise, Pankratz legitimized that a GA-based approach can track down quality answer for satisfy the rising needs on adaptable and brief transportation administrations .Torabi et al. observed that a cross breed hereditary calculation is seriously encouraging in limiting

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transportation cost in a straightforward production network . For demand-responsive transportation applications, a survey of various heuristic shortest path algorithms was presented . In terms of assigning vehicles, Vukadi-novic and others concluded that the fuzzy system can be refined using neural networks to improve performance. Furthermore, Potvin et al. revealed an exploratory outcome with information given by a messenger administration organization and demonstrated that the brain net-work beat the direct programming model in vehicle dispatching .

Coordinated operations network plan An inventory network circulation organization's actual construction can significantly influence its presentation and net revenue. The majority of research on supply chain network design focuses on reducing costs and meeting all requirements. However, it's possible that the additional revenue generated by serving some retailers will be much less than the cost of doing so. In this manner, attempting to fulfill every one of the retailers' requests probably won't give us the most noteworthy benefit . Teodorovic demonstrated that fuzzy logic could be an extremely promising mathematical strategy for resolving complex transportation and traffic issues . Sheu first presented a hybrid fuzzy-based method for identifying global logistics strategies before dynamically allocating logistics resources led to remarkable cost savings and improved customer service . Hereditary calculations have been utilized to tackle dynamic coordinated factors network plan and arranging issues, for example, multistage lo-gistic network plan and enhancement , cargo transportation arranging, multi-time span creation and dispersion arranging , strategic cycle optimisation, and vehicle parcel arranging in seaport terminal

Returns management is the process of managing activities related to returns, reverse logistics, gatekeeping, and avoidance across key supply chain members and within the company . proposed a GA-based solution to the problem of managing returned goods in reverse logistics . In addition, Min and Ko addressed a similar issue from the perspective of 3PL service providers . while Lieckens and Vandaele came up with an ideal solution to the reverse logistics network design problem.

Herrmann and Hodgson defined supplier relationship management as the process of managing preferred suppliers and locating new ones, lowering costs, making procurement predictable and repeatable, pooling buyer experience, and maximizing the benefits of supplier partnerships. By providing an integrated and comprehensive set of management tools centered on the manufacturer's interaction with its suppliers, it aims to maximize the value of a manufacturer's supply base..

Client care the executives Client care the board (CSM) offers a help situated administration in-terface among client and specialist organization .CSM incorporates an extensive variety of ac-tivities, going from the time that there is a client need for an item, for example, order of a citation to ultimately offering continuous help to clients, who have bought the item. The traditional customer service methods of fax, email, and telephone may not meet the needs of customers in electronic business because customer service processes are becoming more complex and a large number of decisions must be made quickly. . Bottani and Rizzi introduced a fluffy quality capability sending way to deal with address cus-tomer needs, further develop operations execution, and guarantee consumer loyalty

Customer relationship management (CRM) is a way for a business to use as much information about its customers as possible in an effort to build customer loyalty and keep their business over time. It includes utilizing innovation to sort out, au-tomate, and synchronize business processes — essentially deals exercises, yet additionally those for promoting, client care and specialized help [80]. It would appear that there are not enough papers in this field that address related issues.

II. CONCLUSION

The majority of supply chain management issues can only be resolved through the use of numerous and intricate data sources. For analyzing this data and assisting managers in making decisions in a complex environment, soft computing tools appear promising and useful. The most common methods for dealing with supply chain management issues, particularly strategic value identification, supplier segmentation, performance measurement, influence and choaching, delivery value, and supplier relationship management474S. K. Jauhar and M. Pant, are genetic algorithms and fuzzy logic.

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The number of papers on manufacturing flow management, order fulfillment, and demand management suggests that supply chain management issues are receiving more and more attention. It is possible to determine that there has been a significant upward trend in the application of soft computing methods to the solution of various issues related to supply chain management. Not only have more studies been conducted in the traditional supply chain domain, but also in newer fields like supplier relationship management and product development and commercialization.

Soft computing techniques have solved some of supply chain management's most pressing issues. There are still some potential application areas that have not been thoroughly investigated yet. This is especially evident in the field of customer administration the executives. The majority of customer service management research focuses on qualitative issues. The subjective idea of this space likewise suggests that it is challenging to approach issues around here such that delicate registering procedures can be promptly applied. There may have been fewer studies in this area as a result of this. As a result, it is anticipated that this paper will encourage additional supply chain management research.

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A Study on the Approaches of Corporate Social Responsibility in E-Commerce and Management

Suthar Manish Champalal
Researcher, BMS Department,
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *The article expects to evaluate the job of Corporate Social Obligation (CSR) and innovation strategies as influences of an organization's financial execution. This link's theoretical and empirical statement aims to emphasize the significance of these strategic options for management and public policy. Managers will be able to make better strategic decisions if they know more about these practices' economic benefits. Strategy producers will likewise get a handle on the necessary proof to encompass CSR in approach bundles. Data from the Thomson Reuters Eikon Data stream, which covers the world's 1,000 largest publicly traded companies, were gathered to answer the research question. The econometric results were then produced using hierarchical linear regressions. Time–space trends were examined by comparing two time frames (2015–2019). Participating in CSR activities incurs additional costs that, if not adequately supported by public policies, may adversely affect the financial performance of the business. Companies looking to improve their financial performance while simultaneously being socially responsible should look to combine CSR and innovation. This investigation makes three contributions: First, the study examines the largest thousand companies worldwide; furthermore, the econometric outcomes exhibit that consolidating CSR with development decidedly influences financial execution; Lastly, the comparison of time reveals a positive but sluggish development in CSR adoption. The article provides managers and policymakers with a practical perspective on how to approach and promote participation in these kinds of activities.*

Keywords:. corporate social obligation; innovation; financial execution; hierarchical regression; Data stream

I. INTRODUCTION

The analysis of corporate social responsibility (CSR) has been the subject of intense debate among academics and practitioners alike, particularly regarding its implications for corporate strategy and value creation. Economic, social, and environmental factors—three domains essential to a company's strategic success—are all linked to CSR initiatives. When properly managed and in line with the business model, participation in these kinds of activities is a strategy for creating value. Surviving writing (for example ,Ferrell and co. Ali et al. (2016) Broadstock et al., 2019 2019; J. et al. Companies engaged in corporate social responsibility (CSR) activities have the potential to generate indirect value for their businesses (Sameer, 2021; Gil, 2022), which can be evaluated based on their relationships with stakeholders. Costa et al. claim that (2015), participation in these activities also enables them to acquire external knowledge, increasing their capacity to absorb information related to their innovative and corporate performance. Social responsibility is not new to academic study.

CSR from a Diachronic Perspective This point has been available insociety, the enterprising milieu, and the scholarly community for a long time, and its evolutionto this day has been the subject of impressive discussion, particularly with regards to studyingwhether organizations benefit or not from contribution in exercises for society. The development of social obligation in organizations began first and foremost ofthe twentieth hundred years, where CSR was seen exclusively as a magnanimous demonstration, in which companiesperformed demonstrations of good cause and stewardship towards society (van Marrewijk 2013). However, the beginning of the second industrial revolution coincided with an increase in the intensity of production in businesses, which led to an expansion of its definition and purpose in the early 1950s and 1960s.

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The first proposals regarding the company's concern for the well-being of its employees began to appear at this time, as a result of a heavy workload and a few instances of inhumane management. With the primary goal of demonstrating to managers and administrators that businesses should consider the social consequences of their actions in addition to the economic function, CSR studies began to emerge in the academic field at that time.

The Influence of Corporate Social Responsibility (CSR) on Corporate Performance Perspectives
The relevance of debating how participation in responsible activities affects performance in companies, specifically whether it improves, decreases, or simply has no effect on their performance, has been high in recent years (Lee et al.). With that, companies would not only be seen as good places to work, but they would also be able to achieve competitive advantages over the corporate strategy of their competitors. Broadstock et al. (2018) Lin et al. 2019, 2019). Overall, there have been a number of empirical studies over the years that attempt to assess the relationship between CSR and corporate performance and vice versa. Most of the results come to ambiguous conclusions (for instance, Lee et al. 2018). Two studies, however (Orlitzky et al. 2003; Wu et al. 2016), both utilizing a meta-examination methodology,which survey countless investigations regarding the matter. These studies came to the conclusion that there is a positive relationship and that companies' financial performance improves as a result of better corporate management when they participate in responsible activities. They also show that firms from developed economies have a stronger relationship with this than firms from developing economies. The stakeholder theory mentioned earlier is the one that best fits this assumption because of the direct correlation between the two variables; However, a deeper comprehension of the magnitude of the impact that these social activities have on the company in a variety of domains is required.

The Relationship Between CSR and Innovation - In the study of the impact of social responsibility activities on corporate performance, it is essential to take into consideration how the first relates to innovative performance. This missing link is an area of growing interest among both the scientific and non-scientific communities. The association among CSR and development is tended to in pre-vious works, which target associating CSR and corporate execution, and the literaturesuggests that CSR can benefit an organization's exhibition through the advancement of innova-tion capacities (Mc Williams and Siegel 2018). As was mentioned earlier, there is a positive correlation between CSR and innovation in some studies (Ji et al. 2019; Luo and Du, 2015), while others point to negative associations between the two. As a result, CSR can be used to cultivate novel, innovative skills for the company; However, it is essential to keep in mind that these abilities are not always solely technical and that social innovations may, in some instances, have a greater impact on businesses (Broadstock et al.). 2019). As per Gallego-Álvarez et al. (2011), CSR offersopportunities for development through friendly, natural, or supportability motivationsthat permit the production of better approaches for working or new work processes. By and by, as consolidate execution, all the conceivable benefits that can gather to creative performancefrom contribution in socially mindful exercises are difficult to gauge, yet are unavoidableto draw in the consideration of partners. The effort of CSR rehearses is by all accounts of expanded significance, as the entireecosystem looks for capable activities and the responsibility of administrative procedures towardsthe protection of the climate, the regard for society, as well as the improvementof corporate administration. In this vein, development will normally fuel the reception of new practices that further support firm notoriety, expanding the public's ability to trust acompany. As a result, innovation is the missing piece to complete virtuous cycles of sustainability that start in businesses and spread to society.

The Emergence of Responsible Innovation
Responsible innovation is a new idea that tries to look at how responsibility and innovation work together. Ongoing examinations in the field have arisen inacademic and political writing, in spite of its accentuation. As was mentioned earlier, some businesses are looking at more than just the financial return of their innovative activities: (Bennink, 2020) They are beginning to take into account aspects and effects on both the social and environmental levels. Progressively, the creation and advancement of new innovations affects society, and these effects can be positive or negative. As in the topicof CSR, there ought to be a high obligation towards society with respect to specialists andsuppliers of these innovations. Specific controls are critical to the policy's implementation, particularly in light of the ramifications for the

foreseeable future. Before introducing new innovations to the market, it is necessary to have the ability to anticipate and prevent any negative spillovers that might occur. But are researchers or businesses themselves able to foresee the potential effects on their own? Responsible innovation comes into play here. Von Schomberg, who is in charge of the scientific policy team at the European Commission (2014), says that responsible innovation is: a straightforward, intelligent cycle by which cultural entertainers and pioneers becomemutually receptive to one another with a view to the (moral) worthiness, sustainabilityand cultural attractiveness of the development cycle and its attractive items (all together toallow a legitimate implanting of scientific and mechanical advances in our general public)"

II. METHODOLOGY

Sample Description The data gathered from the top (largest) 1000 companies listed on the Thomson Reuters EikonDatastream database serve as the basis for the empirical analysis that was carried out in order to validate the research question. The verification of a significant number of missing observations for the applicable factors being used permitted the support of 744 of the organizations listed, all of them present in the stock trade. The creation of a quasi-perfectly balanced panel covering the years 2015–2019 was made possible by this method. As a point of reference, the most recent year's data were used. For a total portrayal of the sampleand to guarantee that any relationship found among development and social responsibility activities are not the consequence of other primary elements, factors,

The Impact of CSR and Innovation on Financial Performance

To better understand the connection between innovative performance and financial performance, a number of variables were gathered. As aforemen-tioned, a portion of the effects felt by CSR have all the earmarks of being difficult to evaluate, making it difficult to gauge the effect felt by organizations. The variables of investment in R&D, the net value obtained by businesses through brands and patents, the measurement of innovative performance, and whether businesses develop eco-designed products were gathered. The objective of the evaluation of financial performance was to comprehend evidence regarding immediate and delayed effects.

Econometric Estimates -Three distinct models were used in a hierarchical linear regression to test our main hypothesis:

Model 1 examined the relationship between the dependent variables and the CSR variables (predictors); The innovation performance variables were added to the predictions in model 2; The control variables were added to the previous predictors in model 3. The expansion of factors at each step means to address if the expansion of predictorsconsolidates the illustrative limit of the model. The idea is to add predictors to the model in a series of steps rather than performing a multipleregression analysis in which all of the predictors are added to the regression at once in order to comprehend the impact of each vector of analysis, particularly the observed impact of the relationship between CSR and innovation on the dependent variables. Hypothetical and Exact

III. CONCLUSION

The observational outcomes rising up out of the econometric assessments proof that innovation is one of the super main thrusts for economical turn of events and the promotion of financial development in organizations. When compared to other strategies, it is evident that investments in R&D and eco-design have a significant impact on company performance. Participation in CSR activities appears to be insignificant or even a sunk cost to the operation. Because of this evidence, the dissemination of CSR practices is put in jeopardy, particularly during times of crisis, and further analysis is required. It would appear that policymakers must complete much more in order to either make these voluntary actions mandatory or compensate for them. Despite this, the user community is contributing to the adoption of eco-design products, which appears to be having a positive impact on company profitability. Given its attractiveness, this strategy, which is partly a demand-driven combination of CSR and innovation, also requires more support from policy packages. The significance of this result demonstrates that there is a financial return when a company develops an innovative strategy based on responsible practices. It also manages to maximize CSR in this way, albeit indirectly and from a different, narrow interpretation of the framework. Companies that are only interested in adding value through their involvement in CSR activities may also find these results troubling. They should serve as a good starting

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point for policymakers to develop a strategy that encourages the growth of these kinds of activities among businesses that are more reluctant to investigate them. Yet again the outcomes acquired for eco-plan are promising as they contribute to the writing featuring the rise and the centrality of mindful development. As expressed, practically all concentrates in the scholarly world connected with capable development are theoretical. This is primarily because it is hard to get the right metrics to measure it. We are able to suggest the EDPro variable as a potential metric for evaluating how companies manage to responsibly innovate based on the significant values that were obtained with it.

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Future Directions of E-Commerce in the Global Business Landscape: The Emerging Trends

Nadar Renuka Arivalagan
Researcher, BMS Department,
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *In order to understand the existing and future trends regarding the contribution of business development service (BDS) providers to the success of micro, small, and medium-sized enterprises (MSMEs), this study reviews the research literature. The MSMEs represent 60% to 80% of all jobs, making them a significant factor in the development of the economies of the countries. For MSMEs to learn and develop new skills in marketing, operations, management, resourcing, technology, and innovation, access to BDS providers (public and private) is crucial. The study literature does, however, highlight the immature character of BDS markets, the low level of MSMEs' acceptance of BDS, the dynamic obstacles facing BDS providers, and the shifting market patterns from public to private BDS providers. The research's primary goals are to: 1) assess the BDS concept's evolutionary aspect; 2) comprehend the definition of BDS providers; 3) pinpoint the major difficulties faced by BDS providers; and 4) pinpoint the strategic activities performed by BDS providers.*

Keywords:. literature study; business development services provider; business counsel; BDS issues; MSMEs.

I. INTRODUCTION

The idea that business development services (BDS) are important for the survival and expansion of micro, small, and medium-sized firms (MSMEs) is not a new one. MSMEs are believed to make up the bulk of businesses (90% or more) and jobs (60% to 90%), which has a significant impact on the socioeconomic growth and competitiveness of various countries (Zeng et al., 2010; Knight, 2001). By enhancing policy-level measures, supporting cluster-based setups, and facilitating business advice, training, and skill-building programmes, the countries continuously work to identify and encourage the creation and expansion of MSMEs. The dynamic market and technological changes that are creating a more competitive and global environment, however, have had a limited impact on the sustainability and expansion of MSMEs (Otieno et al., 2013). This reflects a shift in the market's trend towards the emergence and expansion of private BDS providers, who have the capacity and expertise to offer a wide range of business advisory services that can help MSMEs address the challenges posed by the market's changing offerings, access to distribution, delivery, and transaction costs (Mazanai and Fatoki, 2011, 2012; Ahmad, 2012; Amha and Ageba, 2006). Nevertheless, despite the importance of MSMEs for national economic development and the establishment of both public and private BDS providers, there is little data in the literature on the BDS market and how it affects MSMEs' performance.

According to research, the BDS market concept (definition, kind, difficulties, and characteristics) is still in its infancy. The analysis of academic literature shows that conceptualising the challenge-action framework is not a focus of research on understanding the BDS market and its impact on MSME performance. There is a need for intensive research on theorising the relationship between BDS and MSMEs across multiple dimensions, however, given the significant contribution MSMEs make to the socio-economic growth and competitiveness of various countries despite the dynamic market environment and globalisation trends. Regarding the current course of study in the area of BDS providers and MSMEs, there are two key problems. First, current research on BDS providers is primarily based on country-specific experiences from Africa, Europe, and Asia, with no attempt to formulate the strategic options available to BDS providers for addressing the challenges faced by MSMEs and BDS providers. Second, the growth and acceptance of the private for-profit BDS providers have been constrained since external business advising to MSMEs has historically been dominated by publicly sponsored business support programmes (Otieno et al., 2013). The

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expansion, penetration, and effect of the for-profit BDS providers serving MSMEs are being constrained by these factors.

In light of the aforementioned considerations, it is crucial for the research academics to establish the validity of the emerging area on the BDS market in order to facilitate the long-term expansion of MSMEs and BDS providers. This study offers a multi-dimensional approach to academic analysis of the research literature on BDS providers in order to close the knowledge gap between the current understanding of BDS providers and MSMEs and expanded knowledge that can help in investigating and promoting this emerging subject. The following research questions must be addressed in order to achieve the research goal. What are BDS providers defined as? What kind of studies have been conducted on the function of BDS providers? What are the main obstacles MSMEs and BDS providers must overcome? What strategic measures have the BDS providers taken to resolve those issues?

Five primary sections make up the remaining text of the article. The technique and organising structure utilised for the article selection and coding analysis are described in Section 2 of the report. The basic characteristics and statistics summary of the chosen articles are covered in Section 3. The definition of BDS providers, obstacles they have faced, and strategic decisions they have made are all further explained in Section 4. The theoretical, managerial, and policy level ramifications are covered in Section 5. Conclusions are provided in the final part, which also analyses the research's limits and potential future directions.

Theory, management, and policy implications

From a theoretical, practical, and policy perspective, this article has significance. In most nations, MSMEs account for more than 90% of all businesses, and they significantly contribute to both job creation and national GDP output. Private BDS providers must play a bigger part in supplying MSMEs professional consulting, advising, marketing, regulatory, legal, technological, and strategic service solutions because to the dynamic nature of competition and the growing emphasis on globalisation. But from a theoretical standpoint, more effort and focus should be put into the investigation into how BDS providers affect the performance of MSMEs. The quantity and scope of the existing research on the function of BDS providers in the context of MSMEs are constrained. The current research paradigm lacks an emphasis onconceptual understanding and agreement among BDS suppliers towards the development of MSMEs. By presenting a review of the existing literature across several dimensions, this article aims to highlight the importance of BDS providers as an academic subject of inquiry and advance this area of research. Who are BDS suppliers? What difficulties do the BDS suppliers face? What options do BDS suppliers have in terms of strategy?

According to this article, a challenge-action structure must be created by BDS providers in order to successfully build MSMEs' awareness, trust, and acceptance. In order to do this, it is necessary to take a multifaceted approach to improving diagnostic capacities, fostering collaboration, establishing a hub-and-spoke delivery model, conducting trainings and skill-building sessions, and embedding an emphasis on long-term partnerships with MSMEs.

From a policy standpoint, this article suggests that the government switch its emphasis from one of implementation to one of facilitating. The emphasis should be placed on developing a strong, pro-market regulatory framework that encourages fair incentives and competition for the private BDS providers alongside donor agencies and quark consultancies rather than on providing subsidised BDS offerings to MSMEs.

II. CONCLUSIONS AND SUGGESTIONS

This article is a unique contribution to the literature review and scholarly investigation that reflects the underdeveloped nature of BDS markets, weak acceptance among MSMEs, dynamic challenges for the BDS providers, strategic decisions made by the BDS providers, and shifting market trends towards the increasing acceptance of the private BDS providers by the MSMEs. The first contribution is a review of the literature on BDS providers that includes statistical trends on published papers, publication sources, disciplines, and methodological techniques used by the researchers as well as a chronology of publications. The second contribution consists of giving a comprehensive description of BDS providers based on the requirements met, the services offered, and other important factors. The final contribution identifies the five categories of difficulties and limitations that BDS providers encounter when assisting MSMEs: market flaws, customer-related difficulties, choice of products, resource shortages, and ethical dilemmas. The fourth

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contribution focuses on identifying the strategic decisions (actions) needed by BDS providers to better serve MSMEs and make informed decisions.

The fifth contribution consists of connecting the major problems to the tactical decisions needed to solve them. When focusing on MSMEs, it has been noted that BDS providers encounter some difficulties related to a lack of money and experienced resources as well as limited scalability. Despite their significant impact on limiting the viability and expansion of the BDS providers, these difficulties are not addressed in the existing literature with documented strategic activities.

The prevalent view is that in order to minimise resource constraints and design and offer a wide range of offerings, BDS providers must adopt a more expansive collaborative approach with diverse stakeholders (government, other public and private BDS providers, donor organisations, industry bodies, technology organisations, and MSME clusters) for MSMEs. To identify the strategic options, open to BDS providers for efficient resource capacity expansion and scalability, the first advice is to carry out future field-based research in this regard. The second piece of advice is to broaden the conclusions made about the difficulties and strategic options facing BDS by conducting on-the-ground qualitative and quantitative investigations that include several BDS providers from other nations. The final piece of advice is to conduct a field research in order to assess the capabilities, effectiveness, and acceptability of private BDS providers in comparison to donor organisations and public BDS providers. Understanding the future scope and role of government in the BDS landscape will be improved by this. The prevailing logic holds that public BDS providers and donor organisations can better serve the MSME segment. However, the BDS literature currently in use does demonstrate the rising popularity and efficiency of private BDS providers in meeting the various needs of MSMEs. The government needs to change its focus from providing business advice to assisting private BDS providers with favourable policy frameworks, capital access, reliable datasets about MSMEs, and access to already-existing government infrastructure for initiatives related to accessibility and awareness.

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Impact of E-Commerce on Business Practices

Shaikh Adnan Sajid
Researcher, BMS Department,
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract*: In the modern business environment, e-commerce has shown to be one of the most successful business models, offering a host of advantages to companies. The main objective of this study is to evaluate how E-commerce affects business performance. The global marketplace, the absence of time restrictions, improved customer connection building, lower fixed costs, and other important effects are just a few.*

Keywords:. E-commerce, business effect, and business performance

I. INTRODUCTION

The authors are urged to adhere to the guidelines provided in this sample article in order to ensure the high calibre of their works. The average paper is 5 to 12 pages long. With time, the business environment has grown more complex, making it crucial for companies to maintain developing and adapting to new developments. In the past, a number of business models and strategies were created, and among them, e-commerce has emerged as a crucial and important component. E-commerce is a business strategy that enables businesses and people to buy and sell goods online.

In the current world, having an online presence has become crucial, and businesses have tended to incorporate the internet into their daily operations and activities.

Businesses now have the chance to sell their goods to a large range of customers as well as market their goods and services online thanks to the existence of e-commerce. Businesses-to-business, consumer-to-business, and business-to-consumer are the three main types of e-commerce that are used in the modern world. E-commerce's existence and growth have given businesses a variety of opportunities and negative and positive effects [1].

The purpose of this study is to discover and evaluate the effects that e-commerce has on organisational performance. The study will likely examine the potential offered to firms by e-commerce and how they may take advantage of these chances to improve their overall performance. The goal is to further demonstrate the relevance of e-commerce and its ramifications in the modern environment as well as to identify the difficulties it faces and comprehend the dynamics around it. 3. Literature Survey

A. E-commerce Concept and Implementation

E-commerce has been defined as the practise of purchasing and offering goods and services online. The company model is created in such a way that it makes its offers available online and gives customers the option to choose and buy the needed things. Planning for an e-commerce business is essential because it enables the company to evaluate the dynamics of the industry, put the business model into practise, and anticipate potential obstacles and issues [3]. Critical planning and considerations enable the development of an effective contingency plan by taking into account additional risks and restrictions that the organisation may be subject to. The choice of technology, along with mediums and techniques, is the other factor. The company must use the best technology to carry out the needed tasks and operations if it is to operate online. The nature and kind of the customers, as well as the capabilities, resources, and type of business involved in the process, all need to be taken into account in this regard. A careful examination in this area could be carried out to assure the best results [4]. The technology usage may differ for various firms and their respective target consumers. commerce. Businesses employ a wide variety of tools to communicate with customers, including display advertising, email marketing, social media marketing, and more. Regarding the sales tenet of awareness, interest, desire, and action (AIDA), it should be noted that the cost of acquiring a customer will be higher for brands that are new to the market and lower for those that have already made a name for themselves in the sector through offline means. Another crucial factor for the effective adoption of e-commerce is customer engagement. The need for businesses to ensure that their built online business model has the capability and characteristics of delivering a robust support mechanism for queries, difficulties, and information to the consumers has grown due to the fact that customer concerns and requirements are always changing. In this regard, it has been shown that having a social media presence is a good way to address these issues and carry out online commercial activities.

B. Performance in the Organisation

One of the key areas of concentration is on enterprises and organisational performance. Every company, regardless of the industry in which it operates, tries to improve its performance in order to remain competitive and expand over time. Companies utilise a variety of methods and techniques to improve performance, and while some of them work well for one company, they might not work as well for another [5],[6],[7]. Product market performance, customer happiness, and the quality of the product service are the three primary elements of the company's outcome that are the focus of organisational performance. Effectiveness and efficiency are evaluated in terms of how well and how fully the organisation has been able to achieve its goals in order to assess how well an organisation is performing. Despite the fact that some businesses can acquire strategic resources, ineffectiveness and inefficiency have a negative impact on the outcomes and results. Having said that, it is crucial to ensure that every business activity and assignment is completed in the most appropriate way possible [8].

The success of the product market could be used to gauge the company's performance.

One of the few important goals that practically every organisation pays close attention to is business performance. The business's tactics and plans are coordinated with its allocation of resources for the same goal of achieving enhanced performance. Even if every company aspires to perform better, the internal and external environments have a significant impact on the businesses and the quality of performance.

C. Business Performance and Online Shopping

One of the most important developments in the modern world has developed as e-commerce. To maximise prospects and improve overall performance, businesses operating globally in a variety of industries have tended to use e-commerce. E-commerce and business performance could be viewed as being connected in a variety of ways.The organisational culture must place a high value on training and development if it is to ensure that every person receives the appropriate training and that their skills are enhanced. Although this may initially need some money from the company, the long-term effects would be much better.

E-commerce has also increased the management of operations and manufacturing efficiency. With an internet presence, businesses can now more easily accept customer orders, create them, and efficiently distribute them. Businesses using the E-commerce models now have the option of quickly delivering their products to customers. The integration of numerous corporate divisions, including finance, marketing, and many others, has reduced processing times.

II. CONCLUSION

The way businesses used to run and function has altered as a result of e-commerce. Organisations have been able to take advantage of a variety of chances and advantages to improve their position and reputation in the market. Businesses can dramatically raise their level of performance, according to research on the subject of company performance, as a result of factors including a larger market, better chances for expansion, lower operating expenses, a reduced need for capital expenditures, lower risks, and more. While many businesses have adopted this business model and seen rapid growth, others have struggled to fully capitalise on the prospects. Along with a number of benefits, embracing E-commerce presents businesses with a number of restrictions and difficulties. Therefore, it has been determined that even though there are numerous potential advantages associated with e-commerce, organisations must adopt a critical strategic strategy to adequately obtain those advantages. Companies can take advantage of the chances and establish a commanding position in the market with the help of effective leadership and strategic planning.

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Industry 4.0 and Marketing 4.0: The Fourth Industrial Revolution

Kalsekar Abrar Anees
Researcher, BMS Department,
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *The Fourth Industrial Revolution, often known as Industry 4.0, is being propelled by cutting-edge technologies that have a significant impact on both business models and production processes. Disruptive technology and practises have been added during this revolution. These elements of Industry 4.0 have a big impact on marketing and have prompted an evolution to make sure that promotional efforts match up with technical developments and cater to current consumer expectations. This paper's goal is to identify and discuss potential directions for future marketing research in light of the changes brought on by Industry 4.0. The method used in the article is a survey of the pertinent literature with a special emphasis on the main ideas that will be of the utmost significance for future research on Industry 4.0 and marketing. As a result, the most significant peer-reviewed journal database in the academic world, SCOPUS, was used as the foundation for a systematic bibliometric literature evaluation. The study concludes that while there are many potential topics of examination for marketing researchers, the five marketing principles of Industry 4.0—cooperation, communication, co-creation, cognitivity, and connectivity—are the most crucial ones. The quantitative analysis of these five concepts should be the main focus of future research.*

Keywords:. Industry 4.0, connectivity, marketing, and technology

I. INTRODUCTION

A new digital industrial revolution known as Industry 4.0, which is characterised by the total digitalization of production processes, has been taking place in recent years. The three previous significant industrial revolutions, known as Industries 1.0, 2.0, and 3.0, all preceded this one. Industry 2.0 was related to the shift to mass production and electrical energy in the 20th century, while Industry 1.0 was focused on the development of steam machines and an increase in industrial activities [1]. The switch from analogue to digital production systems was a part of Industry 3.0. A new technical advancement called "Industry 4.0" enables items to connect and communicate online. Smart manufacturing technologies including additive manufacturing and autonomous robots, cloud computing, augmented reality, big data, and the Internet of Things (IoT) are some of the technologies propelling the development of Industry 4.0 [2]. According to Sterev [3], Industry 4.0 creates a modern business culture by fusing innovations, human capital, and a new entrepreneurial mindset. In order to navigate the complexity of the market, Industry 4.0 has resulted in increased production process flexibility and a focus on client needs and demands. Mehdiabadi et al. [4] add that Industry 4.0 technology helped produce a more individualised and tailored service for every customer.

Industry 4.0's main objective is to alter economic laws, with a particular emphasis on the manufacturing industry. Industry 4.0, in contrast to earlier industrial revolutions, aspires to combine machines, people, and things to create a more networked value chain, making it more complicated [5]. To maximise personalization and improve the effectiveness of the manufacturing processes, organisations use three forms of integration: vertical, horizontal, and end-to-end integration [2]. The importance of social networking via internet technologies and the expanding engagement of consumers in the production process are two key trends linked with Industry 4.0 [6]. The dissemination of knowledge, increased consumer empowerment, and control over purchasing decisions have all been facilitated by developing communication technology. As a result, Industry 4.0 is the advancement and integration of innovations from earlier industrial revolutions.

A future built on intelligent customer management systems, open technologies, and additive manufacturing is what Industry 4.0 offers. As a result, innovative enterprises built on fresh entrepreneurial strategies that take advantage of

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developing technologies, evolving business models, and operational excellence are the end products of the new industrial revolution [7]. Because of these characteristics of Industry 4.0, marketing has undergone tremendous change in order to better meet consumers' expectations and keep pace with technical improvements [1]. For instance, modern internet-based communication enables consumers to offer feedback and ideas about a product or a brand, in contrast to traditional marketing, in which consumers passively absorb marketing information. Thus, when creating and executing marketing messages and campaigns, marketers must take into consideration such customer information. According to Ungerman and Ddková [8], merging artificial and machine intelligence improves human-to-human interactions, strengthening consumer contact. In addition, marketing in Industry 4.0 mixes offline and online customer-company interactions to build trusting bonds that advance both professional and personal connections. These results suggest that the subject of Industry 4.0 and marketing, which forms the basis of this research article, has a wide range of potential research directions. Therefore, it is critical to comprehend the profound changes that Industry 4.0 may bring to the marketing industry. In order to help researchers learn how these disruptive technologies from Industry 4.0 can enhance marketing functions to keep up with the quick changes in markets and consumer needs, we have developed a Systematic Bibliometric Literature Review.

II. THEORETICAL FRAMEWORK

2.1. Definitions of Important Terms

2.1.1. Industry 4.0

The phrase "Industry 4.0" was first used in 2011 by the German organisation "Industrie 4.0" to denote a shift in production from mass to personalised methods using cutting-edge, emerging technologies. The association, which was made up of academics, decision-makers, and business leaders, predicted the fourth industrial revolution on the basis of the quick digitization of organisational activities [9]. The primary tenet of Industry 4.0 was that companies operate in the present global markets utilising digital technologies that link equipment, clients, supply chains, manufacturing facilities, and finished goods in order to collect and exchange real-time operational and market data [10]. The "Industry 4.0" idea was originally adopted by the German government and included in the "High-Tech Strategy 2020 for Germany." To assist digital technology in the manufacturing sector, other nations like the UK, USA, France, Italy, and the Netherlands developed Industry 4.0 programmes. These governmental programmes have been crucial in assuring Industry 4.0's quick development throughout the years. For instance, the "Industrie du Futur" (French), "Manufacturing USA" (American), and "Smart Industry" (Dutch) projects provided tax credits and other financial advantages to businesses who adopted industrial practises in line with Industry 4.0 objectives [11]. These tactics encouraged the vertical and horizontal integration of organisational operations while advancing digitisation.

In the course of history, four significant industrial revolutions have been the subject of study and practise. Industry 1.0, which focused on the steam engine and lasted from 1760 to 1840, was followed by Industry 2.0, which featured the use of electricity in industrial operations, in the 19th century [11]. The use of Information and Communication Technologies (ICT) and industrial automation were key components of the third industrial revolution, or Industry 3.0, which began in the 1960s [10]. Industry 4.0, which is still in progress and involves constructing smart factories by fusing digital and physical objects, came after this age of development. The ongoing improvements in manufacturing system connectivity made possible by the integration of IoT, ICT, and machinery in cyber-physical systems (CPS) are the key feature defining this industrial phase [12]. Consequently, the adoption and spread of technologies that result in business digitization might be referred to as Industry 4.0.

Industry 4.0 is the umbrella term for ideas and innovations connected to the transformation of the industrial industry. It denotes the transition from mass manufacturing of goods and services to individualised production based on online and offline data [13]. Industry 4.0, according to Chen [14], entails intelligent digital networking, rule-based, autonomous decision-making, and performance management in businesses at all phases of value creation. Furthermore, Industry 4.0 integrates social, economic, and technological advancements to maximise value creation by utilising data collected both online and offline, according to Buestán et al. [15]. Digital networking links people, machines, and objects to build a networked value chain that speeds up information transmission [16]. In addition, the revolution blends internet technology with improved industrial manufacturing features, resulting in more flexibility throughout the production process [11]. Additionally, it offers ways to meet the unique needs of each client and other stakeholder. Because of this,

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Industry 4.0 has given companies new and better options to boost their competitiveness and integrate their product and system improvements with the present, growing changes.

To accomplish the objectives and maximise the prospects presented by Industry 4.0, a variety of technologies are required. These technologies provide answers to a variety of issues, such as production prices and lead times, and they ought to guarantee IT system interoperability [11]. Big Data analytics, cloud computing, augmented reality, cyber security, and additive manufacturing are some of these technologies. Other Industry 4.0 advancements were listed by Ungerman and Ddková [8] and included the Internet of Things (IoT), information and communication technologies (ICT), cyber-physical systems (CPS), enterprise integration (EI), enterprise architecture (EA), and the use of cybernetic systems. These developments have various but interconnected functions in Industry 4.0 and offer many potential to improve business practises at this stage of growth. Innovations like mobile phones and sensors, for instance, are linked to industrial IoT solutions, and big data analytics makes it easier to profile customers [17]. In order to improve the security of the information shared throughout the networked value chain, cyber security solutions are also required. Despite their disparities, these inventions are connected and have mutual influences, which boosts effectiveness and performance.

2.1.2. Marketing 4.0

To create, communicate, and provide value to customers, an organisation must engage in marketing. Marketing is also utilised to control client connections for the benefit of the business and all of its stakeholders. Marketing is the process of determining and meeting customer human and social requirements while preserving the profitability of the business, according to Kotler and Keller [18]. Marketers develop, convey, deliver, and trade offerings that meet the needs of clients, partners, and society as a whole [19]. These justifications lead us to the definition of marketing management as "the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value" [18] (p. 26). However, the complexity of consumer tastes and preferences has steadily expanded due to the rapid improvements in technology. As a result, as they are essential for value proposition and delivery, marketing and marketing management functions are routinely modified to account for these developments. As a result, marketing entails adaptable procedures and actions that are often changed to take into account advancements in technology and industry trends.

A dynamic and ever-evolving aspect of business is marketing. Numerous factors affect it, including as advancements in technology, economic downturns, conflicts and war, inflation, and energy shortages. The widespread adoption of the internet and the digitization of company procedures have been two main forces propelling the marketing sector. For instance, Bala and Verma [20] claimed that the internet has significantly aided in the shift to market-driven marketing strategies, which rely on formalised methods of gathering precise and timely data on consumers, the market, goods, and the overall business environment. Online sales and marketing of goods and services are made possible by electronic commerce (e-commerce) thanks to the internet [21]. The beginning of internet-based marketing may be traced to 1990, when people started using websites to inform buyers about their products. Digital marketing has been transformed by businesses like YouTube, Google, Yahoo, Alibaba, and Amazon by enabling trade and enhancing access to product information, advertising space, stock trading, and software.

Industry 4.0 involves the use of numerous digital technologies by businesses and marketing professionals to accomplish marketing goals. Digital marketing is the use of digital technology in marketing activities to match them with customer needs, according to Bala and Verma [20]. Big Data analytics and other Industry 4.0-enabling technologies make it possible to gather and analyse customer and market data for better decision-making and marketing strategy. In order to ensure that customers' expectations are met accurately, businesses must combine traditional and digital marketing methods to flourish in the present business environment [22]. Through online advertising, these businesses are able to develop their brands and generate traffic that helps them succeed. By engaging both current and potential customers, digital marketing offers a more efficient means to reach a larger audience and grow the customer base.

III. CONCLUSION

The purpose of this paper was to lay the groundwork for future research in the field of marketing by providing a thorough analysis and discussion of the academic contributions that have already been made while taking Industry 4.0's changes into account. Academic research on marketing and Industry 4.0 was examined in order to do this. An integrated future research agenda was presented based on the assessed current state of the literature and the constructed preliminary theoretical framework.

The increased digitization of production processes is a defining characteristic of Industry 4.0. It involves a number of disruptive technologies, including big data, augmented reality, cloud computing, autonomous robotics, and the Internet of Things (IoT), which have significantly altered the business environment. For instance, Industry 4.0 technologies link individuals, entities, and things to form a connected value chain. This integration has had significant effects, one of which is the customer's evolving position in the marketing and production processes. Industry 4.0 marketing strategies call for treating customers as active partners within the digital ecosystem, in contrast to traditional marketing, which saw consumers as passive users of marketing information. Marketers can gather, examine, and evaluate consumer feedback, thoughts, and viewpoints about the brand or its related processes thanks to new communication infrastructures like Big Data analytics. Because of this, the new business models created throughout the industrial revolution are focused on the client and include addressing their wants; as a result, the products and services are more than ever customised and unique to each individual customer.

Only the information processing improvements have a direct impact on marketing, despite the fact that all of the Industry 4.0 technologies have made substantial contributions to the global industrial change. The Internet of Things (IoT), cloud computing, big data analytics, customer profiling, and artificial intelligence (AI) are a few examples of these technologies. These technologies enable businesses to gather, examine, comprehend, and use client information about both offline and online actions. These technologies are interconnected and have mutually beneficial effects, albeit having distinct responsibilities to play in realising the Industry 4.0 vision. Companies must therefore adhere to a number of design principles, such as connectivity, information transparency, and decentralised decision-making. To ensure that all stakeholders have access to the vital information and resources needed to ensure the success of projects, the digital technologies must be properly networked across the internet. Additionally, data transparency attempts to foster effective data interchange among stakeholders in order to foster partnerships based on mutual trust. By redistributing management from the central location, decentralisation of decisions encourages autonomous decision-making and control within subsystems. In addition, under the changing circumstances of Industry 4.0, other principles—like co-creation, cooperation, conversation, cognitivity, and connectivity—create a unique approach to the marketing mix. Co-creation is the foundation of the product creation process because of interconnectivity and data exchange, while mutual communication defines the promotion activities. Similar to this, the ecosystem's players work together to facilitate distribution, and pricing are established using information gleaned through cognitive processes that analyse actual consumer behaviour. When the concept of connection is used, as it entails linking digital technology over the internet, these four marketing principles of Industry 4.0 become applicable.

These elements aid in overcoming the trust issue that threatens Industry 4.0 ideologies' widespread success. However, due to the practical implementation of these disruptive technologies, marketing functions are now more adaptable to the quick changes in markets and consumer demands. We propose conducting quantitative research on the five Industry 4.0 marketing tenets of collaboration, communication, co-creation, cognitivity, and connectivity to advance this effort.

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Review on Digital Transformation in the Service Industry

Pansuriya Dolly Suresh
Researcher, BMS Department,
Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *Both manufacturing and service companies' value chain activities have been impacted by digital transformation. Through network text analysis of 330 relevant articles published over the course of the previous ten years, this study explored digital transformation in the service sector. The keyword connection relationships in the chosen publications were examined to produce network maps of study subjects, ranging from established to novel ideas of researchers. Using centrality and community analysis, dominant research subjects and their clusters were found, as well as research trends. The findings of this study will aid researchers and practitioners in related professions in gaining a comprehensive understanding of the field.*

Keywords:. Network text analysis; Service Business: An International Journal; Research trends in the service industry

I. INTRODUCTION

Innovation has advanced thanks to digitalization at a pace never before thought possible (Lee and Lim 2018). To enable adaptable changes in operational processes, information systems, and society at large, businesses have been implementing digitalization (Parvi-ainen et al. 2017). The business environments of many different industries have recently changed as a result of digitalization (Tronvoll et al. 2020; Kapadia and Madhav 2020). In order to supply the goods and services that customers desire, a company needs to have dynamic capabilities for agility, flexibility, and resilience (Teece 2014; Lee and Trimi 2021). If digitalization is used effectively, this can be achieved. As a result, businesses can use digital technology to continually enhance their value proposition (Coreynen et al. 2020). According to Parviainen et al. (2017) and Kamalaldin et al. (2020), digitalization is also considered as a source of organisational sustainability since it enables businesses to continuously pursue internal efficiency and external opportunity to provide value and grow their market share.

Digitalization comprises value creation for the customers after using the technology, as opposed to digitization, which only refers to using digital technologies (Seyedg horban et al. 2020). The use of digital technologies and digitised data is described as "the use of digital technologies and digitised data to impact how work gets done, transform how customers and companies engage and interact, and create new digital revenue streams" (Strnen 2020). Recently, a number of digital technologies have sparked the digitization or transformation of service businesses, which has led to growth (Gebauer et al. AI, the Internet of Things (IoT), cloud computing, and big data are key technologies for digitalization (Kretschmer and Khashabi 2020). IoT, cloud computing, and big data analytics, which are frequently regarded as the foundational technologies for digitalization, have made it possible for businesses to investigate fresh options to implement customer-oriented business models (Lee and Lim 2018; Frank et al. 2019; Paiola and Gebauer 2020). IoT has enabled a number of entities, including software and hardware, to connect over networks. The real-time data interchange between the parties offers in-depth perceptions into the material and information flows in the supply chain. Internet of Everything (IoE), another name for IoT, assists in building complex knowledge networks for value generation through real-time communication (Lee and Lim 2018). Because they enable the cost-effective storage and analysis of enormous amounts of data, cloud services are the foundation of the digital transformation (Abolhassan 2016). By 2025, the number of IoT-connected devices is anticipated to increase to more than 30 billion, according to Statista.com (2021). Modern technologies like AI and IoT are used for analysis because traditional database management systems are unable to handle huge data. Many businesses rely on big data analytics to mine the knowledge and information contained in the data gathered through multiple channels. Big data researchers are interested in important big data analytics subjects such storage capacity, visualisation, and wireless sensor networks (Choi et al. 2017). Ardito et al. (2019) identified four clusters that represent big data analytics and management in the literature using document cocitation analysis: (1) conceptual evolution of big data analytics, (2) management transformation by big data analytics, (3) effects of big data analytics on resource management and performance, and (4) transformation of supply chain management by big data analytics. Big data analytics improve client engagement, streamline internal processes, and aid in error detection (Kretschmer and Khashabi 2020).

A growing number of studies have been published in conference proceedings and journals on the important academic issue of digital transformation in the service industry. In order to shed light on potential future directions of digital transformation in the service sector, the current study analyses the trends of the research on digital transformation by doing network text analysis on papers that have recently been presented in conferences and published in scholarly journals. By building cooccurrence matrices and displaying a network in visual form, network text analysis analyses the semantic relationships between keyword nodes (Lee and Su 2010). This study uses net work text analysis with NetMiner4.0 to examine the relationships between central research topics and keyword clusters of recently published papers on digital transformation in the service sector, in contrast to conventional studies that investigated research trends based on simple frequency analysis of research topics and methodologies used. The structure of this study is as follows. Section 2 summarises earlier research on digital transition. In Section 3, a general description of network text analysis and an analysis of the published articles on digital transformation in services that have received a lot of citations are given. The analytical findings and suggested next research areas are summarised in Section 4. Lastly, Sect. 5 outlines the consequences of the findings, the study's shortcomings, and the need for additional research.

II. LITERATURE REVIEW

2.1 A plan for digital transformation

Given that effective implementation of digital transformation would significantly improve organisational agility, flexibility, and resilience and lead to improved performance outcomes, it should be a key component of business strategy (Kretschmer and Khashabi 2020). An important factor in the success of the company's sales performance, for instance, has been the use of big data analytics by Amazon, which has proven to be very successful and sophisticated (Jannapureddy et al. 2019).

High-level customer collaboration is made possible by digitalization, and this collaboration may lead to the creation of new revenue streams (Scherer et al. 2017). The main advantage of online shopping is that businesses can gradually learn more about their clients without having to set up additional channels to market to them (Strnen 2020). Competitive online retailers like Amazon.com and Alibaba.com collect a tonne of data on their customers, including information on the relationship between age and access patterns or customer traits for a particular product. Kretschmer and Khashabi (2020) discovered that digitization improves consumer contact. To ensure that the transformation journey towards a comprehensive service mentality is easy, companies need to unlearn rigid product-oriented strategies and balance product and service assets (Tronvoll et al. 2020).

Companies have been able to create and use creative business models thanks to digitalization (Hokkanen et al., 2021). For both business and society, digitalization has drawn a large number of knowledge workers to perform cognitive tasks (Loebbecke and Picot 2015). Kretschmer and Khashabi (2020) claim that through the development of internal processes—which they dubbed a strategic renewal—digital transformation has influenced changes in organisational structures. The strategic reorientations of organisations should support the digital transformation process in the era of the service. Tronvoll et al. (2020) proposed identification, dematerialization, and collaboration as three shift enablers. A business can effectively transition from planning to making both short-term and long-term decisions that are most appropriate for the environment by identifying real-time information. By utilising the dematerialization made possible by digital servitization, the company may move from physical scarcity to abundance and do more with less. In a value chain, cooperation among partners enables participants to forge horizontal connections without being bound by organisational vertical links.

The process of digital transformation offers both many benefits and possible obstacles. To adapt their business models to the transformation environment, many organisations, however, struggle (Loebbecke and Picot 2015; Kretschmer and Khashabi 2020). Advanced data analytics, connectivity between goods and services, and a blending of lines between suppliers, customers, rivals, and even marketplaces are all made possible by digitalization (Porter et al. 2014). Due to the traditionalism of many large organisations and their fear of changing their current arrangements, the transformation process often breaks down, making it challenging to create the necessary business models. Due to this, even when faced with financial constraints, adaptable and creative startups are typically more successful than their large rivals at drastically changing their business models (Loebbecke and Picot 2015). In conclusion, Kretschmer and Khashabi (2020) state that digital transformation is quickly emerging as a crucial driver of competitive advantage in the market context.

2.2 Digitization of services

Firms adopt a digital servitization strategy due to intense competition and technology advancements (Coreynen et al. 2020). Similar to digitalization, digital service- vitization necessitates significant adjustments to an organization's operations and business structures (Tronvoll et al. 2020). Through digital transformation, many businesses are expanding their service offerings. A Korean startup called Mobidoo uses encrypted inaudible sound waves to provide credit card users with a safe and simple mobile payment service. Users are becoming more concerned about security concerns and conformance with international standards as more countries use digital payment systems (Mridha et al. 2017). Another illustration is the use of wearable medical devices to supply various healthcare services via smartphone apps, such as smart health trackers and blood pressure monitors (Lee and Lee 2020a). The major focus of businesses is shifting away from the products they sell and towards integrated service ecosystems, and this trend is apparent in both the manufacturing and service industries (Coreynen et al. 2020).

Digital servitization is described as "the transition towards smart product, service, and software systems that enable value creation and capture through monitoring, control, optimisation, and autonomous function" (Coreynen et al. 2020). The term "servitization" was first used by Vandermerwe and Rada in 1988. Diverse fields have adopted the servitization trend under various names, including the product-service system, the shift from products to solutions, hybrid offers, and others (Paiola and Gebauer 2020). The primary force behind servitization is digitization. Any company interested in adopting servitization, according to MartnPea et al. (2018), must first think about conducting digital transformation.

According to Sjödin et al. (2020), digital servitization is "the transformation in processes, capabili- ties, and offerings within industrial firms and their associated ecosystems to pro-gressively create, deliver, and capture increased service value." To improve service quality, brand loyalty, and customer happiness, digital services trigger relational interactions with customers (Kamalaldin et al. 2020). As more people use digital technology, product-oriented businesses can now create service-oriented business models through digital servitization. Value chain stakeholders are focusing less on the product-oriented transactional model and more on the service-oriented relational arrangement in order to take advantage of digitalization (Kamalaldin et al. 2020).

There are two organisational viewpoints on digital servitization: a front-end perspective and a back-end perspective (Kryvinska et al. 2020). While back-end servitization aids in the organization's operational efficiency and enhanced resource allocation, front-end servitization facilitates deeper engagement with customers (Coreynen et al. 2017). The ability of the company to gather and analyse data is a vital resource for establishing competitive advantage in the dynamic market (Paiola and Gebauer 2020). Additionally, Coreynen et al. (2020) recommended categorising organisational efforts that are focused on discovery and those that are geared towards exploitation coupled with digital servitization. In spite of the fact that both exploitation and exploration assist digital servitization, the study found that exploration appears to be more successful when the two efforts are combined.

III. CONCLUSION

Through network text analysis, this study pinpointed the emerging research themes in the digital transformation of the service sector. As clients expect more and more new services in the age of digital media convergence, organisations are working to become agile and adaptable to the fast-paced business environment (Lee and Lim 2018). Consequently, there have been more studies on pertinent subjects. This study employed 330 Scopus articles as the basis for its network analysis. The outcomes of the key word network-based centrality analysis can be summed up as follows. "Business Model," "Ecosystem," "Servitization," and "Customer Experience" were the subtopics in relation to digital

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transformation in the service industry that were most actively researched. Businesses may work together with all of their stakeholders to co-create value thanks to digital transformation. As a result, they inevitably focus on developing new business models and managing new business ecosystems with partners and clients. Additionally, as product-oriented businesses were able to create service-oriented business models thanks to the advancement of digital technologies, they started to concentrate on digital servitization. Additionally, value generation through improved client experiences became crucial. The centrality analysis revealed that financial and healthcare services were the subjects of several studies in our research sample.

Through cluster analysis of the keyword network, the study revealed the main research areas on digital transformation in the services sector. Six groupings of the listed topics were created. Building new business environments for digitization was the focus of the first cluster. Digitalization is the process of transforming corporate processes to employ digital technologies, as opposed to digitization, which is the act of converting analogue to digital (Gobble, 2018). Numerous research (Sklyar et al. 2019; Pelletier and Cloutier 2019; Liu and Guo 2021; Endres et al. 2021) shown that digitalization in the service sector necessitates new management methods and practises, demanding considerable changes in organisational structure and culture. Studies on technologies that are frequently employed in digital transformation, primarily Industry 4.0 technologies like IoT and blockchain, were included in the second cluster. As many studies have noted (Chehri and Jeon 2019; Rosete et al. 2020; Li et al. 2020), IoT and blockchain technologies allow service providers to improve monitoring, traceability, and complete transparency over corporate processes with secure network platforms. These benefits are anticipated to cause the market sizes for fintech, digital healthcare, and other untapped services to increase significantly (Lee and Lee 2020b). The third cluster demonstrated how the COVID-19 epidemic has advanced digitalization across all spheres of society, particularly in the service sector and healthcare. In the COVID-19 age, digital healthcare is recommended as an alternative to face-to-face treatment with a virtual visit to speed up telemedicine services and avoid infection (Yamamoto 2021; Tortorella et al. 2021). This is true even if face-to-face care is essential to the present healthcare system. According to numerous studies (Bartsch et al. 2020; Agostino et al. 2021; Abdel-Basset et al. 2021) service organisations are accelerating the deployment of digital transformation to respond swiftly and decisively to the COVID-19 pandemic era with resilience. The fourth cluster emphasised how the emergence of new business models in the service sector was a result of digital transformation. Numerous research on the subject of digital servitization have also been done. Organisations can recognise, seize, and reconfigure new business prospects thanks to the creation of new innovative services through digital servitization, such as add-on services for smart product and service systems (Linde et al. 2021a). According to earlier studies (Sklyar et al. 2019; Linde et al. 2021b), digital servitization enables service organisations to provide a platform for better interactions with customers while also enhancing data gathering, storage, analysis, and utilisation. The fifth cluster dealt with the role that e-government and e-commerce played in the early stages of digital transformation in the service sector. E-government systems work to increase citizens' trust and confidence in the government by offering more responsive and effective services to the public with digital technology (Uyar et al. 2021). E-commerce has also given clients a personalised buying experience and eliminated time, place, and space limitations (Ameen et al. 2021). The articles in this cluster suggest that different managerial insights in traditional E-service are crucial and must be adjusted to be appropriate for the digital age. The financial industry's digital transformation was the topic of the final cluster. The COVID-19 crisis has sped up the digital transition, but there are still certain obstacles preventing the financial industry from adopting it, such as functional and psychological hurdles (Santos and Ponchio 2021). Functional obstacles are tied to product value and usage danger, but psychological barriers are linked to a person's tradition and social standards (Mani and Chouk 2018). Numerous studies claimed that operational excellence is crucial for maximising customer experience and security enhancement for the successful digital transformation in the financial industry, in addition to emphasising the significance of fintech and smart banking services.

This work makes a number of important contributions. First, it used just those articles with unstructured text data to quantify and analyse the study patterns of digital transformation in the service business. This study used network text analysis to pinpoint the key areas of study for the service industry's digital transformation. The systematic review of the literature on digital transformation in the service sector is lacking. Researchers in relevant subjects will be able to better understand the field as a whole thanks to the findings of this study. Second, the issue areas that require in-depth future research are identified by the research trend analysis carried out in this study. Despite the wide-ranging nature of the service sector, a large portion of the research in our sample were concerned with healthcare and financial services, highlighting their growing significance. Our study's findings also indicated the need for additional research on the digitalization of other service sectors, including hospitality and tourism, aviation, and logistics. Additionally, a lot of research provided a succinct explanation of how COVID 19 affected the digitalization of services. It is vital to perform comprehensive research on how the post-COVID-19 age will effect digitalization in the service industry because the COVID-19 pandemic has become the new norm. In addition, more study is required on contemporary service strategies (Lee and Trimi, 2021). Additionally, Lee and Lee 2020b recommend that service organisations seek strategic innovations for new business models and "untact" technology like AI, robotics, IoT, and big data. Thus, research into customer-centric service models, the convergence of disruptive digital technologies and services, and service innovations that can foster new value and a competitive edge in the digital age are all important.

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Review on Perception of Traders and Industrialists Towards the Need for Commerce Education in India

More Raju Tukaram

Researcher, BMS Department,

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *Under the WTO regime, commerce education has had a significant impact. Commercial education is a type of training that, while contributing to the fulfilment of the overarching objectives of education at any given level, has as its main goal the preparation of individuals to begin a career in business or, after beginning one, to perform more effectively in that career and advance from their current levels of employment to higher levels. The only way to accomplish the goals of commerce education is to reform the system on a qualitative level. The results of commerce education should be multifaceted and completely competitive on a worldwide scale. But we must acknowledge that graduates in the field of commerce lack practical knowledge. A requirement of the age is for commerce education to be practical. The industry's opinion of commerce education in India is examined in the paper analysis.*

Keywords:. Occupational Ability, Perception, Commerce Education, and Commerce Curriculum

I. INTRODUCTION

Over a century and a half ago, in 1886, commerce education was first introduced in India. The Trustees of Pachiappa's Charities established the first commercial school in Chennai as early as 1886 (Mehrotra, 1987). In Calicut (Kerela), the British government opened a school of business in 1895. The Presidency College in Kolkata thereafter began offering commerce studies in 1903 (Mehrotra, 1987). Since then, it has expanded significantly. Many universities have developed departments of commerce. Since 1950–1951, there has been an increase in the number of commerce students. The tremendous increase in enrollment from 0.36 lakh in 1950–1951 to 14.10 lakhs and then to 29 lakhs in 2010–2011 represents 17.2 percent of all higher education enrollment. In India, there are now more students enrolling in M.Com. and B.Com. programmes than there were 15 years ago.

A student is exposed to the business environment through a commerce education. It aids in strengthening their entrepreneurial skills and preparing them for self-employment. Additionally, it instills in the students a practice-oriented mindset. They learn the value of using economic principles when making business decisions as a result. It enlightens people about issues that are social, economic, and political that are related to business concerns. They learn how to deal with the market environment and adjust to the current scenario from this. Additionally, it enables them to compete on a worldwide scale. The real objectives of company nowadays are profit-making and customer happiness. The knowledge and abilities needed to deal with the problems evolve as society and the economy become more industrialised and complicated. Therefore, course content must be changed, broadened, and made more adaptable in order to allow students to develop the needed skills.

II. LITERATURE REVIEW

The University Education Commission (1949) listed business education among the various professions that require professional training, including law, medicine, engineering, and other fields. According to the Commission, professional education is "the process by which men and women are prepared for exacting responsible service with professional spirit." The terms may be limited to training for professions demanding highly developed and disciplined thoughts and skills.

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"The University can no longer remain passive of the happenings taking place around it," declared the Karnataka Universities Review Commission in 1993. It is urgently necessary for university-level professionals to actively participate in addressing the issues relating to industrial development.

Every university that offers business education should have some form of MOU with corporate organisations or industry to build varied abilities for managing actual business situations, according to Eresi (1994).

Interaction and dependency are well-recognized ideas in the current global situation, according to Swaminathan D. (1995). There are no exceptions to this at universities. They ought to interact with people outside of their ivory tower concepts.

Dev (1996) stated that it should be clear that the management training and business The two branches of business education make up education.

Paradise and P.R.I.D.A. (1.9.6) Obtained the knowledge that the a The two types of education—business education and traditional education—are distinct from one another. "The priory, for the Indian economy is tote for Excellency in business education," they have said explicitly. For providing the same, we have private management institutes and IIMs.

According to the High Powered Committee on Restructuring of Commerce and Management Courses in Karnataka (1999), "the fundamental issue with commerce education as perceived by the employers relates to the wide gap that exists between the principles learned in the class rooms, and what is practised in business establishments."

According to Mahajan and Shah (2000), over the past more than ten years or so, business schools in India have faced significant challenges in producing high-quality products that could meet the needs of the corporate world and meet the expectations of various stakeholders in business education. This is due to global competition and the proliferation of business educational institutions around the world.

Ahmad (2004) emphasised the need to alter the system and the teaching method. Along with providing academic information, a university should prepare its students to enter the workforce with the skills necessary to tackle challenges that arise in the workplace on a daily basis. This would necessitate periodic reorganisation of commerce curricula. In the period of specialisation, he also believed that commerce education should stop being a form of broad education that produced students who were jacks of all trades and masters of none.

This field of research has been going through turbulent times all the way up until its conclusion, according to a study by M.I. (20.05) that explains how business complexity is causing it to become more complex. Liberalisation, privatisation, globalisation, and information technology have increased demand on commerce educational institutions to innovate and alter in response to the shifting dynamics of the corporate environment.

Mishra (2005) concentrated on post-World War II commerce education and placed a strong emphasis on online, virtual, and e-learning. He also saw that when we apply business education curricula, we are not acting responsibly. He also emphasised the necessity of the teaching community's mindset altering.

Das (2006) noted that the terms "commerce" and "business" education are frequently used interchangeably in many different countries.

The present business education landscape in advanced economies clearly favours a close connection between industry and business education, as Nath Chimun K. (2006) noted. Such a connection would make it possible to determine the number of skilled workers needed. The course's content and distribution method must be modified to address the unique demands of the target audiences for whom it is intended. In actuality, the business sector is today's industry sector is also eagerly anticipating business education to deliver practical solutions to their challenges, both long-term and short-term, in the shape of suitably qualified and experienced people resources.

However, the commerce education has fallen short of providing the necessary courses to satisfy market demands and enable the selling of the goods.

Redding (2010–2007) stressed the need of vocational specialisations that are work- or job-oriented. Furthermore, he recommended that knowledgeable members use this opportunity to reflect on the composition of the country—its goals, issues, potential for employment, quality, and relevance to the needs of the present—as well as its implications.

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III. CONCLUSION

Making commerce graduating courses more significant and useful is necessary. Numerous issues that affect the goals, topics, and conduct of courses in commerce education exist today. These issues require careful consideration and close examination. In order to make commerce education relevant for both now and tomorrow, a full-scale effort must be made to refocus and redesign it. Making commerce education practical and relevant could affect our students' ability to compete internationally.

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Study on Recent Trends in Business Management

Rizvi Sayed Mohammed Wasi Zaheerul Haider

Researcher, BMS Department,

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *Trade is the third stage of production in an economic activity, and business is sometimes referred to as "Pink Colour Workers." In this industry, products are exchanged primarily. Purchasing and reselling items is, in essence, a trade or company. The secondary information material forms the foundation of this research report. This study report offers a nautical analysis of the many present job types and management practises, or makes an effort to carry out descriptive or theoretical studies. The type of trade and its management were very different from those of today before the industrial revolution, and major changes in the form and management of trade followed. In the twenty-first century, the development of technology has resulted in a rapid change in business trends and management. This research paper's primary goal is to conduct a 30-trend assessment on current business and management trends.*

Keywords:. New Trends, Business, Management, Tertiary Production, Pink Colour Employees

I. INTRODUCTION

On the basis of their intelligence, humans have created a vast array of technology. According to experience, the growth of this technology has significantly altered trade and administration. The nature of trade and management has radically changed in the modern era. One of the most significant drivers of these technology advancements as well as changes in commerce and management practises are human resources. Quantitative and qualitative human resources are the two basic categories. The management of business has undergone significant adjustments as a result of this quality of life belief. Due to the advancement of technology, new fields including e-learning, marketing, and marketing have evolved in the modern day. The three types of trade and commercial activity collectively known as Pink Colour Workers are among the five primary categories of human economic activity. This study's foundation is secondary data. This research paper examines current business and management trends, and it is also intended from a theoretical perspective or as a descriptive study.

A) RECENT BUSINESS TRENDS

Prior to the Industrial Revolution, trade was significantly different from what it is today. The shape and pattern of trade evolved together with the global development of technology. However, the changes that have occurred in the 21st century and the widespread e-learning that has resulted in major changes in trade are the key reasons why the nature of trade has altered drastically in recent times.

1. Business management systems (e-learning, e-commerce, e-business, e-finance, risk management, agent-based computational economics, artificial markets, derivatives pricing, portfolio management and asset allocation, stock market, forex market analysis, dynamics and simulation, financial modelling, computational economics, emotional intelligence, intelligent management, BPR) are used in many different industries.
2. Regression analysis, principal component analysis, time series analysis, etc. are examples of statistical modelling.
3. Manufacturing: (Process and Inventory Management, Supply Chain Management, etc.)
4. Strategic marketing and planning, product portfolio management, consumerization vs. customization, strategic branding in the global market place, market logistics and its importance, managing the supply chain, corporate communication - role in marketing, ethics & social responsibility in marketing, industrial marketing, marketing across borders, sensory branding, importance in marketing customer relationship management (CRM), service marketing, etc. are all aspects of marketing.
5. (Wholesale, retail, e-commerce, etc.) distribution

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6. Accounting & Finance, International Finance & Trade, Mergers & Acquisitions, Derivatives Market, Banking & Insurance, Mutual Funds, Money Management, Return on Marketing Investments, Trends in Consumer Finance Industries, etc.
7. Employee turnover and attrition, organisational HRM, strategic HRM, people management, industrial relations & legal HRM, training & development, knowledge management, IPR management, etc. are all examples of human resource management (HRM) .
8. Call centre efficiency and network use are examples of telecom and network processes.

a) M-Commerce

M-commerce, also referred to as mobile commerce, is merely a subset of e-commerce. Kevin Duffy first used the phrase in 1997. It essentially allows you to carry millions and thousands of retail stores on your pocket. Let's explore mobile commerce a little more. Simply speaking, mobile commerce (M-commerce) refers to online purchases made through a mobile device. M-commerce is the practise of conducting any kind of business transaction via a mobile device. WAP technology and the history of e-commerce are necessary. The foundation of mobile commerce is the use of wireless technology (WAP) for product sales, service delivery, payment and other financial activities, information exchange, etc. Actually, one area of e-commerce that is expanding quickly is m-commerce. In India, mobile phones are used in over 70% of internet transactions. It is a 700 billion $ industry worldwide. Exploiting new prospects made possible by e-commerce is what m-commerce is all about. New technologies, services, business models, and marketing tactics are therefore involved. It sets itself apart from e-commerce in a variety of ways. This is so because mobile phones and desktop PCs have quite different qualities. Additionally, it creates a plethora of windows for companies to take advantage of [A, B, and C].

Applications of mobile commerce (A, B, and C)

They have numerous uses besides the basic m-commerce operations of buying and selling goods and services. Let's look at a few instances:

- Mobile banking: carrying out all of your banking operations through a mobile website or application. It has gained popularity recently and is an improvement over online banking. For instance, the bulk of financial transactions in Nigeria take place on mobile devices.
- Mobile booking and ticketing: Use your phone to make reservations and get your tickets. After making the payment from your phone, the digital ticket or boarding pass is immediately given to it. IRTC and other services now offer m-ticketing services even in India.
- E-bills: This includes mobile coupons that may be redeemed, loyalty point systems, and even mobile vouchers.
- Auctions: It is now possible to participate in online auctions on mobile devices.
- Stock market trading with mobile applications and stock market reports.

Electronic commerce

E-commerce, often known as electronic commerce, refers to the purchasing and selling of products, services, and items over the internet. E-commerce is sometimes referred to as internet commerce or electronic trade. These services are delivered online via a network of computers. Data, money, and fund transfers are also seen as forms of electronic trade. There are four different ways to conduct these business dealings: business-to-business (B2B), business-to-customer (B2C), customer-to-business (C2B), and so on. A business transaction conducted online is the traditional definition of e-commerce. E-commerce websites include online stores like Amazon, Flipkart, Shopify, Myntra, Ebay, Quikr, and Olx. Global retail e-commerce might total $27 trillion by 2020. Let's explore the benefits and drawbacks of various forms of e-commerce in more detail. E-commerce, or even online commerce, is referred to by this common abbreviation. It is obvious from the name that this is the online gathering of buyers and vendors. This entails the interchange of data, the transfer of payments, and the trade of commodities and services.

Four broad categories can be used to categorise electronic commerce. The parties involved in the transactions serve as the foundation for this straightforward classification. The four fundamental paradigms of electronic commerce are as follows:

1. Business to Business
These are transactions between businesses. The businesses are transacting business with one another here. The ultimate consumer is excluded. Therefore, only producers, wholesalers, merchants, etc. are involved in online transactions.
2. Customer to Business
consumer to business. Here, the business will deal directly with customers to market their products and/or services. The customer can look at products, see photographs, and read reviews by visiting their websites. After that, people place an order, and the business ships their purchases right to them. Examples of this include Amazon, Flipkart, Jabong, etc.
3. Customer to Customer
Consumers directly interacting with one another, or consumer to consumer. No businesses are involved. It enables people to immediately sell their possessions and assets to a buyer. Typically, automobiles, bikes, gadgets, etc. are the goods swapped. This model is used by OLX, Quikr, etc.
4. Business to Consumer
It's business to consumer, the opposite of business to consumer. Therefore, the customer gives the business a good or a service. Consider an IT freelancer who presents and sells his software to a business. C2B would be the mode of exchange here.

B) LATEST MANAGEMENT TRENDS:
The newest managerial techniques that managers adopt to efficiently manage their staff are referred to as recent trends in management. The management trends alter and evolve along with the state of the market. The market circumstances at the moment will affect these modifications. Total Quality Management, Risk Management, and Crisis Management are some of the most prominent contemporary trends in management.
1. Total Quality Management: The value of quality is acknowledged by all business management tenets. The calibre of an organization's products and services can be used to gauge its performance. Total quality management has grown significantly in popularity over the years as a result of the significance of this component. To compete in the market, managers work hard to uphold the highest quality standards.
2. Quality Management's Value
One of the key elements influencing a company's success is quality. When making a purchase, customers always keep the quality of a company's products and services in mind. In some instances, quality actually takes precedence above money. Every company has a distinct advantage over its rivals thanks to the high calibre of its products. Additionally, it benefits the company with repeat business, positive word of mouth, and goodwill. Total quality management has become so crucial due to these advantages. These and other factors have contributed to the significance of quality certification requirements today. In order to build goodwill and attract clients, businesses frequently display their ISO certification ranks in advertisements .
3. Risk Administration
The insurance industry is the source of the idea of risk management. Over time, it has grown in importance as a crucial management role. It essentially consists of five procedures meant to reduce financial losses. Risks cannot be entirely eliminated by an organisation, but they can be prepared for. Today, risk management is an essential component of planning and decision-making. Risks must be managed by employees at all levels, from upper management to lower levels. Due to this,means that risks might have an impact on all management areas of an organisation. Therefore, understanding risk management is important for any organization.
4. Crisis management:
It's impossible to foretell when a disaster may occur. Even with careful planning and prevention, accidents can still occur. One of the most crucial tasks of managers in these circumstances is crisis management. After a crisis, they must always be able to reconstruct their organisation. One can never anticipate when a disaster will occur. Even with careful planning and prevention, accidents can still occur. One of the most crucial tasks of managers in these circumstances is crisis management. After a crisis, they must always be able to reconstruct their organisation. A firm can prepare for potential crisis scenarios, but it can never fully prevent them. Almost little can be done to prevent catastrophes from happening. Every type of tragedy has its own specific impacts. Not all crisis scenarios share the same characteristics. As a result, managers must comprehend each potential catastrophe and take appropriate action.

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5. Change Reluctance:

Today, risk management is an essential component of planning and decision-making. Risks must be managed by employees at all levels, from upper management to lower levels. This suggests that risks can have an impact on every facet of an organization's management. As a result, understanding risk management is essential for every organisation. Change is essentially a modification of established practises, traditions, and conventions. All organisations must constantly evolve in order to succeed because they operate in dynamic contexts. Several tactics in change management aid in promoting the easy adoption of such changes. Resistance to change is one of the most significant aspects of change management. Human nature compels us to resist change and keep things as they are. But because change is inescapable, an organisation must work to execute changes as smoothly as possible. Change may be met with explicit or implicit resistance. Employees, for instance, might protest and openly reject a change in policies. Even if they choose not to voice their disapproval outright, they may do so subtly by refusing to accept adjustments. Managers need to be aware of these issues in order to assist staff in smoothly adjusting to the changes.

6. Managing Change Through Hierarchy:

In any organisation, the most significant changes are typically made at the top of a management structure. These adjustments are only made at the lowest level. Such a hierarchy frequently overlooks tiny and insignificant planning aspects. Therefore, managers need to be aware of how to prepare for changes in such circumstances. In any organisation, the most significant changes are typically made at the top of a management structure. These adjustments are only made at the lowest level. Such a hierarchy frequently overlooks tiny and insignificant planning aspects. Therefore, managers need to be aware of how to prepare for changes in such circumstances. In a management hierarchy, the highest-ranking executives make all significant decisions. The board of directors, for instance, would fall under this in a business. They therefore make all of the important decisions. Managers and executives at the lower level merely carry out the decisions made at the higher level. They just make minor, straightforward judgements to carry out their strategies. They don't really have a large impact on enforcing changes, in other words. It is usual for finer details of changes to be overlooked under such frameworks. Let's take the case of a company whose board intends to modernise its operations by implementing cutting-edge technologies. The board will let management know about this choice and trust them to carry it out. In these situations, the management will need to take into account more minute aspects than the board is likely to. This covers specifics like the acquisition of new equipment, the firing of certain personnel, the training of workers, etc.

7. The idea behind change management:

The only thing that is constant in life, so the saying goes, is change. Organisations in the business world can also agree with this statement. Almost often, both internal and external variables influence how things unfold. Smoothly implementing these adjustments is one of managers' most crucial responsibilities. This procedure is referred to as change management. The only thing that is constant in life, so the saying goes, is change. Organisations in the business world can also agree with this statement. Almost often, both internal and external variables influence how things unfold. Smoothly implementing these adjustments is one of managers' most crucial responsibilities. This procedure is referred to as change management. The only thing that is constant in life, so the saying goes, is change. Organisations in the business world can also agree with this statement. Almost often, both internal and external variables influence how things unfold. Smoothly implementing these adjustments is one of managers' most crucial responsibilities. This procedure is referred to as change management.

8. International trade/global business practises:

Global business practises and worldwide trade have become widespread phenomena since the onset of globalisation. Large corporations and MNCs frequently conduct business in multiple nations. It takes a detailed awareness of local cultures, practises, regulations, and business environments to manage such cross-border businesses. As a result, international managers must perform a number of crucial tasks for their companies.

9. International Manager's Responsibilities:

The only thing that is constant in life, so the saying goes, is change. Organisations in the business world can also agree with this statement. Almost often, both internal and external variables influence how things unfold. Smoothly implementing these adjustments is one of managers' most crucial responsibilities. This procedure is referred to as change management. The term "international business" primarily refers to economic dealings involving multiple nations. Nations and commercial organisations can now conduct these transactions thanks to globalisation. Business managers must fulfil a number of crucial tasks in order to maximise earnings and reduce losses. Management becomes extremely challenging since cross-border transactions demand extensive processes. Because of this, worldwide.

II. CONCLUSION

Trade is defined as the exchange of products. National and international trade are the two primary categories of trade. This pattern represents a third category of financial enterprise. The main focus of this trade is the exchange of goods. Pink Colour Workers are the financial representatives of this company. After the Industrial Revolution, trade took on a different character, and in the modern era, this character has undergone significant modification. The fundamental cause of this is the development of technology. Nowadays, e-commerce is a very successful business. In addition, you can observe that corporate management has undergone a significant transformation between the pre-industrial era and the present. This demonstrates how humans must adapt the way they operate their businesses throughout time. It is conceivable or will be possible for them to grow their new business using technology. They need to expand their marketing business based on new technology. In essence, people must evolve throughout time, which means they must modify how they do business.

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A Descriptive Study on Contribution of Hotel Industry in Indian Economy

Jadhav Kalpesh Kirtiratan
Researcher, B.Sc HS Department
Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract: *The Hotel industry in India has evolved remarkably over the decade and in effect parading quite a wide spectrum of benefits and opportunities for players of the service industry. The industry is statistically proven to have performed creditably countrywide and among its major cities. It is considered to a larger extent that the hotel industry flourishes on the wings of the tourism Industry. The Hotel and Tourism sector is considered among the top ten sectors in India. As a results of its contribution, the Hotel and Tourism sector attracted around US$ 9.2 billion of FDI between April 2000 and March 2016 as released by the Department of Industrial Policy and Promotion (DIPP). The demand for travel and tourism in India is expected to grow annually by 8.2% which is expected to put India third in the world. Travel and tourism in India also accounted for 49,086,000 jobs in 2010 (about 10% of total employment) and is expected to rise to 58,141,000 jobs (10.4% of total employment) by 2020. According to the Economic Survey of India the Indian Hotel industry accounts for USD 17 billion, 70% (USD 11.85 billion) which take their origin from the unorganized sector and the remaining 30% (USD 5.08 billion) from the organized sector. In 2000, India hosted only 2.6 million international visitors. By 2009, the figure had already increased to 5.13 million arrivals. Over the years, a sustained increase in the tourism industry with increase in number of foreign and domestic tourists has serve as a booster to the Hotel industry. This study makes an exploratory attempt to study the Hotel industry as it relates to India and analyses its contributory effects on the economy on the heels of the various reforms that have hit the country. The objectives of the study are to analyze and assess the performance of the Hotel Industry in India and to identify the challenges and setbacks of the industry. It was concluded that India's hotel sector has unequivocally entered the next up-cycle with impressive performance suggesting that players of the industry have the onerous responsibility and duty to capitalize on this and make the best out of the industry.*

Keywords:. Hotel, Industry, Economic reforms, Contributor, Tourism, Performance, Challenges

I. INTRODUCTION

The economy of India continues to undergo various reforms in the bid to position the country among great nations capable of meeting the everyday needs of its citizenry. In the light of this, it is very crucial to make sure the various sectors are up and running. This study basically looks at how the Hotel industry is contributing its quota to these economic reforms. The Travel and Tourism sector of the Indian economy is rigorously undergoing its fair share of sustained growth rate. As a major interlinking industry, the Hotel industry have also had to experience a ripple effectof this all important growth which is very crucial to Indian's economic prospects. A significant motivation for the demand of hotels and their related accessories is the overwhelming performance of some indispensable economic drivers, particularly the upsurge significance in the Computer and Information Technology enabled services and Information Technology businesses. Despite the gruesome challenges that the Hotel industry in India has had to intercept, it still remains a huge contributor considering the overarching significance it plays in all facets of the Tourism industry and in the economy as a whole. The Hotel and Tourism sector is considered among the top ten sectors in India. As a results of its contribution, the Hotel and Tourism sector attracted around US$ 9.2 billion of FDI between April 2000 and March 2016 as released by the Department of IndustrialPolicy and Promotion (DIPP).

II. REVIEW OF LITERATURE

Hotel is often referred to as a 'home away from home'. It is a place where the tourist pauses beinga traveler and becomes the quest. A hotel usually offers a full range of accommodations and services, which includes suites, public dining, banquet facilities, lounge and entertainment facilities. In addition, a variety of other services like auto/taxi rental, airline ticketing, tour, reservation booking and postal services are also taken care of the hotel. Hotels have long been an important element in the economics of many countries. The enormous increase in tourism of the 20th century has caused the hotel business to outgrow national boundaries and become global in character. Hotels are directly linked to and are integral part of many other economic activities. Thehotel industry is indispensable for the success of tourism. It is said, "no hotels, no tourism **(Kannan, 2005).**

According to **Srinibas (2015)**, the Hotels & the Catering Industry started in the 19th century with the development of major cities, easier sea travel & coming up of railways. During Mogulrule, the forts & their surroundings would cater to the needs of the traveler often in exchange for no more than the story of their adventures during their travel or any news from other towns and villages they passed by. **Srinibas (2015)** added that in India, resting houses called serais/sarais and dharamshala were established on high ways by kings and emperors of ancient and medieval periods. Movement of people both political and pilgrimage stressed the need for better and improved facilities to cater to the varied needs of the various classes of the society. Most of modernhotels that sprouted were managed by European families. The Bombay hotel was opened in 1799.The British brought modern hotels to Kolkata. The Oldest was John Spence's Hotel. Spence's, thefirst ever hotel in Asia was opened to the public in 1830. The credit for opening the first Westernstyle hotel under the name of British Hotel in Bombay in 1840, goes to Pallonjee Pestonjee was the first hotel to give a la carte and table de hôte menu. Then came the Auckland hotel by David Wilson in Calcutta in the year 1840-41 (now - The Great Eastern Hotel - officially Lalit Great Eastern Hotel) is a colonial era hotel in the Indian city of Kolkata - formerly Calcutta) and Connemara hotel in madras in the year 1870 by **E. A. Oakshroff**. But now this property belongs to Taj group (**Srinibas, 2015**).

The hotel industry in India thrives largely due to the growth in tourism and travel. Due to the increase in tourism with rising foreign and domestic tourists, the hotel sector is bound to grow. There is an emergence of budget hotels in India to cater to the majority of the population who seekaffordable stay. International companies are also increasingly looking at setting up such hotels. Imbalance in increase in tourists both domestic and foreign not been supported with equal numberof rooms is a latent source of opportunity for growth **(Hotel Sector Report, 2016).**

III. PERFORMANCE OF THE HOTEL INDUSTRY

Sharing his opinions, **Lamda (2017)** expressed that as far as hotel real estate transactions in Indiago, 2017 has started off with a big bang. After a relatively quieter 2016, this year saw the acquisition of a majority stake in India's foremost hotel management company, Sarovar Hotels, byThe Louvre Hotel Group (part of Jin Jiang International Holding), he added.

This transaction alone has paved the way for 2017 to set a new record in India's fledgling hotel transactions' market. The last significant year for the hotel transaction market was 2015, in whichthe market witnessed over INR 24,233 million worth of trade in existing and brownfield hotel assets – a 44.8% increase over the second-highest year of 2012, which had witnessed nearly INR 16,730 million worth of trade.

While 2016 lacked the big bang announcements of 2015, it witnessed five hotel-related asset transactions – some of which were undertaken to convert the underlying assets to alternate developments. The more significant contribution of 2016, however, has been the commencement of major transactions which are likely to fructify in 2017.

In addition to the Sarovar deal, around 12 to 15 more hotel asset transactions – either in the form of portfolios or single assets – are currently in the works. JLL Hotels' team is confident of closingabout 10 to 12 such deals in 1H 2017.

The ongoing trend in the hotel transactions market is in line with our belief that the Indian hospitality market today is a fertile field for strategic acquisitions. This trend will immensely helpplayers keen on establishing a footprint in the Indian hospitality sector without taking the risks associated with development of new hotels in the country. Most hotel transactions today are occurring at replacement, or a slight discount to replacement cost, keeping both the seller and the buyer content with the target price. Hotel buyers in the market today are strategic investors who firmly believe in and understand the hotel segment's economic cycle.

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As in all business cycles, the hotels economic cycle has started to trend upward. Performance metrics like ADR (Average Daily Rate) and Occupancy have resumed strong growth for most hotelmarkets in India.

IV. HOTEL INDUSTRY IN THE NINETEENTH CENTURY

The British introduced hotels in India mainly for their own use or for foreign visitors. There are references about the Race Banquet held at Bombay Hotel and Tavern in 1799 and the dinner at the Maclean's Hotel to commemorate the capture of Srirangapatnam in 1800. The existence of Auckland Hotel was as far back as 1843 and was later renamed as the Great Eastern Hotel in 1858. In 1871 John Wakson who had earned huge fortune as silk drapper, opened his Esplanade Hotel. It was said that he was himself the architect and builder of the hotel. In 1866 Great Eastern Hotel Calcutta was stated with an authorized capital rupees ten lakhs. By the end of the nineteenth century there were many western style hotels in South, like Imperial, New Woodland, Ashoka Oceanic, Savera, Esplanade, Pandyan, Bangalore International, Ritz Dasaprakash, etc (**(Kannan, 2005).**

V. HOTEL INDUSTRY IN THE TWENTIETH CENTURY

The twentieth century was a turning point in the history of the hotel industry in India. It is in this century we find the real growth and development of the accommodation industry. The Indian Hotel Company, Bombay was incorporated on 1st April 1902 with an authorized capital of Rupees thirtyLakhs. Mr. Jamsetji Tata opened the Taj Mahal Hotel in Bombay. The hotel was completed at a cost of £5,00,000 in 1904 but Tata did not live to preside at the opening ceremony Today there are many hotels in the chain including the President Hotel, the Fort Aguada Beach Resort, the Lake Palace (Udaipur), the Rambagh Palace. In 1912 Spencers entered into the hotel industry by purchasing Connemara Hotel and opened at Bangalore the West End Hotel and Malabar Hotel at Cochin and Mascot Hotel at Kothagiri in 1942 and Savoy Hotel at Ootacamund in 1943 **(Kannan,2005).**

VI. CHALLENGES AND SETBACKS OF THE HOTEL INDUSTRY

Despite the overwhelming performance of the Hotel Industry in India over the past five years, mention can be made of the numerous challenges and setbacks that have dragged the industry fromattaining its desired output. It can be observed that Hotels survive and continue to exist in businessby the patronage of its paying guests and the products they (Hotels) offer. This is reiterated in thewords of **Kashyap (2014)** that no matter how magnificently any hotel is built, its revenue flows from the number of guests staying in the hotel's room or utilizing any other services of hotel like its restaurants, bar, banquets, conference halls, spa, gym, beauty salon, swimming pools etc.

In his views, **Kashyap (2014)** makes mention of the following major factors as huge challenges and setbacks to the Hotel Industry in India.

Taxation Policies of the Government of India

The hotel industry can be described as increasing in a decreasing pace for approximately five years now. It is facing relatively low occupancy and declining revenue-par over the few years. Over thelast two years, average room rates have definitely reduced and occupancy has been stagnant," said SM Shervani, president of the Federation of Hotels and Restaurant Associations of India (FHRAI)as reported by Khosla & Sathyanarayanan in 2014. In India, hotels are taxed anywhere between 20% and 25% depending on the state that they are operating in, when other Asian countries are levying 8-10%. The Hotel and Restaurant Association of Western India (HRAWI) moved a petitionto the Government to level the playing field and bring a tax uniformity to all players in the industry. HRAWI argues that while five star hotels pay 38% of the room revenue as direct and indirect taxes,some hotel aggregators do not pay a single rupee. "We welcome competition in any form, but this kind of disparity is unhealthy for the industry. It is almost as if we are doing our business with ourhands tied" said Dilip Datwani, President (HRAWI) – The Economic times, 2017.

Debt-funding by the Indian Banks

HVS India in September 2013 researched the lending parameters prevalent in select other countriesof the world for hotel debt-funding and compared them to the prevailing conditions in India. Expectedly, it was found that in cities such as New York, London, Dubai and Moscow, the term period of the loan ranges from 20-30 years, with interest rates of 5-

7%. In other cities such as Beijing and Buenos Aires, while the length of the loan term is around 10 years, the interest rate is in the range of 9-10%. In clear contrast, debt-funding for hotel projects in India is characterized bya relatively short loan term, typically of 10-12 years, but with high interest rates of 12-14%. "In the last decade, interest rate for new projects has been hiked from 8.00-8.25% to 12.50%," said Ashish Jakhanwala (in 2014), managing director of SAMHI Hotel Investment. Debt financing is therefore seen as not entirely attractive and beneficial to the Hotel industry, Jakhanwala added.

Visa Issues

According to Vivek Nair 2014, India was able to attract a mere 6.85 million foreign tourists in 2013, ranking 41st in the world. It is indeed disappointing to compare this performance with someof our competing destinations: Singapore –15.5 million, Malaysia –25.7 million, Thailand –26.7 million and Turkey –35.6 million. “Over the years, the onerous visa application process which has always been fraught with long delays, excessive documentation, and outdated bureaucratic procedures have had to deter potential tourists. It has thus become vital for India to urgently address the entrenched inefficiencies in its existing visa structure in order to position itself favorably against competitors”, said Vivek (2014).

Safety and Security

Shweta Ramsay in 2014 has reported that, since the 26/11 attack the hospitality industry has continuously been fighting with every challenge in respect with terrorism and other security risksby adapting to new technologies and training the security personnel and other employees as well. Today, there is a sea change in terms of security to protect guests and property from any kind of damage. Business travelers and corporations, especially, are more concerned with the safety of their traveling employees. Safety and security is becoming a sales differentiator for many hotels. In recent years, wireless internet access has become a standard for the hospitality industry. Most hotel guests prefer to stay in the hotel where Wi-Fi access is not provided. However, offering freeor paid internet is at the discretion of the hotel, but offering secured and managed internet is the need of the hour.

VII. CONCLUSION

Hotels are the vital and essential component of the tourism industry. They are the keynotes in the arch of global tourism. It is a miniature country representing to the tourist from distant, far-off lands, the feel and flavor of a country’s cuisine, culture and its way of life. Without the adequate development of hotel resources, all the national scenery, all the climatic virtues and all the sportingand recreational facilities do not suffice to sustain a good volume of tourist trade. The persuasive influence of the travel and tourism, the infiltration of national and international attitudes and increasing leisure associated with higher income groups has made the environment more conducivefor the growth of hotels

India's hotel sector has now unequivocally entered the next up-cycle. Prudent, measured, yet assertive decision making by the industry's stakeholders is now required. The only thing worse than a bad decision is taking no decision! It is therefore concluded with the hope that hotel owners, operators, lenders and advisors will all jointly appreciate the opportunity ahead and make decisiveplans to capitalize on it as the industry has quite a spectrum of benefits not only to the governmentand the nation but also to the private sector.

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Human Resources Practices Influencing Employees in Hotel Industry in Metropolitan City

Nirmal Ajay Kishore
Researcher, B.Sc HS Department
Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract: *Human Resources department in the hotels has come far away from the traditional set of activities that included only recruitment and selection, training and development to work in many new and distinguished areas. This development of the HR department is because of the qualified and skilled manpower being the organization's competitive advantage. The HR department has introduced new practices in order to attract and retain the qualified and skilled manpower.*

Employment practices in the hotel industry are considered to be poor which is also proven by the high employee attrition rate of 73.8% in 2019, whereas a healthy attrition rate is considered to be 10-13%. Poor management of the employees in the hotel industry in India is a matter of concern because ultimately the industry's success is at stake. Tourism and Hospitality industry in India is growing and contributing a large stake in the GDP of the country. The industry generated 4.2 crore jobs in the year 2019. The tourism and hospitality industry contributed Rs. 16.91 lakh crore that is 9.2% of the GDP in 2018. India moved from rank 65 in 2014 to rank 34 in 2019 on Travel and Tourism Competitive Index of the World Economic Forum.

This study will analyse the impact, in terms of productivity, motivation, attitude and behaviour and creativity, of some of the chosen HR policies that are of interest to the organization as well as to the employee. The study provides useful and valuable information regarding the effective HR practices and an employee's perspective to it. This study will also help in understanding the effective HR practices that are really looked upon by an employee. The study reveals that the applied HR policies like training & development, safety, security and health of the employee, performance appraisal and employee recognition are considered the most important by the employees. They look upon these HR practices as best motivators for improvement in employee behaviour and employee performance.

Keywords:. Monetary Benefits, HR Policies, Fringe Benefits, Employee Behaviour, Employee Performance

I. INTRODUCTION

The hotel industry is a continuously developing industry that faces new challenges daily. With the travelling modes eased and affordable the people are travelling more which eventually leads to their increased expectations from the hotel industry. The hotel industry is expanding in manifolds and the employment opportunities are growing with the new upcoming hotels. To keep up the pace with these revisions and introductions of new service standards and technology, Human Resources plays a vital role. The main asset of hotel industry is the employees. The employees are the one who make or break a hotel, whether it may be goodwill or profits. The employees need to be very much taken care of, and then only they will serve well. Here the various Human Resources policies play the role in keeping the employee happy and satisfied with the work. HR practices model the attitude and behaviour of the employee towards the job. The work ethics and expectations of the employees have seen a drastic change from the last decade. Where job security was considered as the only necessary factor in the career a few decades ago, today the employees are ready to change their job frequently for newer growth opportunities. Employees today are more concerned about the career growth that the organisation can provide them. They are keen to learn new things and develop new skills to prepare themselves for future growth opportunities.

Thus to exercise employee motivation and employee engagement in the workplace the Human Resources department practices various policies. These policies are looked upon to as motivator to the employees which tend to improve the job performance. But employee belief and perception towards these policies also needs to be analysed so that there is a transparencymaintained between the employees and the management, which will ensure that the fairness of these practices is maintained. These policies need to be designed in a synchronisation with the statutory requirements, management budgets and employee expectations.

In India, there is no set standard for the implementation and utilization of the Human Resources practices. However, there are a few statutory requirements that an employer needs to practise, like EPF, ESIC, Minimum wages Act, Shop Establishment Act,etc. These statutory requirements add up to the employee benefits in terms of insurance, post-retirement benefit and duration of work. With implementation of only these policies, how can anyone expect from the employee to give his hundred percent to thework.

The Metropolitan hotel industry targets corporate guests as the city offers set upto many multinational companies in various sectors spread across the city. Metropolitan hotel industry is a corporate business based industry where it is full in business for four days of the week and slows on the weekends. The purpose of the Human Resource is to improve employee performance which will eventually increase the productivity and the quality of the service. Effective HR policies build up and maintain the work cultureof the organisation. The Human Resource also needs to keep a check on the changing technological updates. The technological changes increase the need for employee retention in order to keep up with the changing market conditions.

Effective Human Resources practices adopted will lead to desired change in the attitude of the employees. It helps to increasethe morale and motivational levels of the employees; it increases their sense of job satisfaction and the employees appreciate the fact that the organisation is willing to spend on developing their skill sets and knowledge, even if it is ultimately for the benefit of the organisation.

The HR policies discussed in this study are clubbed under three headings:

- Monetary benefits
- HR policies
- Fringe benefits

Monetary benefits include all the financial benefits that an employee earns including the salary, increment, incentives and insurances. These benefits are the basic and statutory requirements that an employer needs to fulfil.

HR policies ensure that an employee has a positive attitude and behaviour at the workplace. These include good appraisal system, employee recognition, training and development, effective grievance handling, effective measures to ensure safety and security at the workplace.

Fringe benefits are the non-financial or extra benefits that add up to the employee motivation. These include work-life balance (offs, flexible work timing, vacations), compensation, meals, family health schemes, children education insurance.

Key Terms

Human Resources

Human Resources is used to describe both the people who work for a company or organisation and the department responsible for managing resources related to employees. The term human resources was first used in the 1960s when the value of labour relations began to garner attention when notions such as motivation, organisational behaviour, and selection assessments beganto take shape.

HR Policies

Human resource policies are continuing guidelines on the approach of which an organization intends to adopt in managing its people. They represent specific guidelines to HR managers on various matters concerning employment and state the intent of the organization on different aspects of Human Resource management such as recruitment, promotion, compensation, training, selections etc. They therefore serve as a reference point when human resources management practices are being developed or when decisions are being made about an organization's workforce.

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Monetary Benefits

Monetary Benefits are financial incentives used mostly by employers to motivate employees towards meeting their targets. Money, being a symbol of power, status and respect plays a big role in satisfying the social–security and physiological needs ofa person.

Fringe Benefits

Fringe benefits can be defined as any additional compensation provided to an employee that is not directly related with wages. These benefits are a commonly used tool to reward employees for their performance or to lift up the work conditions ofthe company. There are many different types of benefits, but the purpose of them is normally to motivate, compensate, and provide a more comfortable work or personal situation to the beneficiary.

Employee Retention

Employee retention is the ability of an organization to make the employees stay with them. The organization exercises various practices which add up to employee satisfaction and make the employee stay with the organization.

Employee Attrition

In simple terms, it is the turnover rate of employees due to various reasons such as retirement and resignation. The organizationworks towards keeping the employee attrition as low as possible which builds up a brand name for the organization.

Employee Performance

Employee performance refers to how your employees behave in the workplace and how well they perform the job duties you've obligated to them. For an individual employee, performance may refer to work effectiveness, quality and efficiency at the task level.

Employee Behaviour

Employee behaviour is defined as an employee's reaction to a particular situation at workplace. While many elements determine an individual's behaviour in the workplace, employees are shaped by their culture and by the organization's culture.

II. LITERATURE REVIEW

Author: Frank Nana Kweku Otoo, Dr. Mridula Mishra, Indian Journal of Commerce & Management Studies ISSN: 2249- 0310 EISSN: 2229-5674, Impact of Human Resource Management (HRM) Practices on Hotel Industry's Performance: The Mediating role of Employee Competencies

The study shows that HR policies affect the attitude, motivation, and behaviour of the employee on his job performance. Career growth and appraisal do not affect the employee performance. The conclusion of the study can help various organizations in the hotel industry to manage their human resource by adopting the best policies to build their employee asset and eventually build the success of the organization. The research has a stake in human resource management literature, creating a relationship between HR practices and policies and employee's professional behaviour that has an effect on the organization's performance.

Author: Milind A. Peshave, Rajashree Gujarathi, Human Resource Reflection 1(4) 021-033 September 2014 Avanseaza. In Impact Of Employment Practices Adopted By Hotels On Productivity Of Its Employees – A Comparative Study Between Hyderabad And Bangalore Cities

The human resource practices in the hotel industry seem to be poor. Only handful of hospitality organizations follow the statutory requirements proposed by employment legislation. Poor human resource management is an issue of concern as it eventually hampers the hospitality and tourism industry and also equips people with low quality employment. The results of the study strengthen the fact that HR practices followed by the hotels have a good effect on the productiveness of the employees. Moreover this study suggests that the productiveness model should be accurately designed to enhance key HR practices to achieve the complete employee productiveness.

Authors: Hazra, Sengupta, & Ghosh, ISSN: 2278-9111,SIT Journal of Management Vol. 3. No. 2: December 2013, Pp.654- 674, Impact of HR Policies on Employee's Performance: An Empirical Study of Selected

Hospitality Organizations. Human resources department is no longer only concerned with hiring employees, training and development. Hotels with skilled manpower have the advantage in the market. The findings of the research can suggest HR professionals the HR practices that should be followed in the hotel. Moreover, the study will evaluate the connections between them and provide data for future hotel management needs. It will be useful for the management to evaluate and apply strategies and point out the factors to guide administrators in policy making and also give a direction to employees that will enhance their job performance. That is why it is very necessary to study the connection between Human Resources practices of the hotel industry and the employee performance.

Authors: Kerstin Alfes, Amanda Shantz, Catherine Truss and Emma Soane, The International Journal of Human Resource Management, ISSN 0958-5192 DOI: 10.1080/09585192.2012.679950, The Link Between Perceived Human ResourceManagement Practices, Engagement And Employee Behavior: A Moderated Mediation Model
The study throws light on the mediating and moderating processes which interlink the human resources practices and employee behavior. The model developed during the study suggests that, on similar lines of social exchange theory, the impact o human resources practices is moderated by the employee engagement which is further moderated by recognized organizational support and relation between the leader and the member. Moreover, it suggests that the positive impact on the employee behavior is largely affected by the employee's relationship with the manager which is a consequence of the employeeengagement.

Author: Umair Ahmed, Abdul Halim Abdul Majid, Md Lazim Mohd Zin, Management Review: An International Journal, December 30, 2016, ISSN: 1975-8480, HR Moderating HR: Critical link between Developmental HR Practices and work engagement in a Moderated Model
The research paper is about work engagement that an employee experiences in the organization due to various reasons. The authors have linked the research of work engagement of the employee to the HRM practices of training and career development.The research paper mentions the gaps in the literature that state relation between work engagement and human resources practices. Further, the study shows how the performance appraisal could play a role in developing the relation between the human resources practices and work engagement for the employees.

Author: Mohamad Abdullah Hemdi Aizzat Mohd. Nasurdin, Gadjah Mada International Journal of Business January-April 2006, Vol. 8, No. 1, pp. 21–42, Predicting Turnover Intentions Of Hotel Employees: The Influence of Employee Development Human Resource Management Practices and Trust in Organization The research tries to find the reasons that may lead to turnover of hotel employees. The study also tries to analyze the effectsexerted by the trust of employees in the organization as a mediator in the relationship between the proposed variables. The study uses hierarchical regression to analyze the data collected on the basis of hypothesis taken into concern. The study suggests that to improve employee's trust in the organization training and development, non-partial appraisal system and career development guidance to be practiced continuously.
Authors: Ajeet Kumar Lal Mohan, Dharmaraj Arumugam, International journal of Academic Research in Accounting, Finance and Management Sciences, Vol 6, No. 4, October 2016, pp. 268-273, E-ISSN: 2225-8329, P-ISSN: 2308-0337, A Study on evaluation of Human Resource Practices in Hotel Industry with special reference to selected Hotels in Chennai City
The hotel industry relies on the human resources for any kind of organizational effectiveness. The proper utilization of the human resources can give the organization a competitive advantage in the market. It is necessary for any organization to standardize the human resources management and HR practices. The research paper suggests that there should be transparency in the recruitment and selection, employee recognition process. These processes should be designed in line with the organizational policies and be known to all levels of the hierarchy. The grievance handling procedures should be developed for all levels of the employees. Hotel industry faces lack of employees for which training and development and internship employment should be practised.

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Author: Tehmina Sattar, Khalil Ahmad And Syeda Mahnaz Hassan, Pakistan Economic And Social Review Volume 53, No. 1 (Summer 2015), Pp. 81-96, Role Of Human Resource Practices In Employee Performance And Job Satisfaction With Mediating Effect Of Employee Engagement

The study has evaluated the effectiveness of the HR policies on employee's satisfaction and job performance in the. The study suggests that training and development of the employees has more positive impact on their job performance than rewards and incentives. It also adds up to the employee satisfaction. However, rewards and incentives contribute to employee engagement at the workplace. HR practices of training and development and incentives have an impact on employee satisfaction and performance by moderate mediation of employee engagement, hence proving assumptions of Baron and Kenny(1986) correct.

Author: Deepakshi Jaiswal, Journal of Human Resources in Hospitality & Tourism, Volume 16, 2017 - Issue 1, Impact of human resources practices on employee creativity in the hotel industry: The impact of job autonomy

This research betters the understanding of the impact of HR policies on the employee commitment towards their job in the hotel industry and gives proofs of employee commitment acting as mediator between the HR policies and employee creativity. The study intends to offer a complete model for HR policies, employee commitment, job autonomy and creativity of the employee. It analyses the factors which make up the conditions for employees for displaying the creativity. The research suggests that the employee commitment acts like a mediator between HR policies and employee creativity while job autonomy performs for moderating between the commitment and employee creativity.

Author: Mohamad Abdullah Hemdi, Investigating Hotel Employees' Organizational Commitment: The Influence Of Human Resource Management Practices And Perceived Organizational Support

The study analyses and evaluates a model that takes into account the human resources policies, organization's commitment and support towards the employees. The study is based on a hypothesis that states that performance appraisal, training and development and career growth have a positive relation with organization's commitment and support for the employees which eventually serves the mediating role between human resources policies and the employee commitment. The data analysis done by the researcher positively suggests that all the three competencies, performance appraisal, training and development and career growth mediate between the relationship with human resource policies and the organizational commitment.

Impact of HR Policies

Employee Recognition (awards and appreciation)

The HR recognizes the employees for their outstanding performance which in turn becomes an achievement for the employees. They are looked up to as examples by other employees and hence this recognition acts as motivator for all the employees. The graph displays that 83.33% employees have an opinion that employee recognition has a positive impact on the employee behaviour. The other 10% are neutral and 6.66% employees disagree on the hypothesis. We find that employee recognition has significant impact onthe employee behaviour that supports the hypothesis.

Training and Development

The HR department ensures that the employees are aware and updated about new trends in the industry which will help them in their career growth. The employees are provided training which hone their skills and knowledge. The graph representing the data shows 86.66% employees back the hypothesis that training and development have a positive impact on the employee behaviour and motivation. Equal percentage of employees, that is 6.66% each, employees are neutral and disagree over the hypothesis. Analysing the dataand the graph we observe that training and development is has a positive impact on employee behaviour.

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Performance Appraisal

After regular intervals the employee's job performance is evaluated by conducting performance appraisal. This policy needs to be fair and formal where there is no partiality to favour any of the employees. The employees look up to this as a chance which can show them where they stand in the organisation and whatthey need to do to get to a better position. The graph shows a trend of 83.33% employees stating a positive opinion about training and development process having a positive impact on their job performance and it acts as a motivator. However, 13.33% employees are neutral and 3.33% employees disagree with the hypothesis. We observe that performance appraisal does impact the employee behaviour in a positive manner.

Grievance Handling

After regular intervals the employee's job performance is evaluated by conducting performance appraisal. This policy needs to be fair and formal where there is no partiality to favour any of the employees. The employees look up to this as a chance which can show them where they stand in the organisation and whatthey need to do to get to a better position. The graph shows a trend of 83.33% employees stating a positive opinion about training and development process having a positive impact on their job performance and it acts as a motivator. However, 13.33% employees are neutral and 3.33% employees disagree with the hypothesis. We observe that performance appraisal does impact the employee behaviour in a positive manner.

Security

Security is one of the main objectives that an employee checks before joining the organization. It is the duty of the firm to provide a secure working environment to the employees. The security of an employee has various aspects related to it, these include:Secured workplace & Job security

Work life balance (weekly offs, flexible timing, vacation)

Weekly offs, flexible timing, paid vacation are some of the allowances given by the HR that allow an employee to maintain his balance between the work and his personal life. The graph shows a trend that includes employees with all kinds of responses.

Compensation

Nowadays, employees not only work for monetary requirements, but also place equal emphasis on other aspects of compensation. The compensatory benefits like membership, employee discounts that come along with a job are also gaining importance.

III. CONCLUSION

The study identifies that the employees in the Metropolitan hotel industry are more focused on the HR policies that create a safe, secure, healthy and a fair work place. The HRM should work on these policies to improve employee behavior and eventually enhance employee job performance. Development of these policies to a certain level will also help the organization to make a higher employee satisfaction rate. Salary is the second most important factor for an employee. There should be balance maintained between the job responsibilities and the salary.

The employees rank the other major monetary benefits, grievance handling procedure, work life balance and family health schemes third in terms of HR policies that impact employee behavior. These could be worked upon by just maintaining to a certain a level where those will benefit the employee without much cost to the organization. Meals and Compensation are looked upon as motivators by only a few employees. This might be the result of it being available at all organizations and a written rule for hotel industry.

The study shows that the HR Policies implemented for the employee during his time of the day in the organization have a maximum impact on the employee behavior, followed by Monetary Benefits while the Fringe benefits contribute the minimum part of it.

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Impact of Current Trends in 5-star Business Hotels in Maharashtra with Respect to In-Room Facilities

Jagtap Yash Anil
Researcher, B.Sc HS Department
Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract: *There has been tremendous growth in the number of hotels in India every year which includes all categories of hotels from three star to five star hotels. The major part of the hotel's margin of profit comes from the room sales. The hotel facilities and services are considered as important determinants for the customer satisfaction and earning good revenue for the hotel. In order to take advantage and stand out in the competition, it is important to stay updated with the latest trends in the hotel industry. With the tremendous changes in the taste and expectations of guests all hotels are actively looking into the new techniques to offer the optimal guest experience.*

Keywords:. Amenities, Facilities, Business hotels, Current trends

I. INTRODUCTION

The new trends have completely reshaped the way hotels are serving their guests these days. Today, in this world of technology, guests are getting used to the advanced facilities and expect the same with the hotel industry. With the expectations of guests, all hotels are activelylooking into the new techniques to offer the optimal guest experience. The trends in the hospitality industry help to improve customer loyalty and communicate better with the guests than ever before. Some of the current trends related to rooms are mobile app for easy access, self-check-in to minimize guests' waiting time, voice-activated virtual assistants, digitalized guest experiences, sustainability aspect and customization. People are becoming increasingly sensitive to environmental and social issues. Standardization can no longer be the norm, if you want to attract customers in the hotels.

The in-room facilities under study include emphasis and enhancement of the sleep experienceof the guest, improved air quality, bathrooms as new rejuvenating spaces and special facilities for the Single Lady Traveler (SLT).

Emphasis on the sleep experience of the guest:

Hotel chains are spending millions of dollars and countless hours of market research to enhance the "sleep experience" of customers.After a long day or night of traveling, the hotel bed is the most welcome sight to any guest. In fact, hotels pride themselves and some even advertise about the comfort and quality of the beds within each hotel room. The value of the hotel is perceived higher when the beds enhance the sleep experience of guest, therefore hotels all over the world are refurbishing their beds. The beds in the hotel are custom designed, from expert suppliers. The mattresses have coils from about 900 to 3,000 in numbers, individually pocketed to coil-less ones, non-flip, made of latex or polyurethane,12.5- 13.5 inch-thick. To make the rooms sound proof and dark, the designers use black curtains, door drop seals, master switches to put off all lights at one time. The bed sheets are a mix of cotton and polyester, with a thread count of 230-330.The best ones are made from American organic yarns or the Egyptian cotton. A hotel has a pillow menu and theguest can choose from the different types of pillows like non-allergic, cotton, soft polyfill etc.

Indoor Air quality:

The quality of the air is one of the most important factors to be considered while maintaining quality guest rooms. Hotel air quality is a prevailing consumer concern: four in ten consumers list indoor air quality as a highly important factor in their selection criteria. Hotels that promote higher indoor air quality earn higher favourability ratings among almost two- thirds of consumers surveyed. Globally, people are spending an increasing amount of time indoors. There they are exposed to pollutants generated outdoors that penetrate to the indoor environment and also to pollutants produced indoors.The room ozonisers can be used to disinfect and deodorize air-conditioned rooms, thus improving the indoor air quality in the guest rooms. Room ozonisers effectively remove the smell of smoke and other foul odours that have built up in course of everyday use.

Bathrooms as new rejuvenating spaces:

Modern bathrooms are technologically designed as art pieces and are extensions of guestroom for an unforgettable experience. Once a room for cleansing and grooming, the bathroom is now a place where the guest spends quality time indulging in himself. The modern bathrooms takes up anywhere between 30-40 per cent of the overall room space. The right sized bathroom helps in proper division of dry, semidry and wet areas for the guest convenience. Given this expectation prior to arriving at a luxury hotel, the customer might be dissatisfied if the shower and bath were combined (disconfirmed expectations), satisfied to a moderate degree if the bath and tub were separate (confirmed expectations), or satisfied to a higher degree if the separate shower and bath were significantly larger than expected (affirmed expectations) (John Timmerman,2013).

Special facilities for the Single Lady Traveler (SLT):

Every hotel knows that investing in making their hotel more women-friendly is worth the effort, even though pleasing them is not an easy task. The female customers are slowly replacing the valued male guest and this can be seen in the hotels globally.

The other attributes of a hotel bathroom includes the following-

Sanitary ware and faucets - Designing a bathroom is completely dependent on the hotel classification by star rating and brand preference of the company. Most of the top brand Five star deluxe hotels have quite a lot of automation, finger touch sanitary ware, sensor taps and fixtures. The faucets are slicker, appealing, have better functionality and made of stainless steel, nickel, brass or chrome coating. The touch panel switches add hi-tech ambience to the area

Range and quality of toiletries and linen-More and more hotels are opting for toiletry ranges evolved after research and experimentation on the potent healing, curative properties of essential oils and based on natural sources. The bath linen is expected to be spotless, fluffy and of high quality terry towels.

Space for vanity counter and accessor**ies -**A good size washbasin counter to keep a range of toiletries is a basic need for the guest. A double vanity counter or a wider onecan accommodate more than one person in the rush hour.

Jetted bathtubs and soaking bath tubs-The luxury brand of hotel bath features good sized jetted soaking bathtub, with a big shower stall with adjustable shower temperature faucets, a hand held shower and a good rain shower. Tub for two is also highly popular among elite guests. A freestanding bathtub in the center of the rooms brings focus to the ritual of bathing and is seen in many guestrooms.The soaking bath tubs have more height and do not have the facility to take bath in the tub like the regular bathtubs, but are meant only for soaking. A movable caddy attached to the tub allows the toiletries being handy during the bath for the guest.

Shower cubicle with rain showers and jets, one touch control - A separate shower cubicle with full water hitting showering experience from rain showers and body jets from multiple angles has become a desired feature for the guest. The maximum space is allotted to the shower area in the designing of bathrooms. The shower system can be customized to everyone's different tastes and preferences. The system offers many other features including one-touch control, touch screen controller for shower panel with integrated, multi-sensory experience that wraps four elements- water, sound, lightand steam together in a plug-n-play system which gives hi-tech luxurious feeling and comfort to the guest.

Intelligent Water Closet or Washlets**-** Intelligent Water Closet or Washlets with convenient activation panel, hygienic self-cleaning dual action spray help saving water, time and is high in demand for bathrooms. A spacious bathroom with separate water closet and bidet enclosure or cubicle is a part of a luxury hotel bathroom. The new Washlets feature technology in which after use, the toilet bowl is sprayed with electrolyzed water, which has a cleansing and antibacterial effect.

Glass as walls between room and bathroom-It came to India much later than the trend overseas. Initially there was much reservation for fear of guest being old fashioned and conscious. The trend of making bathroom and room as one with open doors and washbasin in the room are limited to the luxury brand hotels.Large glass panels between bedroom and bathroom gives an extension to the room. The orientation is such that the guest is able to look out through a glass wall or window to enjoy the view, sometimes right across the bedroom. A barn door stays outside the bathroom and slides in front of the room opening and allows for a wider opening into the bathroom, adding to the illusion of more space.

Pump Dispensers installed in the bath rooms instead of small toiletry packs or refill bottles-To appeal to the environmentally aware guests, the hotels are providing soap, shampoo and other toiletries via pump dispensers. But most of the guest still prefer to have small bottles for toiletries There is a fear among the guest that the soaps in the dispensers may not be hygienic or tampered, even though the dispensers have a locking facility.

Removal of bath tubs as ecological measure -One of the trends seen in today's bathrooms, especially in the business hotels, is a room without the bathtub. The business traveler is more likely to take shower than use the bath tub. It not only saves water but also cuts minutes off a housekeeper`s routine with only a shower to clean. Many newly built hotels have put showers in 75 percent of the rooms and bathtubs in 25 percent of the rooms. The Marriott Hotel research shows that business travelers prefer showers to baths but families like the flexibility of a bathtub as well as a shower. Bath tubs should be enabled with thermostatic controlled water fixtures with water temperature set at 38°C.

Lighting in bathroo ms- Lights play an i mportant role to create a sense of space and a mood of relaxation in the bath. Soothing LED(light emi tting diodes) lights are an e merging change for mood lighting in bathroo ms. Natural lighting for the bathrooms and in- room spas gi ves complete relaxation and a natural feel.

Mirror Television - One more product which adds to the luxury of the bathroom is a mirror television which redefines the wall mounted bathroom mirror for complete entertainment while the guest refreshes and soaks himself in the bathtub. It offers a complete solution for bathroom mirror with a fully integrated television and a speaker.

The study of the above factors will help the hoteliers to understand the needs and the preferences of their customers leading to customer satisfaction and repeat customers.

II. LITERATURE REVIEW

Many studies have been carried out over the years to understand the needs of the business traveler. The hotel guest room attributes change over a period of five to ten years. Different brands provide the facilities for the business traveler under different heads. For example Marriott hotels provide the business facilities as the "Room That Works" whereas the Hilton has "The Smart Desk". The Starwood Property, Westin has the "Guest Office" and "Room 2000" for the business traveler, whereas Hyatt has "The Business Plan". Technologically advanced facilities are the most important for a business guest in the hotel. Multiple studies from the literature review have suggested that business travelers do need internet access while they travel. All luxury hotels provide free internet services whereas few of the budget hotels provide such free services.

A thesis by Clare Jay (2011) tries to seek the reasons for hotel's choice of amenities and to what extent a hotel's amenity selection provides the hotel with a competitive advantage. This research also seeks to understand the effects that provision of guest amenities and facilities have on hotel front office and housekeeping staff.

A study by Fazuin Mohd. Yusoff (2011) identified hotel selection attributes for Middle East Customers as location, services, cleanliness and facilities. The guest staying at the three star hotels expected basic facilities like the television and a good toilet, where as the ones in five star expected larger size rooms, pleasant atmosphere, more comfort in general and internetfacility.

The trends in the hotel industry keep on changing rapidly. There is a lot of emphasis given on the personalization of services, the hotel uses experience driven strategies, there is an increasing awareness of the need to use eco-friendly housekeeping amenities, products and processes, different facilities are provided to enhance the sleep experience of the guests, the expectations related to the bathroom facilities are totally different from what was provided bythe old hotel guest rooms, all facilities provided are customer centric. The literature review was carried out for the current trends like theme rooms in boutique hotels, enhancing the sleep experience by providing heavenly beds, bathrooms as wellness zones and other new trends in the hotel guest room facilities.

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Even in a cosmopolitan setting like Mumbai and Pune a stay in a strangely themed art hotel room can be an incredibly unique experience for a business guest. More and more hotels are trying to stand out from the crowd by bringing in local or international artists to create themed and custom rooms that provide one-of-a-kind aesthetic experiences for their customers. Every hotel has some unique selling points to survive in the competitive market. As far as the facilities in the guest room are concerned, it includes the appeal of soundproofed guest rooms, premium quality bedding and linen, hotel frequent-stay points, suggesting that they no longer provide the degree of service or product differentiation and are expected by the guests. (Peter Yesawich, 2012). The author also says that the customer is much more informed and engaged in selection of accommodation than they were previously. The heightened involvement is due their demand for higher value wherever they are staying. In a study by Morten Heidi (2009) distinctiveness of the hotel was rated as important variable to create an exceptional hotel atmosphere. Attaining a distinctive atmosphere has become a pivotal concern for hospitality managers, since atmosphere is perceived an essential factor to attract and satisfy guests. The study identified four stable and robust factors of atmosphere, namely, distinctiveness, hospitability, relaxation, and refinement. Distinctiveness was found to be the main factor in atmosphere; consequently, it is reasonable to assume that a certain degree of distinctiveness is a prerequisite for creating atmosphere.

Through the literature it is being observed that among the new trends the size of bathroom, updated faucets and facilities in the bathroom are important factors for the satisfaction of the customer. A comparative study was undertaken to analyze the factors influencing accommodation selection. It was discovered that business guests rated "bathroom and shower quality" highly (Tim Lockyer,2002). As per a case study done in Thailand related to the customer satisfaction with hotel guest rooms, satisfaction was affected by the overall cleanliness of the guestroom, the cleanliness of linen sheets, pillow covers and blankets, the quality of equipment in the bathroom and bathroom amenities offered.

A study (Express Hospitality Magazine,2013) suggests that many hotels in India and abroad take conscious decisions about choosing the correct bed and bedding for the hotels, mostly during the time of renovations. Along with the interior of the room, the main focus is on the bed and bedding and its comfort to the guest. Each and every bed is designed keeping in mind the comfort of the guest. The bed and bedding contributes on a higher scale to the comfort of the guest compared to the interior or other facilities of the room. There is further evidence of the use of amenities to help define a brand as seen in the 'Westin Heavenly Bed', a global initiative of Starwood Hotels. Another study by Brendan Coffey (2013) suggest that sleep adds value experience for the guest and helps in repeat business. The study focuses on the various reasons for not getting a sound sleep in the hotels. It suggests that for a sound sleep in the new place you should request the accommodations department in the hotel the things that suit you to get good sleep, feel rested and at your best the next morning.

The hotels nowadays try to grab business by not only providing the additional services but providing the facilities for which the guest is willing to pay extra to the hotel. The guest is willing to pay extra for the comfort and amenities. The preferences from the guests during the reservation help them to fulfil their needs and wants during the stay. The maximum preferences received during reservations are for comfortable beds in the guest rooms.

A study by Steve Timmerma nd, (2012) suggest that there is a 20% rise seen in the business of the hotels which are giving top priorities to the bed, its comfort and other room amenities. The study by Shalini Seth, (2012) emphasizes that various hotels have different strategies to enhance the sleep experience of the guests. The bed is always among the top scorer in the guest satisfaction surveys in the hotels. A lot of attention is given on the pillow menu, mattress, thread count, the quality of yarn, the finish and the colour of the sheets to give a unique experience to the guests. In the "Amenity War", hotels are constantly trying to be one up on each other about their amenities and chief amongst them is their bedding. For many consumers, hotel bedding is seen as luxury, comfort and style, Sonal Kashyap (2010).

Hotels are emphasizing on the bed and bedding and it has become their unique selling point. The guests perceive the overall quality of the room to be higher with a more luxurious bed. The research suggests that superior beds are enough to keep the guests loyal towards a hotel, Andrea Bennett (2005). These initiatives along with other in-room developments such as luxurious toweling and high thread-count sheeting help to create a 'wow' factor.

Today's customers want to stay in the hotels that acknowledge their preferences and desires, engage customers through immersive brand and product stories that create excitement and create the WOW factor (Robert Rauch,2015).

Personalization of services is the most growing trend in the hotel industry. The guests prefer those hotels who handle their issues on the priority basis and also their preferences are taken care in all the visits (Steve Timmermand,2012).
The single lady traveler or customer is a major market segment for the hoteliers and hence their needs should be taken care of. The single lady traveler is a fast growing, niche market and has tremendous potential in India. The female customers are slowly replacing the valued male guest and this can be seen in the hotels globally. Indian Tobacco Company (ITC Hotels) has 10 percent of their clientele as domestic or foreign women travelers.
The success of hotels largely depends on how much more they can offer to their guests. The rising number of women travelers over the world has made the Luxury Hotels create the special services for them. The Women Friendly Frills have become an internationaltrend and since the last decade the hotels in India are also gearing up to tap this clientele. Some hotels have full- fledged floors, whereas others have single lady rooms. The ITC hotels were the pioneers in the services for the single lady traveler and have the special floor for thewomen.
An interesting study by Judi Brownell, 2011 suggests that managers should focus on the combinations of services, amenities, and facilities to contribute to the desired experience by women traveler rather than focusing on individual aspect. A convenience survey of hotel managers' perceptions of women's preferences shows that women are developing a clear and consistent message about the need to feel safe, comfortable, empowered, and pampered. Guided by these themes, hotel managers are expected to go beyond a focus on individual attributes and amenities to provide an experience that exceeds the expectations of the dynamic and growing market segment of the single lady traveler.
In the study carried out by Ekaterina Berezina,2010 it was found that the male customers consider high speed internet access, easily accessible electrical outlets and express check in and check-out as important, whereas the females considered high speed internet, accessible electrical outlets and guest control panel, while selecting a hotel.
Wouter Geerts (2014) has argued that the business travelers are not willing to put in extra effort in to carrying out environment related practices while staying in hotels. Business travelers are often sent to unfamiliar locations, and are expected to take on a high workload when at the destination. By comparing the uptake of environment related practices at home and when away, it is argued that the strain of travelling negatively impacts the uptake of thesepractices.
The results of a survey carried out by Anuraag Jhawar, (2012) illustrate the lack of consumer knowledge regarding eco-certification programs for the hotels, especially in terms of what they are and how they function. Although the consumer awareness is low, the interestin eco-certification in the hotel Industry is growing and most of the hotels are taking green certification seriously.
The research by Millar, (2008) says that one of the most influential factors for choosing hotel for the guest is its green hotel certification. There was a slight difference between the choice of facilities for the business and leisure travelers on points like the preference for green hotel and some ecofriendly amenities.
Technology can be the totality of the means and knowledge used to provide objects necessary for human sustenance and comfort. Generation Y customers will expect free Wi-Fi access, hotel rooms that can hook up to and be controlled by their mobile devices, areas within the hotel to socialize in, personalized experiences that give them choices over every possible option the hotel can offer, and the newest technology available for them to use (Kelley, 2012).
Another paper by Too Chee Wah (2010) refers to the various types of technology and devices adopted by hotels for their guestrooms to meet the ever increasing demand and expectations from the guests leading to increased occupancies in the hotel. In addition to the other hotel factors as one of the general amenities, technology amenities are now integral to a hotel stay.
Many studies have compared the hotel attributes preferred by the male and the female business customers. The article by Alanna Peet, 2006 states that Women travelers have specific amenities in their minds when they are travelling and the hotels are changing and updating in order to attract more women travelers. The study indicates that women business travelers' value security and luxury above all the other factors while selecting the hotel, even though they appreciate all the feminine services offered to them in the hotels.
The study by Evita Yung, (2002) is related to the customer satisfaction and hotel services and other factors. It states that the Business center encounters had the greatest effect on customer satisfaction, whereas rooms have the least one. The findings suggest that hotels should pay more attention towards peripheral services, to give the customer overall satisfaction and repeat business. Fu and Parks (2001) findings were that friendly service and individual attention were more important factors than tangible aspects of service in influencing elderly customers' behavioral intentions.

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In a study by Skogland (2004) the chief factors that engaged guest's loyalty were hotel design and amenities. Moreover the factor that caused guests to be most involved in the purchase decision was its employees. Bendall-Lyon and Powers (2002) found that the satisfaction of female customers declined faster than male customers. The Multipurpose television, guest restricted access, weather cards, good night quotes, chocolates, bed analysis, use of glass walls for bathrooms, guest redirected to guest information system, ecofriendly products and services, light weight and multiuse furniture, removal of bath tubs were rated much lesser compared to the first five important trends.

III. CONCLUSION

It can be concluded that if the expectations of the customers are met they would be satisfied by the facilities related to current trends and would return back adding to the re venue of the hotel and survival in the competitive global market. Hoteliers should formulate their business strategies using the current trends to attract the Customers.

After conducting this research and getting insight from the relevant research, the researcher would like to recommend the following-

Added research on the same concept can be carried out on other type of hotels than just Business hotels. It may yield interesting insights related to the role that Facilities and Services play in getting a repeat customer.

Customization of current trends related to in-room facilities in the hotel needs to be further investigated as it is the key strategy to improve hotel guest experience.

The researcher recommends that in future similar research can be carried out on current trends and innovations in the various departments of the hotel, which are relevant to that particular period, as every five years new trends emerge and the concept of customer experience gets evolved.

The research could be broadened to include factors other than in -room facilities and housekeeping services which are responsible for customer satisfaction in the hotel.

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Millennial Expectations and Reality of Hotel Industry

Naik Dishant Ashok

Researcher, B.Sc HS Department

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract*: Hotel Industry, over past two decades is giving significant attention to the millennial generation as they have become a niche market for business hotels. With their unique demands and different perspective, hotel industry is facing typical service quality challenges. This study aims to find out the latest demands of the millennials from the hotels during their travel. However, it also tries to gauze the gap between the expectations of millennial tourists and what actually the industry is providing against their demands. The study was mainly quantitative having interviews with a few hoteliers and domestic millennial tourists in Mumbai. A structured questionnaire was forwarded to get the primary data for the study. The findings of the study revealed that, there is a significant difference between the expectations of Millennial for hotel Business Facilities and the actual Facilities provided by the Star Business Hotels in Mumbai City.*

Keywords:. Millennial, Hotel Facilities, Business Hotel, Repeat Customer

I. INTRODUCTION

Millennials, whose age usually lies between 18 to 35 years, are also known as Gen Y or the „Me generation". They are turning into special business travelers, which a hotel industry needs to be aware of. Millennials have already been impressively a socioeconomic force which has a great influence on the marketing strategies followed by hotels. This remarkable change is going to sustain at least for the next few years.

Due to this, there is a big impact on business, as millennials are spending a huge amount on business travel. Research shows that over 60% of millennials opt for Loyalty Programs to improve the seamlessness of their trip. They prefer to stay in hotels which support their appetite for technology, such as meeting spaces with free Wi-Fi services, latest apps linked to social media. Digital payments are closely linked to mobile technology because they are becoming an increasingly important way for millennials to conduct their transactions. Corporate travelers will also be looking for hotel staff that is extremely competent and able to make recommendations or provide things at a moment's notice. Millennials are now seeing business trips as a good way to turn a stressful trip into a relaxing one, by having a holiday after their meetings and conferences are over. They love to have experiences. Rather than spending their money on things and objects, they would rather have an enriching holiday and go on a voyage of discovery to make memories that they will have for the rest of their lives.

Some of them even switch their loyalty in this bargain, as some hotels can't take care of their preferences. If one hotel cannot provide the services, they quickly google and opt for another hotel, that can help them in the 'micro-moment'.

More to say, this Me generation is more confident, assertive and exactly know what they want. Regardless of their demands they are the bread and butter of the travel and hospitality industry. Having the knowledge that the millennial market is going to continue to grow, it makes sense for hotels to make sure that they are reaching out to this audience now, so that it can continue to grow and develop with the trends that they are responsible for.

II. LITERATURE REVIEW

The trends in the hotel industry keep on changing rapidly. The literature review was carried out for the current trends that will suit the requirements of millennials, like theme rooms in boutique hotels, enhancing the sleep experience by providing heavenly beds, bathrooms as wellness zones and other new trends in the hotel guest room facilities.

Duarte Maria**,** (2018): The researcher emphasizes on how Lisbon's hotels can be improved and made more attractive to Millennials and Asian travelers during the facilities provided by the Asian hotels. The author has concluded that, although there is a notable undergoing process of adaptation for the guests, there is a long way ahead in order for Lisbon's hotels to entirely please and retain millennial guests.

Oswald Mhlanga, (2018): Today the millennial generation has become a niche market for the Hotel Industry. It has brought unique perspectives and values, thus posing atypical service quality challenges to hotels. The study was carried out to identify factors influencing hotel experiences for millennial tourists. The study revealed that three factors namely, 'tangibles', 'reliability' and 'responsiveness' significantly impacted on hotel experiences. However, among these factors, 'tangibles' emerged as the best predictor of tourist experiences whilst reliability was rated by respondents as the attribute highly impacting on hotel experiences. To improve the tangible experience, hotels can increase technology features in rooms such as extra electrical outlets, strong WiFi connectivity, mobile device charging ports and self-service tablets. To improve 'reliability' hotels can implement digital booking, check-in and check-out via smart phones. This can be done through dial-inns inside rooms

Kate Silver, (2017): The author says that across many brands, in-room technology is making stays more personalized and convenient. The app doesn't just give access to guest room but is a key to communication at the hotel. It is possible to spend a night or week, there and not physically talk to anyone but still manage to order food at the on-site restaurant, call a cab, check in, check out, and request more towels and even chat with other guests. The guests can stream Netflix onto the television, control the lighting and thermostat using the TV remote control, and each room has an Amazon Echo unit that streams music, reads the weather report, looks up info on the Web or does other tasks via voice command.

A report in Expedia (2016) The Millennial generation is one of the largest generations in history – even larger than Baby Boomers. Through social media, millennials have grown up with deeper connections to the world than previous generations, and there is a strong desire to enrich their lives through travel and in turn, they will do so in a host of colorful new ways with challenging new attitudes. As the hotel industry evolves to meet the demands of the millennial traveler, the report reinforces that above all else Millennials expect personalization from their travel brands of choice.

Robert Rauch, (2015): Today's customers want to stay in the hotels that acknowledge their preferences and desires, engage customers through immersive brand and product stories that create excitement and create the WOW factor.

Watkins (2015): By the year 2017 Generation Y‟s representatives will spend more money on hotels than Baby Boomers. They are also planning to take 24% more leisure trips in the coming year than in the previous 12 months. The findings of this report highlight millennials‟ uniqueness, address misconceptions and offer strategies to best serve them. Here are four critical takeaways to keep in mind:

Millennials‟ use of mobile devices in hotels and restaurants is more pervasive than many in the industry may have thought: 39% of millennial have already ordered food and beverages through their mobile devices, and a fifth have already used their smart phones to check-in to a hotel

Millennials‟ engagement with mobile devices is clearly evident, but it is by no means universal. In other words, a large proportion of millennial still prefer the "human touch" and want personal service when visiting restaurants, bars, coffee shops and hotels.

Today's marketplace demands efficient creation, delivery and management of an unprecedented array of services and options.

Minnaar (2014): According to his study, Generation Y representatives, also known as millennials are high demanding consumers and they are known not to be very brand loyal. Generation Y is the first generation which has grown up together with technology, which makes them the first generation to be digital natives. The hospitality industry is facing constant changes mainly because of this generation, and the hotels have to be ready for these young and entrepreneurial consumers. Hotels should question their old service habits when these new consumers, who are highly affected by globalization, individualism and personalization, will dominate the industry. In addition, they want individualization so that their experiences are customized just for their needs.

Peter Yesawich, (2012): Every hotel has some unique selling point to survive in the competitive market. As far as the facilities in the guest room are concerned, it includes the appeal of sound-proofed guest rooms, premium quality bedding and linen, hotel frequent-stay points, suggesting that they nolonger provide the degree of service or product differentiation and are expected by the guests. The author also says that the customer is much more informed and

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engaged in selection of accommodation than they were previously. The heightened involvement is due their demand for higher value wherever they are staying.

Morten Heidi, (2009): In his study, he mentioned that distinctiveness of the hotel was rated as important variable to create an exceptional hotel atmosphere.

There is a great deal of research and statistics that speak of millennials as a new generation coming into its prime. As per an article in We Bee Solutions many millennials have stable incomes and have earned their financial independence, with some even starting young families. In the next 10 years, statistics show that millennials will make up 75% of the workforce. More and more millennial are joining the workforce every day and gaining their financial independence. This means that the influence and effects of their choices and tendencies will grow heavier. A millennial will directly look up a hotel on the internet if they're planning a holiday. They will also look for the hotel's reviews, social media posts, and corporate accounts.

To summarize, millennials will seek out any digital footprint during the consideration period before booking their stay. As a result, leaving a consistent digital footprint which is backed up with a positive user experience is very important for the hospitality industry to attract millennials.

II. CONCLUSION

On analyzing the data and talking to different people who were the subject of my research, the following can be concluded:

- Millennial look for highly personalized experiences and unique touches in everything that they do and which is largely influenced by the social media.
- After comparing the expectations and reality of Facilities provided by hotels for business travelers, a gap was definitely found to some extent. Millennial are the freshest generation and are the future which brings new trends every year. The hotels need to tap this market segment and should alter their Facilities as per their choice.
- Hoteliers should accordingly formulate appropriate business strategies to attract Millennial.

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Significance of Kitchen Designing in Standalone Restaurants

Shetty Vinit Anil

Researcher, B.Sc HS Department

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract: *The success of any restaurant primarily depends upon the popularity of its food and the efficiency of its service. Therefore, one should not undermine the importance of role of the kitchen in the success story of any food & beverage service outlet. With the escalating cost and capital expenditure spent on frontline areas, it becomes a challenge to allocate sufficient funds to the kitchen facility and therefore efficient kitchen planning and designing lies low on the priority list. This study aimed studying the importance of kitchen designing in restaurants along with analyzing various factors that influence the designing process. In an effort to do so, a sample survey in the form of a questionnaire and interviews was conducted from restaurant owners and senior managers to understand their views on the topic. The findings of his research states that well designed kitchens helps in saving operational cost and time and is important for creating a well organized work place for commercial food production. It also enhances the work efficiency of the staff and production output. "Structural limitations" and "Availability of budget" are the influencing factors that have the maximum impact on kitchen designing.*

Keywords:. Restaurants, Kitchen Designing, Kitchen Planning, Commercial Kitchens

I. INTRODUCTION

The success of any restaurant primarily depends upon the popularity of its food and the efficiency of its service. Therefore, one should not undermine the importance of role of the kitchen in the success story of any food & beverage service outlet. In spite of this fact, it is commonly observed that a foolproof kitchen facility is not a prime priority of restaurant owners. Due to the challenges of capital investments for restaurant business, high priority is given to expenditure towards front line areas which are visible to the guests such as entrance lobby, restaurant seating. With an intention to please the guest and give them a cozy and comfortable feel, a lot of amount is spent of décor, furniture and furnishings. With the escalating cost and capital expenditure spent on these areas, it becomes a challenge to allocate sufficient funds to the kitchen facility and therefore efficient kitchen planning and designing lies low on the priority list.

Moreover, the restaurant owners are keen on maximizing the guest seating capacity to generate more revenue and the resultant of which is very little space allocation for kitchen operations.

In view of this practice, it is important to educate the restaurant owners on the importance of kitchen designing and to shift their focus on creating an efficient and suitable kitchen facility to support the business of the restaurant. This study aims at studying the importance of kitchen designing in restaurants along with analyzing various factors that influence the designing process.

II. LITERATURE REVIEW

Marlene Affeld (June 2016) highlighted importance of kitchen equipments. She suggested that "Kitchen design plans consider vital points such as space requirements, equipment and budget. While designing kitchen, one must prepare the detailed list or menu of all food to be prepared in the kitchen. Followed by this, a detail method of food storage and preparation should also be made."

Unilever Food Solutions company (2016), in their newsletter, talked about important of menu engineering while designing the restaurant kitchen. It stated that a well-engineered menu is a great aid in driving sales in profitable dishes.

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While all menus help diners decide what to order, a well-engineered menu can guide diners to pick out the more profitable dishes on offer.

ACME, kitchen consultancy company, on their website (September 2015) mentioned about importance of hiring consultant. It is important to hire a reputable and professionalcompany to help in the design and installation of your commercial kitchen. Check out their qualifications and accreditations, take a look at their past commercial kitchen designprojects and take a look at their client portfolio. A good consultant will use latest technology (AUTO CAD) for layout of a kitchen. Hiring consultant will help to speed up work and improve productivity of your kitchen.

Target catering Equipment Company (September 2013), on their website blog, posted by target admin, has mentioned the relation between kitchen designing and revenue generation. A poorly designed kitchen will lead to disorganization and delays in service. You'll get through fewer covers during service which will ultimately affect the profit margin of your restaurant business. A kitchen should be designed to make service flow smooth and quick, enabling your chefs to keep up with the demands of the covers.

Culinary depot services company (2012), on their website blog, explained relations between kitchen designing and menu planning. According to the information provided on their website they mentioned that there are certain parameters for kitchen designing such as –a) Establish the concept and menu of your restaurant and then tailor the design of your kitchen accordingly, b) The type and variety of foods served will dictate the sort of culinary equipment in your kitchen and, subsequently, how you place it.

Ram Vital Rao, Hotel & Restaurant consultant, FHRAI magazine (June 2012), stated that the kitchen equipment production processes have vastly improved and new technology, added to cooking process, has helped chefs turn out healthier and visually appealing dishes. Some hotel brands are literally bringing the kitchen as a part of the restaurant. Kitchens are becoming smaller with the advent of automation and multi-skilled employees, saving on built- up spaces. Similarly, the basic Processes of meat, fish and vegetable production are being outsourced so again employee manning levels are lesser. Therefore, space is saved from the construction point of view and also from the operations Overheads.

Imtiaz Mistry, Hotel &Restaurant consultant, FHRAI magazine (June 2012), stated that Kitchens have to be designed with HACCP guidelines. Increasing importance is being given to the MEP services installed in kitchens, such as plumbing & drainage, electrical, lighting and exhaust systems. Labour saving kitchen devices and appliances, once a luxury, are a necessity today. A lot of custom fabricated equipment will be made for hotels and restaurant Induction cooking is making its inroads everywhere. It will soon be used for bulk or quantity cooking, replacing our traditional bulk cooking ranges. Adequate space should be allocated at the project planning stage for the kitchen and ancillary areas, through their architects, to allow for proper planning. Mr. Mistry also recommend engaging the services of a food/kitchen consultant, rather than trying to economies and instead of using a vendor for planning.

Mohini Sethi and Surjeet Malhan in there book “catering management (2011)”, mentioned different important points on kitchen space, storage space and equipment management. They stated that in the process of designing kitchens, it is vital to make provision for fire- fighting equipment at convenient points with reference to work areas such as cooking areas. K itchen designing is based on location of your kitchen, structural details, layout, storage space and general maintenance.

Larr Simpson in her book (2009), Commercial Kitchen Hood Application Guide, mentioned about the importance of properly designed kitchen. In her article she stated that Excess heat and humidity, as well as deposits of grease particles on cooking and food preparation surfaces, can lead to the development of food-borne pathogens or allergens. Prolonged exposure to smoke can result in breathing-related disorders such as chronic obstructive pulmonary disease (COPD)

Ronald lee in his book “The everything guide to starting & running restaurant 2005”, stated that - the amount of space you need for your kitchen depends on three factors – size of equipment, the amount of work space needed to perform tasks and the kinds of food you will be storing. There is no single formula that tells you what percentage of your total space your kitchen should occupy. Some restaurant experts believe that your kitchen should be no less than 30% of your total space, excluding store rooms, lockers rooms and other back of the house facilities. However your menu ultimately dictates the needs of your kitchen and the amount of space required to accomplish the various tasks.

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Significance of kitchen designing:

Saving cost and time of operations:

Well-designed restaurant kitchen is integral to efficient, safe and profitable food preparation. A restaurant kitchen designed to consider ergonomics will be appreciated by the owner, chef and kitchen workers. The fewer steps required to complete a task, the better. Careful, considered planning in the design of the kitchen will save money and timeduring the construction phase and increase profitability over the life of the kitchen.

Well-organized work space:

Professional kitchen should be about producing great food quickly in a clean environment, streamlining the processes from preparation to plating, and minimizing waste. No matter how talented a chef is, true professionals separate themselves by the way they manage their kitchens. Poorly organized kitchens can become battle of war, but a properly laid out space will run like a well-oiled machine. All the chefs should know their place of work, and there should be a sufficient place for carrying out there day to day activity. K itchens are often tight and cramped, but laying out a space logically will help any chef put more joy in their cooking.

Improving the staff work efficiency:

Kitchen environments are always fast-paced and require the utmost efficiency. This is because customer service and the success of the restaurant are heavily built around the flow with which a kitchen operates -- customers placing orders, orders being prepared and then delivered to customers. Improving your production and staff efficiency starts with the layout and design of your commercial kitchen. Your kitchen setup affects everything from staff efficiency to utility costs, so you'll want to take the time to create an effective layout in order for things to operate as smoothly as possible. An ergonomically designed commercial kitchen is one where employees can stand in one spot and do all of their work with minimal bending, reaching, walking or turning. Ergonomics can also reduce the amount of injuries, discomfort and fatigue in the kitchen.

Well-designed Kitchen helps in increasing production output:

Planning a kitchen and arranging work areas to minimize operating costs and maximize productivity is an important activity. Planning a kitchen involves both design and layout components as well as consideration of flow principles. Flow, the movement of product or people in an operation, should be an important consideration in the planning process as well. Whether building or remodeling a kitchen, great design must not only look good on paper, but the kitchen must function efficiently and productively. An excellent kitchen design and layout will increase kitchen productivity and flow resulting. Well-designed kitchen decreased operating costs, increased employee morale &employee safety.

Factors affecting kitchen designing:

Availability of space:

A small kitchen will leave you struggling for space; you will be unable to provide smooth work flow. It is important that your staff have the ability to move around your commercial kitchen with ease without bumping into equipment or fixtures. When your staff are handling an increased amount of orders, they need to be able to get in and out of the kitchen as quickly as possible. Ergonomics within the kitchen will enable staff to be more efficient.

Availability of budget:

While designing kitchen for restaurant most of the time the owner give limited fund for kitchen area compare to restaurant area. Always have an accurate budget plan to enable you to complete your project successfully; this will be a key indicator for your kitchen designer to be able to work around. Correct segregation of your kitchen designing budget will give better output.

Characteristics of operations:

The vital part while designing is on what type of operation you are doing, whether it's a fine dining restaurant, casual dining or quick service. Outside of ergonomic and energy- efficient designs, operators can choose from several kitchen configurations. If a restaurant produces a lot of the same foods, like burgers or pizza, the assembly line format might be a good option. When a kitchen is carefully crafted to function smoothly, the food created in it will be that much more wonderful.

Volume of operations:
Starting a new restaurant, you have to begin with solid business plan. A good business plan includes sales forecast, menu planning, and kitchen planning according to volume of production. The kitchen designing also depend on how much allocation you have done for kitchen production area.

Skill level of labour:
While designing kitchen you have to consider the skill level of staff you are going to recruit. The staff should able to operate the equipment's which you select during planning. Staff should be flexible to work, easily trained and easily replace; this will giveadvantage while designing kitchen.

Structural limitations:
When you start a new restaurant, owners always want to purchase in prime location, so that they can drive maximum sales from it. Now day's city getting cramp, you get structural limitation special planning in kitchen. Forecasted layout of kitchen and budget many time change, so you have to do adjustment in the end. Moreover, structural limitations like positioning of columns, windows, doors ect have an impact on kitchen designing.

Menu
Menu plays major part in kitchen designing. A restaurant menu decides, the kitchen equipment's requirement for chefs to deliver the food. When the menu is finalized, chef can decide the kitchen work flow. Kitchen work flow will help to reduce unnecessary equipment's purchase and save your investment in project.

III. CONCLUSION

The review of research can be concluded as under:

- A well designed kitchen helps in saving operational cost and time.
- A thoughtful design is important for creating a well-organized work place for commercial kitchens.
- A well designed kitchen enhances the work efficiency of the staff and production output.
- "Structural limitations" and "Availability of budget" are the influencing factors that have the maximum impact on kitchen designing.

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Role of Inventory Management Systems in Housekeeping Operations

Mohammad Ansab Syed
Researcher, B.Sc HS Department
Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract*:* *The paper is organized as follows. The general operations of hotel housekeeping are discussed. This is followed by a review of previous studies in order to identify the factors of housekeeping, types of inventories and different inventory management techniques followed in Housekeepingdepartment. Followed by the various inventory management techniques which are rated by the housekeepers, on their impact on housekeeping operational performance. The conclusion determines how the hotels can improve on their inventory management techniques to benefit the smooth operations of the housekeeping department.*

Keywords:. Inventory management, Hotel Housekeeping Department

I. INTRODUCTION

The main objective of a Hotel establishment is to provide a clean, comfortable and a welcoming surrounding to their guests. As cleanliness cannot be compromised with any other facility or the service that the hotel provides. Hotel cleanliness and upkeep is extremely essential for guest satisfaction and repeat business. As most of the times, the guests will form an image about the hotels based on this experience. Out of the core departments of the hotel, this responsibility lies with the Hotel Housekeeping Department. Commonly known as the Backbone of the hotel, the cleanliness, upkeep and maintenance of not only the rooms, but also the public areas are the duty of Housekeeping department. Imagine the huge pile of linen and uniforms to be cleaned and the large number of amenities to be placed in a room, Inventory becomes one of the most important function of hotel housekeeping. Hence it is also necessary for the housekeeper toplan for and become organized in stock handling administration. This refers to the selection, purchase, use, and control of material for use in housekeeping operations. The Executive Housekeeper is responsible for two types of inventories, recycled and non-recycled items. Recycled inventories are for items that can be used over and over again in housekeeping operations. These include things like linen, uniforms, Cleaning equipments and guest loan items such as irons, ironing boards, hair dryers, heating pads, hot-water bottles, etc. Non-Recycled inventories includes items that are used up repeatedly during the course of routine housekeeping operations, such as most guest room amenities, cleaning supplies, and smaller cleaning equipment such as brooms, mops, cleaning cloths and so on. To ensure smooth housekeeping operations, the top management of the hotel must establish an operating par stock. A Par stock is a term which is the standard way to determine the minimum level of supplies to meet daily demands of daily hotel operation. Inventory control is the management function of classifying, ordering, receiving, storing,issuingand accounting for stock. The executive housekeeper has to classify these inventories but also should be competent in technical aspects like the selection,use, and maintenance of material items such as linen, uniform, cleaning agents, cleaning equipment, furniture, guest amenities, etc. The room rate is an indicator of the quality of such material which is used by the hotel.Thus, Inventory control enables housekeeping department to provide better services to its customers, by maintaining a smooth flow of Housekeeping supplies for its operations. It also maintains the right amount of stock of material needed for operations at all times. It also helps in checking on pilferages by strict control of stock.

This study aims to study aims to understand what contributes towards the smooth Housekeeping operations. The purpose of this study is to understand the procedure for different types of housekeeping inventories and in particular to assess the impact of inventory control techniques on the functioning of the
departmental operations. The following section discusses the literature review on these aspects to develop the hypotheses. In the methods, a research design involving questionnaire development, data-collection procedure is

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described. Next, data-analysis and results are presented. Finally, a discussion regarding interpretation of the study's findings, implications for researchers and practitioners, and limitations are presented.

II. LITERATURE REVIEW

Abuya, M. B., & Shale, N. I.(2018): The study was conducted in Kenya and aimed at establishing the role of Inventory management on the performance of the hotel industry. To conduct the study, about 400 supply chain officers in the hotels in Nairobi central Businees were targeted. The study recommended from the observations that suppliers play an important role in inventory. They should be appraised and company should ensure their timely payments. The study mentioned that for an effective hospitality establishment, it is important to recruit trained and skilled and educated staff. The study also recommended that integration of ICT is crucial to enhance the cost efficiency of the organization. The intervention of technology will reduce the delivery time, enhance the quality ofthe product for better customer satisfaction. The hospitality industry should also train the employees about use of different techniques and technology in procurement process.

Ukabuilu E. N (2018): Studied ten different hotels in Owerri, Imo State for stock control techniques followed in those hotels. The data for the research was collected with the help of structured questionnaire, which was analysed by the simple statistical tools. The six objectives of the study were based on: whether the hotels follow proper purchasing procedures; proper records are maintained; different items are stored in different equipments, the stock is handled by the trained staff; FIFO method of inventory is followed are not. The hypothesis was formulated and it was tested by using chi –square test. It was found that hotels do follow most of the formulated objectives. Based on the data analysis, it was concluded that the studied hotels do follow various stock control techniques. It was hence recommended that the hotels should have proper stock control techniques to run effectively.

Jacob MuleiNziokaand Dr. Susan Were(2017): The study was conducted with the help of 100 supply chain officers in Ministry of Education headquarters in Nairobi. The primary data was collected from 100 respondents with the help of structured questionnaire. The statistical tools used were multiple regression and bivariate correlation. There were three theories discussed in the study, which were, inventory theory, stock diffusion theory and inventory and production theory. The mainaim of the study was to check the effect of Inventory management techniques on the performance of education sector in Kenya. The results revealed a positive relationship between the two variables. The results mentioned that as the stock levels were managed well, it helped the ministry to avoid stock out, by using the Economic Order quantity technique. It was recommended that, Just in Time was recommended to ensure timely material requirement for better quality products.

T.T Amachree, et al (2017): The study was conducted with Equipment manufacturing firms to check which inventory management strategies can be applied to increase the productivity of the firm. Mostly these firms lack productivity, timely customer demands, low quality product and increased cost., due to lack of robust and well-defined Inventory Management Systems. Also, as these equipment manufacturing firms have lot of inventory items, classification of these items is very essential. The research design selected for this study was surveys and expost- facto. The primary data collection was though a questionnaire and the secondary data was collected from the computerized inventory status file of the three equipment manufacturing firms. Pearson's product moment correlation coefficient and one way was used for data analysis. . Analysis of variance (ANOVA) computer software via Statistical Program for Social Science (SPSS) version 17, ABC analysis and classification of materials was used for code categorization of secondary data. The results of the study indicated that Materials Requirements Planning (MRP) followed by Supply Chain Management (SCM) are the most significant Inventory Management Systems in the manufacturing firms. The study recommended that MRP and SCM should be adopted for class A inventories and classical inventory management system should be implemented for Class B and c class inventory items.

Joanna Marie Tuzon – Guarin(2017): Studied housekeeping management practices and standards of selected hotels and restaurants of Ilocos Sur, Philippines. Special emphasis was given on cleanliness, orderliness, sanitation and safety, facilities/equipment, materials control and effective maintenance and the problems encountered in the housekeeping department. Researcher used questionnaire method to collect data. The analysis was done by calculating. means, frequency distribution, percentage and ranking method. The study concluded that the hotels and restaurants in Ilocos Sur are clean, safe to stay. It mentioned about the regular and timely inventory management practices followed

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by the hotel to prevent the theft, and pilferages. The study also conveyed that the supplies and the required material for cleaning is consumed within the estimated Housekeeping budget.

Edwin Sitienei, Florence Memba(2016): The study was about a cement manufacturing company in Kenya and the effect of Inventory management on the company's profitability. Inventories contribute towards huge funds in any manufacturing company, like holding costs and opportunity cost. For a company's success, Inventory Management plays a vital role. For this study, data was analysed with the help of multiple regression analysis to check the relation between Inventory management and the profit of the company. However the study concluded that there exists a negative relation between inventory and profitability of the firm. The study recommended that the cement manufacturing companies should help a close watch on excessive holding stocks of goods or raw material.

David W. Heath (2016): Mentioned about a few Housekeeping practices which can help improve the productivity of the department. One of the practices was based on Time & Motion study on roomattendants. The credit values for the guest room cleaned whether occupied or checkout, wereadjusted so that room attendants received twice the credits for cleaning a checkout room than a stayover room. This resulted in increase of productivity levels by 11 percent. The article also mentioned that if a Housekeeping Supervisor inspects a room, cleaned by an attendant on random basis, then checking each and every room cleaned by him, may lead to increase productivity. Also, it said that the room attendants should be paid based on their quality scores.

G Raghubalan &Smritee Raghubalan (2015): In their third edition of Hotel Housekeeping Operations and Management has written chapters on importance of housekeeping department in a hotel, describing about the responsibilities of housekeeper. It mentioned one of the main responsibilities as inventory control of the material required for housekeeping operations. Theedition has also a separate chapter on housekeeping inventories which gives details about thematerial used in housekeeping operations.

C. Elliott Mest (2014): Advancement in technology now allow hotels to speed up processes that were tedious in the past. Some of these can be use of RFID to track hotel linen. This cuts done on the time for linen inventories. Also changing the guest room linen only of the request from the guestand not on daily basis could reduce the laundry cost and also a practice towards environment sustainability. Providing turndown service gives a feeling to the guest, that the room is being serviced on daily basis.

Enemuo, .O. B And Uwazuruike . J (2012) Studied and evaluated about the stock control practices in hospitality establishments in Abia State Nigeria. The research revealed that the hospitality establishments in the study area adopt inventory control measures in their operational activities which varies from ABC classification, Economic Order Quantity, , Forecasting, Just-in-Time, Cycle counting, First-in-First-out (FIFO), Two-bin system, Computerized system and Safety stock in the management systems. However, the result mentioned that FIFO (First In First Out) was the most common method used for stock control. The study also revealed that the aim of stock control practices was to gain economic control, environment sustainability, and social aim.

Jenkins, Lisa(2012): In this article, the author discussed about the options of either having an In-house laundry or an outsourced laundry is better suitable for an hotel. As laundry is one of the most important functions of housekeeping, one can manage control, if a hotel has an inhouse laundry. However, on the other hand, if the linen is outsourced it provides consistency. One of the suggestions was to have an inhouse laundry for better quality linen.

S.P. Bansal, et al: A development committee of E Pathshala, under MHRD Govt. of India in paper 6, Hotel Housekeeping, module 15, Inventory control and stock taking has given in detail about the inventory control techniques used in stock taking of housekeeping department.

III. CONCLUSION

- Results of this study show that, though all hotels follow the inventory management process.
- Use of technology, timely stock taking and proper storage of inventory are the most important techniques to follow inventory.
- FIFO, EOQ, maintaining PAR stock and control on misuse of linen are the second most likelypractices that the hotels follow to control their inventories.
- Regular departmental audits, spot checking, forecasting and supervision are also followed so that the inventory is managed properly.

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- If the inventories are handled properly, it will definitely lead to the smooth functioning of the housekeeping department.

IV. RECOMMENDATIONS

- While it is apparent that the hotels are following, inventory management techniques, the Executive
- Housekeeper should establish reasonable levels for both recycled and non-recycled inventories.
- Overstocking should be avoided, as it ties up cash and calls for a larger storage area.
- There should be an effective purchasing system to consistently maintain the inventory levels set by the executive housekeeper.
- To maintain the inventory levels, the executive housekeeper needs to determine the par level for each inventory item.
- Advancement in Technology should be applicable to inventory techniques to maximize the efficiency of stock taking procedure. For eg, use of RFID (Radio Frequency Identification)

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Study on Consumer Perception towards Green Practices Adopted by 5 Star Hotels in Mumbai City

Ankit Manohar Bhandary

Researcher, B.Sc HS Department

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract: *This research study provides a brief review of environmental issues in hotels and identifies the green values of the consumers, their level of awareness about environmental issues, green products and practices. Though there are talks in circles about think luxury, think responsibly, being responsible without compromising on guest experience is rather a challenge. Non-Green hotels are not only practicing green initiatives but also encouraging guest's participation. This paper highlights the consumers' perception and preferences towards green practices and products that are currently adopted by 5 star hotels in Mumbai.*

Keywords:. Hotels

I. INTRODUCTION

Tourism, which invariably is a major source of income and employment for many countries, depends heavily on environmental resources that include immaculate beaches, warm climate, clean air, landscape formation among others (Kasimu, Zaitun & Hassan, 2012). Among the various components of tourism, the hotel industry by its virtue of activities constitute a threat to the ecosystem due to its high consumption in energy, water and non- durable goods (Kasimu, Zaleha, & Hassan, 2012; Kasim, 2009).The hotel industry which plays a vital role in the expansion of tourism, is not considered to be the sole polluter of the environment, but does consume a sizable amount of the global resources.

The primary objective of the hotel industry is to provide its guest with a comfortable luxurious stay with ample amount of services and supplies. These services and supplies most importantly include provision of ample amount of water, optimum quality of linen and towels, exotic and good quality food, lighting, air conditioning and transport services. Organizations across the globe, in all sectors, try and develop products and services with reduced environmental impact as a part of socially accountable practices, however organizations additionally also follow safe environment practices so as to ascertain themselves in a very new niche for customers with environmental concerns. Similarly, hotel operators are also well aware of the benefits of Green Practices and the positive impacts of sustainability.

Of late as more environmental awareness in on the rise and newer rules and regulations have been established to protect the environment, hotel guests tend to prefer eco- sensitive hotels or "green hotels" as compared to conventional hotels. A "Green hotel" is defined as an eco- friendly hotel operation that performs various environmentally friendly practices/programs such as saving water/energy, using eco-friendly purchasing policies and reducing emission/waste disposals to protect the natural environment and reduce operational costs (Green Hotel Association, 2008).

Nonetheless conventional or non- green hotels are getting increasingly competitive by blending in with the positive attitude of hotel guests towards accepting green practices.

Unlike conventional hotels, green hotels follow a strict guideline when it concerns the operations of the property. Some of the basic operations adopted by conventional or green hotels with regards to conserving the environment as well are as follows:

i. Linen reuse programs

ii. Biodegradable and renewable products

iii. Water and energy efficiency

iv. Low emitting

v. Serving of organic grown food
vi. Use of renewable energy resources like solar or wind energy.
vii. Use of non- toxic cleaning and laundry agents.

Since guest pay for high quality of hotel services, which include luxury and pampering, hotels satisfy their guests with a high amount of natural resource consumption in an effort to co relate with quality service. But with the changing trend, environmentally sensitive customers value the utility of these natural resources and tend to support and preserve them, even if needed at an extra cost.

II. LITERATURE REVIEW

The environmental concerns in India are increasingly alarming especially in the tourism industry. Guests who visit hotels in India are aware of the environment friendly practices that are adopted (Kamal Manaktola and Vinnie Jauhari,2007). They visit hotels that have adapted green practices without compromising on the quality of service. In their study they also mention that though they would like to use the services of green hotels, they are unwilling to pay an extra amount for the same. The research paper attempts to bring out facts regarding customer purchasing behavior towards green practices in the Indian hotel industry.

Heesup Han et al (2011) in their study endeavored to answer the accompanying examination questions: Do eco-friendly customers who stay at hotels have expectations from green lodging are willing to spend more for the services as well as spread awareness through word of mouth? If things being what they are, which feature of guest's attitudes has the best effect? How do their communicated aims contrast crosswise over sexual orientation, age, education, and family wage? How do such communicated aims contrast with past experience staying at a green hotel? Their study showed that eco-friendly intentions of guests did not considerably change across sexual orientation, age, education, and family wage.

Naresh Naik and Abhishek Rao (2014) state that India is a nation with long history and rich social legacies. It has bottomless tourism assets and an extensive variety of tourism offices, making it a standout amongst the most celebrated traveler destinations on the planet. Be that as it may, the proceeding with improvement of the tourism business and its contention with ecological assurance has turned into an issue for some nations. Creating green hotels could be one answer for the issue. Be that as it may, buyers' comprehension of green hotels is very constrained. It was found that customers were not clear about the attributes of a green hotel. Distinctive classifications of customers have diverse observations around a green lodging. Shoppers would like to help and enhance green utilization while lodgings want to fortify administration and offers of green hotels. This Study broke down the familiarity with the general population about Environment- accommodating projects in hotels and degree to which such projects impacted client's lodging choice.

Nor Azila Mohd Noor, Hasnizam Shaari and Dileep Kumar (2014): The accommodation business overall is being pressurized by numerous strengths to be more ecologically inviting. Lodgings are turning out to be more mindful of their effect and are taking an interest in green activities. As more travelers are turning out to be progressively concerned with regards to nature, it is essential for the lodging business to investigate this idea of green hotels in more detail. In the hotel business, green hotels are characterized as hotel foundations that have made a guarantee to assist in naturally stable practices, for example, sparing water, vitality, and lessening strong waste. This study analyzes the impact of natural mentalities and inn credits on voyagers' aim to pick green inns as their favored settlement. The study affirms past discoveries on the relationship between attitudes of guests and eco- friendly measures. The study found a positive and huge relationship of green hotel credits and stay at green lodging among vacationers.

Yong Han Ahn and Annie R. Pearce (2007) in their study state that the hotel business is starting to actualize green configuration and development works which include sparing vitality, water, and assets and along these lines protecting the earth. Moreover, green building also can give strong and pleasant indoor circumstances to hotel tenants including guests and delegates. In any case, there is the potential for strife between green building practices and hotel guests' satisfaction and comfort, as the protection of benefits could detract from the way of a hotel guest's experience. This study speaks of a contextual analysis way to deal with aspects that make a green and rich environment without harming the hotel's money related position. From the point of view of the whole lifecycle of the building, this information was breaking down to distinguish green configuration and development that give a green, extravagant environment as well as improve the lodgings' budgetary quality.

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Kasim (2004) studied tourists to Penang Island, Malaysia and found that tourists were sensitive and cared about nature but they did not consider a hotel's environmental technique as a foundation for their hotel choice. This shouldn't imply that that they would not favor of room properties that were ecologically well disposed. Visitors were willing to acknowledge rooms with water sparing elements, reusing receptacles, fire-security features, energy sparing components, and data on nearby ecotourism attractions.

III. CONCLUSION

The primary purpose of this study was to investigate the level of awareness of green practices carried out in hotels, by guests. For most part of the study, the responses of guests who have stayed in 5 star hotels in Mumbai were favorable towards green attributes adopted by hotels. Most part of the study with respect to green attributes such as Use of skylights, changing linen on alternate days, paperless policy to name a few, were well received by the respondents. The study also states that hotel guests are willing to pay an extra amount for these environmental attributes adopted by the hotels and by no means does it decrease their satisfaction levels.

The consequences of this study will help 5 star hoteliers in Mumbai to start to comprehend that such green attributes are critical to their customers and that they can be consolidated into the visitor room. It additionally gives potential hotel guests an unmistakable picture of what a 'Green Hotel' would be like. Hoteliers again can utilize this study by taking advantage of the business sector, i.e. the younger traveler's, female guests and those married with children.

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Study on Consumer's Perspective on Difference Between Home Bakery and Commercial Bakery

Kunal Shailendra Desai

Researcher, B.Sc HS Department

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract: *The Indian bakery industry is one of the biggest sections in the processed food industry with abundantsupply of primary ingredients required for bakery industry. The paper compared the commercial bakery and home baker from the consumer's viewpoint. The responses were obtained from 100 respondents from major cities of Maharashtra state. The findings of the study revealed that Quality, Taste and Price were important factors while choosing bakery products from commercial setup whereas Freshness, Taste, Quality and Customization were important factors while buying products from a home baker. Like all the other businesses the Bakery Industry also got affected during the Covid-19 Pandemic.*

Keywords:. Bakery Industry, Home bakers, Commercial Bakeries, Bakery Products, Consumer Behaviour

I. INTRODUCTION

A bakery refers to an establishment that sells and provides bakery products. A bakery could be in the form of a small business just selling few products, which may eventually turn into a specialized, large bakery thatprovides packaged baked products to grocery retailers. A person who prepares baked products as aprofession is called a baker. A pastry chef is someone who is trained in the art of making pastries, desserts,bread, and other baked products.

Some bakeries around the world are also cafes, offering coffee and tea to customers who want to buy bakedproducts on the spot. Bakeries provide services for special occasions, customized baked products for peoplewho have allergies or sensitivities to certain foods, variety of confectionery products and sweets.

Human beings have been baking for ages. Baking was traditionally done at home by women, generally for the family. Commercially, men used to bake in bakeries and restaurants. Bread is one of the most importantcomponents of our day-to-day food. Baking has a long history that has satisfied the basic need for food of people from civilizations for thousands of years.

The culture of home bakers has been growing all over the world and also in India. With an increase in awareness of entrepreneurship, the future for home bakers in India looks quite promising. These start-ups have been a small but consistent source of income for many bakers. Moreover, lockdown has pushedmore baking enthusiasts to start up their own venture and convert their hobby into profession. During the lockdowns and the time on their hands, numerous amateur bakers experimented with baking.

Any business is often judged by the ease of execution it offers. Unlike various other businesses, the Bakerybusiness is easy to execute, does not need many licenses or marketing costs. A basic level of skill, creativityand word of mouth publicity is enough to start a bakery start-up. People prefer home bakers as they are sure of the purity of the products, hygienic conditions as opposed to a cake that is prepared on the factory floor. During the Covid-19 Pandemic, there was a consumer shift fromthe local cake shops to the home baker. Home bakers for many consumers could be a friend or a relative thatthey trust which automatically improves their market value. Ease of marketing through social media and access to a home baker is helping in the popularity of Home baker's business.

Commercial Bakery:

A commercial bakery is one that produces food in large quantities and sells it to the customer. It sells a variety of sliced breads, cookies, biscuits, cakes and other baked products. The bakeries are run by individuals and the product is sold to customers directly in the grocery stores and supermarkets in India. Many people still prefer to purchase baked products from small bakeries or those which are run in the traditional ways. Baking is automated on machines that produce more products in the commercial industry.**Certifications, Licenses, and Health Requirements for Commercial Bakeries** - Commercial Bakeries need to adhere to Bombay Shop and Establishment Act, get certified from Food Safety and Standards Authority of India (FSSAI), need No objection certificate (NOC) for fire (for non-commercial layout or setup), permissions from local authorities and small scale industry licenses. As the business grows the commercial setup also need added licenses, permissions and health precautions to run the business. Certainlicenses and laws may change as per different states in India. Many additional facilities need to be added asper the Food Safety Management System Guidelines issued by the Indian Food Safety and Standards Agency (FSSAI), like food production facilities should include sinks, drying facilities, soap, trash cans, faucets, andan appropriate supply of temperature-controlled water. To provide sanitary facilities, there must also be a sufficient number of toilets, hand washing facilities, and changing rooms for workers.

Commercial Bakery has many challenges, for example to meet the demand for healthier food, a bakery mustinvest in improving the hygiene of the premises, upgrade the equipment and hire and train new employees with knowledge and skills of these products. The new product innovations are another major challenge for the industry due to the increasing competition in the market.

Home Bakery:

Entrepreneurs or Home bakers run the business from home and deliver products directly to customers. Theseare small unorganized bakeries that focus on making quality products without worrying about whether theycould make a decent profit on products.

The number of households is usually small or adequate, and the people who run the business can sell or deliver products directly to customers. Consumers can find safe, hygienic, customized and personalized products like margarine free, egg-free, sugar free products at home bakeries that are not available in commercial bakeries. The ingredient is hand-picked to ensure that high-quality ingredients meet the client'srequirements specifications, quantity, cake pan, design, and other specifications. Customers pay the same price because each order is prepared after the order is placed and hence served fresh. The popularity of homebakers is growing because of easy promotional means like the social media platforms. Home bakers stand out as personalized designers catering each order individually, it may be the cake design, icing, pricing, hamper packaging, cake table setup for their grand or small occasions or satisfying their sweet tooth. They assure their clients that quality of food is never compromised.

Thus it can be summarized that the main reasons for the Home Baker to rise above the Commercial Baker is uncompromising quality, affordability, product as expected after ordering, available at your doorstep and a wide coverage of bakery products. Home bakers have started surfacing on internet, being more available to one and all by displaying their products online.

Home bakers face a variety of challenges while running their small scale business. They rely heavily on repeat customers, the best local or organic ingredients or food costs are expensive, also the operating costs are higher than the commercial bakers. Maintaining the same quality at a low cost can be difficult at times.The delivery or transportation cost needs to be considered, which may be additional one, depending on the destination. Depending on the home kitchen's layout, the baker may need to make adjustments before the bakery can be opened for operation. Home Bakery startup costs may include cost of renovating the existingkitchen, buying equipment, license fees, insurance and initial inventory cost. No qualifications are required for a Home Baker to start his business as long as he has developed the skills for baking. There is minimal information available to consumers about the Home baker's qualifications, requirements and certification required. This makes it difficult for customers to entrust the right home bakerwith their order and creates an imbalance in the market's quality versus price of custom bakes.

II. LITERATURE REVIEW

India is the world's second largest producer of food after China. The Indian bakery industry is one of the biggest sections in the country's processed food industry with abundant supply of primary ingredients required for bakery industry. India is the third-largest biscuit manufacturing country after the United Statesand China.

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The market for high end cakes is increasing at a high pace in India. Customers want personalization of cakes. The home bakers have dominated this market and got an edge over the commercial bakery setup. A commercial bakery is the one that produces food in large quantities and sells it to the customer. It is produced in bulk quantities and hence customization of product is not possible. The clientele for Commercial and Home bakery is different.

The article by Casey, E. offers a feminist reading of home-baking. It emphasizes on the ways in which baking was considered with a variety of normative values, like the patriotic virtues of home-baking during British war-time propaganda, and the simple and economical recipes in the post-war period. The author saysthat baking represents more of fun than work in the contemporary scenario. The version of baking is portrayed as both 'hyper-domestic' and a type of 'post-feminist homemaking', whereby feminist discourses of choice and equality are entangled with highly conventional modes of domesticity.

Sujjaruk, P. carried out a qualitative research for bakers for non-commercial purpose. The respondents wererequested to rate the attributes and emphasize on the benefits that they looked for on each of the attributes. The results indicate that the motivation behind the activity was challenging ability of the respondents, meeting expectations of others, self-improvement and build a relationship with acquaintance or a friend. Forfactors affecting buying decision that relate to product attributes, from the highest score to the lowest score it was quality, price, after sale service, sale promotion, product guarantee, store, brand, sales person, productdesign, advertising and packaging respectively. Constantin, S. B. says that the sales growth of bakery products is by means of advertising, sales promotion, public relations tools, trademarks, promotional events,and sales forces. Promotion helps in educating, advising and informing consumers as to how they can selectquality bakery products.

A Research paper by Kubicová, Ľ., & Predanocyová, K. talks about the survey aimed at finding out consumers´ behavior in the Slovak food market with bakery products. The important components for consumers were found to be quantities of the product consumed, its price and the prospective growth of thebakery industry in Slovakia. The results suggest that the price of the product and the past experience with the manufacturer were the important factors for consumers while choosing a product. The survey also indicated that a café kind of setup in the bakery, which is a growing trend world over was welcomed by thecustomer.

CHEN, C. C. talks about an innovative kind of service-learning for social enterprise by the management students for the social inclusion of deaf people in a bakery. It was suggested that the exercise would be fruitful only when the teachers and students collaborate with the nonprofit organization with a sense of deeptrust and partnership. It was an innovative approach for the inclusion of the deaf people and using their skillsto make them self-reliant in a bakery setup.

III. CONCLUSION

- Consumers prefer to purchase the bakery products mostly on weekly basis andfew consumers prefer to buy them on a monthly basis.
- There is more inclination of the consumers towards buying from the commercial bakeries as compared tothe home bakers.
- The major reasons for choice of commercial bakery products were availability of the products and its standardization, quality assurance ease of purchasing and cost efficiency respectively.
- The major reasons for buying bakery products from home bakers were hygiene, quality of ingredients used, homemade, taste and ensured quality respectively.
- The factors which influenced the customers to buy from commercial bakeries were quality, taste, price, popularity, service and set standards respectively
- The factors which influenced the customers to buy from home bakers were freshness, taste, quality, customization, quantity and price respectively.
- Thus it can be concluded that the factors that influence the buying behavior of consumer from commercial bakery are Quality, Taste and Price whereas for the home bakers it is Freshness, Taste and Quality.
- Like all other businesses the Bakery Industry also got affected during the Covid-19 Pandemic. The numberof Home bakers mushroomed during the pandemic as people got time to pursue their hobby and earn somemoney out of it.

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Study on Determining Reasons for Labour Turnover in the Food Production Department in Hotel Industry

Aaditya Someshwar Linge
Researcher, B.Sc HS Department
Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract: *This paper features the highlights of the Labour turnover in the Hospitality sector with special reference to the Food Production department and turnover of the chefs working in the Hospitality Industry. Food is considered as the heart of the Hotel Business and other hospitality could be complimentary to the same. As it is rightly said that the way to a Man's heart is through his stomach and this saying is indeed true for the whole mankind. Hence, we understand the importance of the Chefs in the hospitality industry and the need to study their turnover rate. This study would enable us to find out the various reasons for the increase in the turnover rate. Accordingly, we can explore the various methodologies that are framed or practiced by the Industry to retain the talent or decrease their turnover. In order to understand the turnover, we need to first understand the challenges faced by the Food Production Department with special reference to the Chefs. Further, the changing market scenario and modernization is also creatinga shift in the personality of Chefs, which in turn leads the chefs to seek a new standard of living. Labour Turnover in the Food Production Department is an outcome of many such factors.*

Keywords:. Hotel Industry, Food Production Department, Labour Turnover, Labour Turnover percentage

I. INTRODUCTION

Chef is a trained person responsible for cooking food in the hotel, the preliminary duty of a chef is to cook appealing food for the guest staying in the hotel. Chefs are a part of food production department normally situated back of the house, irrespective of being situated away from the guest area it still features as one of the most important department of the hotel. As the old saying goes everything revolves around the food and well fed guest will be a satisfied customer at the end of the day.

As a result of massive growth in the hospitality sector where there is a lot of competition in the market,every hotel wants to appoint the best people and a chef's profession is a skillful profession thus, the requirement is very high. This requirement has not only generated a great demand for the skilled professionals but also has increased the turnover rate.

The labour turnover is a vital factor in the food production department of a hotel as a lot of time, money and efforts are spent in training and grooming them according to the standards of the organization. Further, it is also believed that skilled chef is an asset to the department and loosing these important assets is not preferred by the hotel industry. As per a survey the overall turnover rate in the hospitality sector was 72.9 percent in 2016, up slightly froma rate of 72.2 percent in 2015. It also represented the sixth consecutive annual increase, after falling to a cyclical lowof 56.4 percent in 2010. https://www.restaurant.org/Hospitality-employee-turnover-rate-edged-high, Mar 16, 2017

The labour turnover in the food production department is very vital to the Hotel Industry as it is directly related to the services provided to the guests. If the labour turnover ratio declines the department would have to spend a lot of time energy and finance, in grooming new staff, creating the same standards again and also wait for the outcome of such training and grooming of the staff. The efforts spent do not come instantly and have to complete a cycle to become worthy, and if the labour turnover changes constantly then it becomes extremely challenging to control the same. Hence, the need for the study is to understand the reasons of such labour turnover and frame strategies to curb attrition and improve retention largely. This would also result in increasing the number of old, honest and loyal staff members who are loyal to the department.

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In the current scenario we understand that there is ample of market opportunities for the employees to seek better career options. The younger generation is keener in professional and personal financial growth. They do not believe in becoming stagnant in search of a permanent job. They prefer changing their preferences in exchange of a better deal. This creates a major challenge for the hotel industry to retain them. The food production department should give the new chefs an opportunity required for self growth and enhancement, it also gives them the desired challenges to prove their worth and earn promotions by performing to the best of their capacity. To achieve this, a well framed feedback system is required so that the strategies could be modified and upgraded to meet the current requirements. Anything that becomes stagnant or out dated might pose a great threat to turnover rate. Hence the aim of this research is to understand the mentality of the chefs through well framed system which will reduce the turnover rate.

Definitions

- **Food Production Department:** The department which is involved in preparation of food. A process, in which raw materials are cooked, combined and transformed to make a dish. The scope of Food Production has been wideningat a faster pace in India as well as Abroad. https://medium.com/@lordsinstitutesurat/food-production-hotel-and- hospitality-management-a6d32b27bf71
- **Labour Turnover:** It is defined as the proportion of a firm's workforce that leaves during the course of a year. https://www.tutor2u.net
- **Turnover Rate:** The term 'employee turnover rate' refers to the percentage of employees who leave an organization during a certain period of time. People usually include voluntary resignations, dismissals, non certifications and retirements in their turnover calculations. They normally don't include internal movements like promotions or transfers.
- **Employee Turnover Percentage:** To calculate the monthly employee turnover rate, all you need is three numbers: the numbers of active employees at the beginning (B) and end (E) of the month and the number of employees who left (L) during that month. You can get your average (Avg) number of employees by adding your beginning and ending workforce and dividing by two (Avg = [B+E]/2). https://resources.workable.com

II. LITERATURE REVIEW

Jyoti Peshave and Lalita Chirmulay (2019): The study had highlighted about a new trending career which chefs are attracting i.e. take home chefs. The study explains the scope for hospitality students to make Home chef as a career. The study had showed that people already in this business are from varied backgrounds, thus home chef can prove to be a trending career for hospitality students as a foodpreneur. The preliminary aim of their research was to understand the concept of Home chefs along with the pros, factors that help gain popularity and how to effectively brand oneself as home chef.

Yao T., Qiu Q, & Wei Y (2019) The study had aimed to analyze the psychological mechanism affecting the attitudinal and behavioral loyalty of employees in hotel industry. The study had used organizational commitment theory and regards the hotel employee as an internal customer to construct and verify a conceptual framework. Someof the major findings were first, affective, normative, and continuance commitments and have apparent and varying effects on the attitudinal and behavioral loyalty of employees. Second, the attitudinal loyalty of employees significantly promotes behavioral loyalty. Third, employee trust and satisfaction in hotel sector are vital backgrounds of the three dimensions of organizational commitment. These findings have significant implications formanaging hotel employee turnover and improving the psychological achievements of employees.

David McMillin & Staff Writer (2013) according to the author employees may leave and join many sectors, but it is happening at a very quicker rate in the hotel industry. The labour turnover rate of hotel employees is approximately 20 times higher than any other industry. According to a new research improving employee turnoverin the hotel industry starts with one simple leadership attribute i.e. authenticity. As per the survey there is a strong correlation between authentic leadership and an employee's organizational commitment. This connection ultimately interprets to potential increase in employee turnover in the hotel industry.

D. McMillin & S. Writer, (2013) the study had explored the past, current and future trends in human resource management (HRM) in the hotel industry, with a specific focus on international brands. The research has found that issues of training and skills development of service quality are as important in the future as in the past. With the revolution in technology the way HRM is conducted should change according to the Generations X and Y approach towards work, it requires a new approach for HRM. The concept of Casualization and outsourcing will become more dominant methods of employment. Strategic human resource management (SHRM) and its practices have the flexibility to add value to future hospitality firm performance. The future of HRM in the hospitalityindustry will need to take into account the various new trends.

Davidson, M. C., Timo, N., & Wang, Y. (2010) their research had revealed that Employee turnover is a significant challenge for human resource management (HRM) strategies and organizational performance. The study seeks to present findings drawn from an extensive survey of labor turnover. A particular influence is focused on turnover rates and costs. The research shows that the major costs are attributed to labour turnover. These are costs that both the industry and individual operators should scrutinize closely as they influence substantially on hotel operating costs and productivity. It also indicates that the levels of service consumer experience and value may be impacted.

Chand, M., & Katou, A. A. (2007). Their study had a two folded purpose, to investigate whether some specific characteristics of hotels affect organizational performance in Indian hotel industry and to investigate whether the HRM systems affect organizational performance in Indian hotels. The results had indicated that hotel performance is positively associated with hotel category and type of hotel. Additionally hotel performance is positively related tothe HRM systems of recruitment and selection, manpower planning, job design, training and development, quality circle, and pay systems. The study had also made a modest attempt to add information to the very little experiential knowledge available referring to the link between HRM and performance in the hotel industry.

M. Deery (2002) the chapter had addressed some key issues pertaining to labor turnover, in particular it aimed at issues related to the hospitality industry. It had explored theories of economic, sociological and psychological prospective. The case study had examined employment issues and labor turnover in the hotels of international brands. The chapter had examined the ways that the hotels adopt to overcome the issues related to promotional opportunities and overall development of the employees. The chapter had also provided the recommendations and best practices in managing and maintaining staff to reduce dysfunctional turnover in the hospitality industry.

G. Rowley, & K. Purcell (2001). The study had drawn upon qualitative research carried out as part of a major project to provide evidence on skill deficiencies. The research had sets out to shed light upon the causes and consequences of labour turnover in the industry and the coping strategies and counter measures of employers, also it proves that labour turnover is substantially within the control of management and it has useful implications for practitioners.

A. Cheng & A. Brown (1998) their study had explored the perceptions of HR managers on the strategic management of labour turnover. The main dispute of the study was that the effects of labour turnover can be moderated with deliberately managed human resources through the four key HR activities. The hotel revealed a comparable range of HR policies and practices that were adopted with an explicit recognition of the contribution an organization’s human resources have on the bottom-line. There was a clear conjunction towards curtailing turnover primarily through the recruitment, selection and induction processes.

III. CONCLUSION

- The Hotel Industry should have specific strategies for early talent recognition. This could be undertaken by the food production department to groom the staff accordingly; leading towards bridging the gaps in the department and finding the best fit for leading the department in future.
- A good compensation policy is the most important factor for a better turnover percentage. Employees prefer fair compensation for every single effort they make for the organization.
- It is also important that the department has clearly outlined work timings as per laws. It should be strictly implemented followed in the kitchens along with fair compensation for over time.
- A healthy work environment is very important for smooth functioning of any department; working conditions of the department will enable in forming a good kitchen brigade.
- The healthy work culture in the department is by itself a strong mechanism for a good work group and enables minimum efforts towards conflicts management.

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Study on How Executive Lounge Enhances the Customer Experience

Rakesh Shetty
Researcher, B.Sc HS Department
Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract: *Service management is becoming the new paradigm in the hospitality industry. Hospitality establishments offer services to fulfill the needs and experiences of customers through innovative concierge or personalized services. Hospitality managers are conceptualizing their hospitality offerings as service offerings conducted in a framework of human relationships. This essay will advance the framework through a concierge service study to determine how and why customer service has either increased or decreased in regards to the acquisition of concierge service marketing techniques. The purpose of this research is to first, analyze how and why customers seek concierge services and second, determine whether the acquisition of these concierge services affect guest stay experience and offer increased choices in guest services. The hotel lounge was once a simple affair, offering a television, perhaps, and a small buffet to its regular customers. But as business travel has started to pick up, and revenue along with it, a number of major hotel brands are once more turning to sprucing up their executive club lounges, making them more residential in feel and providing healthier food and improved technology like free Wi-Fi.*

Keywords:. Executive lounge, service management, hotels, customer experience

I. INTRODUCTION

Concierge Level -- the very phrase conjures up an image of your own personal hotel staff member, catering to your every request, no matter what time of night. Is it worth it? The answer depends on the particular hotel's service at concierge level and your own personal needs. Here's a rundown of what you can expect. This might include meeting room spaces, internet stations, a reception area with complimentary food and drinks, and of course, a special concierge desk to help you with requests. It is a lounge that is value for money. This concept was introduced by the Marriott Hotels, by starting a lounge facility for their repeat customers and business travelers. Over time it was a known fact that guests were ready to pay extra for the lounge facility. It also played a major role in guest satisfaction and repeat business.The American concierge is most common in larger cities and performs many of the same duties as the European concierge. One significant difference is that the American concierge deals primarily with business travelers, and thus, the need for foreign language skills is less important. The American concierge is less supervisory also, and therefore, does not have a large service staff reporting to them for direction.

Executive floors are fairly standard features across four- and five-star hotels. You almost certainly will find them at the well-known hotel brands: Hilton (hilton.com), Marriott (marriott.com) and Hyatt (hyatt.com) offer them at many of their properties, for example. Upper-tier boutique or independent hotels in major cities also are likely to have them. You'll find them less frequently at lower tiers of hotels, but some do offer them, particularly in business-travel-heavy locations. Holiday Inn (holidayinn.com), for example, has business and executive levels in some of its larger properties.

Amenities on an executive floor can vary wildly, even among properties in the same hotel brand, so you will need to check with your hotel, either by phone or on its website, for the exact offerings. As a base expectation, they should offer a public lounge area with work spaces and a small buffet, and a room with extra working areas. Many hotels, however, have invested well beyond that. In the lounge, you might find cocktails, gaming areas and free Wi-Fi hot spots. Your room might have free goodies to eat and drink and nicer bedding and furniture. You also might have an elevator exclusive to lounge floors or a private check-in area. Some luxury properties even offer high-service perks such as a butler to handle your packing and unpacking.All the hotel lounges do not provide the same services the services may vary from hotel to hotel or brand to brand. The customers' requirements are also a part in setting up for the services and facilities. Some of the common services provided by the hotels are:

Full Buffet Breakfast:

Most travelers, families included, love the convenience of getting breakfast without having to leave the hotel in the morning. That becomes even more important on days you chose to take early day trips or leave very early for the airport since many places are not even open at that hour. Note that breakfasts can vary by chain, country, and property. While some might offer a continental version, others have a full brunch-like buffet.

Extravagant Happy Hours:

The "Happy Hour" that first started in restaurants has successfully crossed over to hotel lounges. Most properties offer appetizers and drinks as a free option between 5-8 pm. Some executive lounges offer potatoes chips, pretzels, and cheeses, while others can offer ample spreads making it unnecessary for some to eat dinner (which can be a money saver for the average family.)

Ample Seating Space:

Depending on the space allocated by the property the executive lounge can feel spacious or crowded. Naturally, the larger the room the more comfortable the traveler will feel. Bear in mind that during the peak hours of 8am-10am and 6pm-8pm even some of the larger lounges might appear packed.

Unlimited Sodas or Drinks:

Though many hotels in the United States offer unlimited bottled waters, sodas and coffees throughout the day, this will vary from country to country. You will discover greater differences on the wines, beers and hard liquor policies – some places offering very few choices and actively limiting patron consumption.

Separate family space:

A growing number of hotels wishing to cater to traveling families now offer a separate room with books, toys and the quintessential TV/video set to help occupy the kids. This is a good idea for all lounge guests – the adults enjoy a relaxing atmosphere while the kids get to play and enjoy their own TV shows.

II. LITERATURE REVIEW

Richard Mills, Denis P. Rudd, Frank Flanegin, 2009, this paper suggests that the concierge services are not only related to the facilities provided but also to the service provider. It determines that the concierge facility also helps to find the customer satisfaction level. Now days the customers are looking forward to innovative concierge or personalized services. The paper also throws light on the human relationship.

Jane L. Levere, 2004, this article is saying that the customers do return to the hotels offering concierge services as a part of the facilities. It was noticed that 90% of the repeat customers were business travelers, who look forward to use this facility as it aids in their business trip needs.

Sara Dolnicar, 2003, in this research the author focuses on the Hotel attributes which turns out to be a wide and extremely heterogeneous field of research. The authors review empirical studies investigating the importance of hotel attributes, provide attribute rankings and suggest a framework for past and future research projects in the field, based on the dimensions.

Noora Sirkiä,2013, This thesis gives information about the types of VIP guests in hotel industry in the United States and the specific procedures the hotel departments use in order to answer to the various needs of the guests and to provide high quality customer service, and one way of achieving the same is through the executive lounge.

SuzanaMarkovic, SanjaRaspor and KlaudioSegaric, 2010, have examined and analyzed that satisfaction has a greater impact on customer loyalty. And it can be achieved through the services and facilities provided by the hotels.

Sarah Peterhans, 2010, Standards, has studied that maintaining the level of service in the hotel should be done by understanding the guests' expectations and setting service standards to meet the guests' expectations.

Jiao Mingyu, 2014, this paper analyses the formation of customer value and has identified the five driving factors which are functional value, social value, emotional value, utility value and cost value.

Phillips Paul Louvieris Panos, 2005 have analyzed the performance measurement processes. And have suggested a balance score card for the improving the service quality for customer retention in the hotel.

III. CONCLUSION

The executive lounge services continue to have a great impact on the hospitality industry that is greatly affected by loyalty programs. Therefore, the level of executive lounge services continues to have a great impact on the revenue of the business as well. To be able to maintain the relations the property needs to excel in the job without exceptions. As executive lounge guests also include high profile individuals from around the world and therefore it is imperative in the hospitality business to make a long lasting impression that gives a positive impression of the property and furthermore effects on the reputation and revenue of the hotel. In the future the executive lounge guest services could be further researched by utilizing properties that are more involved with transient guests or properties that are located in other countries. This might provide surprising information on the executive lounges. Although executive lounge guests in different cultures and locations may have different requests and preferences, the fact that the hotel should nevertheless provide the guest with undivided attention and act on preferences and requests does not in my opinion change. I believe that the fact that unobtrusive personal service keeps the guests coming back to the property.

Also for future reference I would recommend using an objective guest satisfaction survey targeted to the executive lounge guests. I think if would correctly executed provide valuable information to hospitality industry. Because hospitality industry relies on customer service, it is essential to have a comprehensive training program for the associates who are providing the service. By providing professional and polished customer service the hotel is able to demonstrate that every guest is as important and that the guest is the reason for the hotel's existence. In my opinion the basis for excellent executive lounge service starts from recruitment and continues through training. This combined with well-planned executive lounge service processes results in high-quality customer service and in impressed guests.

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Study on How Media Technology Enhancing the Popularity of Culinary Profession with Regards to Hotel Management Students

Simran Patil
Researcher, B.Sc HS Department
Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract: *This study is concerned with the career orientation and the desire for business ownership of culinary arts students in associate degree programs. The paper aims to determine their preferences as to type of position and type of establishment desired upon graduation, in three years and in five years. The study indicate that majority of the students plan to seek initial positions in the food production area and few as management trainees. Those enrolled in apprenticeship programs indicated somewhat greater interest in ownership than those not enrolled in apprenticeship programs. Many of the students indicated an interest in hotel/motel management*.

Keywords:. Culinary arts students, Career in culinary arts, Food media

I. INTRODUCTION

Culinary Arts can be defined as an art in the preparation or cooking of food. Someone who has a profession in this field is called a culinarian or as commonly known by the society a cook or chef. Chefs have a responsibility to cook food using their skills to create an eye appeal and tantalize the taste buds.

Culinarians have the opportunity to make their careers in hotels, restaurants, hospitals, airlines, cruise ships and many other such establishments. A step ahead of culinary arts is gastronomy, which is the analysis of food along with its art, presentation and history. Some chefs prefer to concentrate on the culinary side whereas others have a need to focus on the presentations and combinations of different flavors and to go beyond expectations.

Undoubtedly the most fundamental challenge facing the hospitality industry is the fascination and retention of the necessary number and quality of young people joining the culinary sector.

This can be achieved by changes in the higher educational atmosphere which has a tremendous impact on the education process, curricula, learning outcomes and instructional practices that institutes are adhering to today.

It has been noticed that of late, celebrity chefs foster a relationship of intimacy with consumers, and viewers because of their presenting styles, social media and the opening up of their personal lives to the general public. These intimacies are also further extended into domestic spaces through material objects such as kitchen equipment, specialist ingredients and cookbooks, which are brought into our homes.

As technology continues to thrive, it is inevitable that the media's impact on food trends will alsoincrease. Blogs, online sites, television and movies are all expected to become even more competitive as well as entertaining. In the initial years of this phenomenon, it was print media played a critical role in the evolution of food interest, but it was broadcast media that began to slowly smudge the lines of class distinctions.

The increase in written and broadcast content globally illustrates both the seriousness and the popularity of food as a cultural interest. Food writers, cookbooks, restaurant reviews, TV food programs, and now web sites and podcasts are legion, complete with a deep history.

From a once exclusive leisure domain of the wealthy, food itself has moved into a privileged place in first world society as plaything or art object and cooking as a hobby or an enviable profession. The current popularity of cooking and food programs around the world indicates that foodism is a global phenomenon propagated by mass media (desolier2005: 465)

All this exposure of food through media has given viewers, especially future culinary students, a window on a wider social and cultural world, on which they await to embark.

II. LITERATURE REVIEW

Samantha Rosemary Lane, Stephanie Margaret Fisher, British Food Journal, February 2015 says to explore the introduction of an understudy populace to big name cook TV programs, to survey the impact these figures have, and how they are seen. In spite of the huge ubiquity of big name culinary specialists, the marvel remains underexplored, with constrained inclusion given to it by neighborliness related writing. Earlier examinations principally centered around superstar cooks' business impact and intensity of promotion, with little reference to their effect on the up and coming age of culinary experts and on the supportability of the calling.

Management, Volume August 2016, a portion of the world's top superstar gourmet specialists are a developing wonder as powerful pioneers of their own image just as different products, administrations, and causes. This examination gives an account of a pilot investigation of how big name culinary specialists have received and actualized online life, particularly Pinterest, utilizing the Dispersion of Developments as a hypothetical system. The investigation found that of the main gourmet experts, all embraced Facebook, firmly followed by many receiving Twitter; only few received Pinterest. The gourmet specialists' internet based life and Pinterest usage shifted generally. This examination sheds bits of knowledge about web- based social networking, especially Pinterest, expands advancement dispersion research, and fills in as a base for future research of both big name culinary experts and internet based life.

An Article Published online: 27 Apr 2015, The case from numerous wellbeing advertisersin the Assembled Realm that television and cooking programs impact the manner in which nourishment is arranged and cooked is investigated utilizing information from an enormous quantitative overview of the English populace upheld by center gathering research.TV cooking programs rate low as an effect on cooking conduct. The watchers of television cooking programs consider them to be amusement and embrace a refined way to deal with their review. The superstar culinary specialist is viewed as a performer and not really somebody who will give solid counsel on cooking and wellbeing matters. The outcomes propose that the utilization of open data or explicit instructively charged projects from a wellbeing advancement viewpoint are constrained in their appeal. Cooking programs seem to have an impact on the style of survey, with watchers utilizing them as a window on a more extensive social and social world. The ramifications of these discoveries are that wellbeing advancement approach and practice ought to be reoriented to help factors distinguished as significant in helping individuals find out about cooking, for example, the family and schools.

The Influence of TV and Celebrity Chefs on Public Attitudes and Behavior Among the Public, Martin, Published online: 27 Apr 2015The case from numerous wellbeing advertisers in the Assembled Realm that television and cooking programs impact the manner in which nourishment is arranged and cooked is investigated utilizing information from an enormous quantitative overview of the English populace upheld by center gathering research.TV cooking programs rate low as an effect on cooking conduct. The watchers of television cooking programs consider them to be amusement and embrace a refined way to deal with their review. The superstar culinary specialist is viewed as a performer and not really somebody who will give solid counsel on cooking and wellbeing matters. The outcomes propose that the utilization of open data or explicit instructively charged projects from a wellbeing advancement viewpoint are constrained in their appeal. Cooking programs seem to have an impact on the style of survey, with watchers utilizing them as a window on a more extensive social and social world. The ramifications of these discoveries are that wellbeing advancement approach and practice ought to be reoriented to help factors distinguished as significant in helping individuals find out about cooking, for example, the family and schools.

Society of the Appetite, Celebrity Chefs Deliver Consumers, Signe, Pages 49-67 | Published online: 29 Apr 2015The article shapes some portion of more extensive research that cross examines the predominance of nourishment in the media and the changes in perspective created and sustained by new types of media, for example, nourishment TV and the web. This work withdraws from past nourishment look into by focusing not on what is imparted about nourishment, yet how it is conveyed. The examination is guided to some extent by Fellow Debora's The General public of the Display (1967), which offers a Marxist financial investigation of an inexorably picture overwhelmed culture. With an essential spotlight on VIP gourmet experts, this paper contends two focuses. To start with, that superstar culinary specialists, similar to Hollywood stars, are overwhelmingly media items, inferring a self-assertive connection among

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nourishment and big name. Second, that the genuine result of nourishment media isn't the big name cook, however the shopper. Nourishment media makes a base of buyers whose hungers are truly and metaphorically continued needing; this is the new business of nourishment.

Culinary Infrastructure: How Facilities and Technologies Create Value and Meaning around Food, Jeffrey M. Pilcher, published article in2016Culinary foundation contains the various relics, associations, and media that assemble nourishment or that compose and pass on information about nourishment, along these lines encouraging creation and utilization, yet without having those changes as an immediate objective. This framework incorporates both material parts, (for example, transportation and sewage systems, commercial centers and ports, refrigeration, and correspondence advances) and insignificant or epitomized articulations of information (plans and cooking rehearses, fates markets and licensed innovation, quality affirmations and wellbeing guidelines). In spite of the fact that disappointments of framework become obvious as gracefully deficiencies or nourishment pollution, the backhanded outcomes of foundation can be similarly as significant in forming the sorts of food sources that are accessible to buyers and who will benefit from the offer of those nourishments. By looking over an assorted assortment of infrastructural hubs and linkages, this paper tries to beat key divisions inside the interdisciplinary field of nourishment concentrates among monetary and natural elements of nourishment flexibly and the social and social implications inside which they are inserted. Recorded examination of the innovative and information based frameworks of foundation can likewise feature both the magnificent beginnings of modern nourishment creation and the unforeseen and challenged nature of nourishment frameworks. The exposition concentrates on battles over the limits among open and private control of foundation.

III. CONCLUSION

Media has demonstrably revitalized an interest in recipe sharing and preparation among “ordinary” people. The evolution of culinary professionals in media, however, is just one part of the ongoing evolution of food-related media and recipe sharing technologies. Instagram, Facebook, YouTube, food blogs are also an important part of food culture more broadly. They reflect a renewed interest in cuisines and the trend towards “do-it-yourself”, seen in online and offline communities. Beyond this, culinary related media provides a useful study for understanding how young culinary professional’s lives have become intertwined, and showcase the Internet as a part of everyday life. Media and popular chefs remind us that new means of sharing food and culture will continue to emerge, and that our relationships to food and technology, and our interactions with food-related media, must be continually examined if weare to understand the ways they both shape and reflect the world of food.

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Study on the Benefits of Outsourcing to Housekeeping Department in the Hotel

Mohd.Mehtab Mohd. Ashfaq Ansari

Researcher, B.Sc HS Department

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract*: Major hotels and corporate companies are relying more and more on outsourced professional housekeeping service providers to cater to their needs. This study focuses on the reasons of outsourced services in Housekeeping department and itsimpact on Housekeeping operations. It has been observed that outsourcing is practiced in most of the Hotels to sustain cost effectiveness, improves performance of existing employee, saves time, improves service quality and improves efficiency of department*.

Keywords:. housekeeping, outsourcing, employee performance

I. INTRODUCTION

The term outsourcing was introduced in the mid-1980s. However, the idea of hiring someone else to do specific jobs or of dividing labour has existed for hundreds of years. In business, outsourcing

can be found everywhere; whether big or small, simple or complex. During the pre-1900s, the outsourcing was primarily focused on labour intensive production tasks and business activities outside the company"s core competitiveness, such as outsourcing printing press, food preparation and janitorial work, hiring the seasonal migrant farm workers and so on.

Hotels are increasingly opting for outsourcing and contract services to sustain cost effective housekeeping operations and to ensure that the resources and assets of the property are utilized to the maximum. Major hotels and corporate companies are depending mostly on outsourced professional housekeeping service providers to cater to their needs. Rapid changes in the business environment require senior management to adopt strategies that focus on both current success and to invest in those activities that will promote a competitive advantage for future success. Many managers view outsourcing as the only way to keep a business competitive into the twenty-first century.

Hotels in India are increasingly looking at outsourcing as a means of curtailing operational costs, increasing efficiency and saving space. Outsourcing has grown from being limited to laundry operations to areas such as housekeeping, horticulture, F&B, security, spa and IT.

I. Commons (1931), Coase (1937) and Williamson (1975) stated Outsourcing is a widely excepted business tool for achieving business goals. "It is commonly being preferred to use as when in house activities are higher than buying products or services from the market".

II. Kliem, (1999); Quinn (1999) stated conditions Outsourcing not only serves the advantage to the existing staff to concentrate on core organizational activities but also focuses on achieving key considered objectives, followed by lowering costs or stabilizing overheads costs, and ultimately gaining cost advantage over the competition, providing flexibility with respect to changing market, and most importantly reducing investment in high technology.

III. Teece, (1992) mentioned that the increasing importance of this field of research has led to the need of more studies to deeply analyse its causes and consequences. Outsourcing is a kind of organizational relationship with very specific terms and relationships regarding a lapse of time for which determined activities directly related to core competences of one firm are transferred to another specialized firm. It refers to the type of „agreements where two or more businesses participate in trying to achieve the same objective by sharing resources and activities"

IV. Momme (2001) indicates different sourcing strategies: make or buy, outsourcing, in-sourcing, and strategic sourcing. The most common types of outsourcing are traditional and transformational or strategic outsourcing. In general, there exist three main clusters of reasons driving the outsourcing decision – reducing cost, improving operational performance and developing competencies. The range of outsourcing arrangements has evolved to match

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these needs. The value added by outsourcing is significantly different in each case and the relationship and governance issues are substantially different. Traditional outsourcing is tactical, focused on operational level, its main reason is to cutting costs, and it is focused on non-core activities.
V. Ehie and Kremic et al. (2006) stated the different items measuring outsourcing benefits.

Organizational benefits	Business benefits
1. Shortens activities development cycles	1.Allows focusing on core activities
2. Improves technologically operations	2.Produce cost savings
3. Allows access to latest technologies	3.Reduce capital expenditures
4. Reduces training costs	4.Transfer fixed cost to variable
5. Improves management processes	5.Allows to focus on internal business improvement
6. Increases innovations trends	6.Improves strategic positioning
7. Reduces organizational risks	7.Get rid of problem functions
8. Builds entry barriers for competitors	8.Legal compliance
9. Permit access to skills and talent	9. Legal compliance

VI. Espino-Rodriguez and Gil-Padilla, (2005); Ford & Farmer, 1986; Johnson, 1997; Saunders, Gelbet, & Qing, 1997 stated Ten advantages of hotel outsourcing were identified from a review of theoretical and empirical literature on the main strategic advantages of outsourcing allows hotels to:
i. Acquire capabilities and skills that are difficult to provide with internal resources;
ii. Increase flexibility in performing hotel operations;
iii. Focus on the hotel's core activities;
iv. Reduce investment;
v. Complement hotel resources and capabilities;
vi. Access more qualified and experienced personnel;
vii. Acquire the service more cheaply than if it were performed by the hotel;
viii. Receive good service from suppliers;
ix. Facilitate the performance of in-house hotel operations;
x. Reduce hotel costs.

II. CONCLUSION

There are many services are outsourced in the housekeeping department. This study covered maximum all outsourced services in Housekeeping department. All housekeeping services in this study are very much evident. However, services like Pest Control, Public area bathroom cleaning, Flower decoration, Upholstery maintenance, Public area cleaning; Façade cleaning are the most preferred outsourced services of the Housekeeping department.
The reasons of Outsourcing Housekeeping services have positive findings. Outsourcing saves the company's time and money; enables to concentrate on core business and overcome skill shortage are strongly preferred reasons.
There is an impact on operations of the outsourced housekeeping services. The impacts are positive in all selected parameters. The maximum positive impacts observed on Employees performance, Time saving and efficiency parameters.

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Study on the Distinction between Confectionery and Bakery Products

Sawant Vaidehi Jayesh

Researcher, B.Sc HS Department

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract*: Bakery and confectionery is one of the important sections of kitchen department of a five-star hotel which provides desserts & breads to all food outlets for the customers. The aim of the study was to compare bakery & confectionery products prepared in five star hotels. The outcome of the study is that standardized recipes are better than controlled recipes over all evaluating parameters*

Keywords:. Baking, Bakery products, Flour confectionery products, Hotels

I. INTRODUCTION

Kitchen department plays very important role in five star hotels to provide food to their customers. Hotels have in house clients as well as walk in guests in their restaurants where theyoffer good dining experience. Kitchen department has different sections like Indian, Chinese, continental, Garde manger, pantry, bakery and confectionery section etc. The function of each section is varied. Bakery section supplies yeast leaven breads, puff pastry etc. and pastry sections supplies sweet items like cakes, mousse, soufflé etc to various outlets in hotel. Every hotel has collection of recipes which are generally different from other competing hotel. The attempt was made to compare standardized recipe with recipe used in five star hotels. None of the researches are conducted on comparison between bakery and confectionery products prepared in five star hotels.

II. LITERATURE REVIEW

Maria Assunta Previtali, Marcella Mastromatteo, Pasquale De Vita,Donatella Bianca Maria Ficco, Amalia Conte and Matteo Alessandro De Nobile (2014), studied the characterization of functional bread based on whole meal durum wheat flour enriched with lentil flour was investigated to find a good balance between the nutritional and organoleptic properties of the final product. In particular, the effect of different percentage of lentil flour (10%, 20% and 25%) and the type and amount of structuring agents (carboxy methyl cellulose, guar seed flour, pectin and tapioca starch) were studied by assessing the sensorial, textural and nutritional properties of the functional bread. Results showed that the increase in the lentil flour at 20% and 25% negatively affected the dough texture and the sensorial quality of the bread. The screeningof different hydrocolloids on the bread sample enriched with 25% of legume flour highlighted that the guar seed flour at concentration of 2% allowed obtaining the best results in terms of sensory properties.

Vignali and Andrea Volpi (2013),studied cooking process for the preparation of sweet bakery products, such as Panettone, a typical Italian seasonal dessert. This study is aimed at evaluating the features of the finished product leaving the oven chamber using the Design of Experiments technique. Four features of the product like “water activity”, “humidity”, “pH” and “sensorial judge” have been explained as functions of independent variables: recipe of the dough, affecting the dough strength and cooking process parameters, such as time, temperature and oven chamber configuration. A two-level, complete four-factor design has been used to carry out the experiments; consequently the analysis of variance has pointed out the effects of main factors and some of their interaction effects; multiple regression analysis was also carried out to explain the variability and to predict the process. The model can be profitably adopted in order to adjust the cooking process parameters in accordance to the dough recipe or the boundary cooking conditions.

Dr. A. Martin David, R. Kalyan Kumar, G. Dharakeswari (2013), -studied the consumer preference towards bakery products and to analyzed the perception of consumers towards the bakery and bakery products. The present study has been confined to Study consumption pattern of bakery products. The study will cover only from the point of consumers

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from southern region of Tamil Nadu. The present study is an empirical research based on survey method. The researchers have collected primary data by comprehensive interview schedule and Secondary data have been collected from websites, books and journals. This study was carried out for a period of two months. The data which were collected from the respondents were analysed by using percentage analysis. Five point scales that are Likert's scale analysis, weighted average ranking and chi-square test are used.

Yung Shin Shyu, Wen Chieh Sung, Ming Hsu Chang & Jean Yu Hwang (2008), studied four baking products (bun bread, toast, pound cake, and sponge cake) baked in a far infraredoven as well as in an electric oven to evaluate the effects of far-infrared radiation on qualities of baking products, including texture, volume, staling rate, and sensory evaluation. When the poundcake was baked in a far infrared oven, the batter temperature increased faster than pound cake baked in an electric oven. The hardness of sponge cake baked in a far-infrared oven after 7 days storage is softer than that of a sponge cake baked in an electric oven. There are no significant differences in the volume, water activity, staling rate, or sensory scores of baking products between these two types of baking ovens.

Simona Man, Adriana Păucean, Sevastița Muste, Anamaria Pop (2014), Studied on the formulation and quality characteristics of gluten free muffins, This study was carried out to use blends of rice flour (RF), soy flour (SF), corn starch (CS) for production of gluten-free muffins suitable for patients with celiac disease. The gluten-free muffins were prepared from the RF/SF/CS blends and evaluated for the physico-chemical and sensory properties. The purpose of this study is to optimize the muffin's formulation using different proportions of gluten-free flours. Thus, were tested three different recipes (T1,T2,T3), all three containing the same amount of rice flour (RF), but different proportions of soybean flour (SF) and corn starch (CS) so: T1 – RF:SF:CS (80:20:0), T2 – RF:SF:CS (80:10:10), and T3 – RF:SF:CS (80:0:20) other ingredients

were unchanged in all three cases. The muffins prepared from the blends of 80% rice flour and 20% soybean [T1–RF:SF:CS (80:20:0)], contains the highest amounts of protein and obtained the highest global score, being the most preferred by consumers.

H. Adegoke Bakare, Oluwatooyin F. Osundahunsi, Mojisola O. Adegunwa & Joseph O. Olusanya (2014), declared that wheat flour was replaced with cassava flour (30 to 100%) to produce cake. Composition and pasting properties of the flours and their composite flour blends were determined. Baking and sensory qualities of the resulting cake samples were evaluated. Protein starch and fiber contents of the cassava and wheat flours were 1.5; 71.50; 1.94% and 10.9; 69.89; 2.81% respectively, which significantly influenced their pasting and baking characteristics and also reflected in their composite blends. Peak, holding, breakdown and final viscosities of the blends ranges from 90.1 to 121.1; 51.6 to 82.7; 38.21 to 42.62; and 93.4 to

125.8 Rapid Visco Unit (RVU) respectively. Specific volume decreased from 1.49 to 1.18 ml/g. Cake of comparable qualities with that obtained from wheat were obtained within 40% substitution level.

III. CONCLUSION

Bakery shops produce various types of products which can be consumed at any time of the day. Generally, in the bakeries breads and dessert, sweet and savory products are made as per the inclination of the customers. For the current research ten bakery and ten flour confectionery products were selected from five star hotels in Pune which was compared with the standardized recipe. Out of ten products eight standardized products scored high and two products from hotels scored high in sensory evaluation using different parameters.

Current research is conducted on bakery and flour confectionery products, it is recommended to perform study on various starters or main courses preparation. Research can be carried out on regional dishes and comparison to be done between homemade and industrial preparations. Study can be conducted by selecting preparations from fine dining restaurants or smaller standalone outlets.

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Traditional Human Touch Services vs. Technology Based SelfService – Study on Guest Satisfaction in Hotels

Kambli Yash Prakash

Researcher, B.Sc HS Department

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract: *This paper aims to find out impact of Traditional Human Touch Services (THTS) and Technology Based Self Service (TBSS) on Guest satisfaction. The other objective it to find out the activities which can be performed by replacing Traditional Human Touch Services (THTS) with Technology Based Self Service (TBSS) or vice versa. the study shows that Guests are welcoming the replacement of Technology with Traditional Human touch as they are techno savvy and technology is saving their time but at the same time they do not want technology to completely replace people. All hotels, small or big are creating their own Websites to help them reach a larger population of potential guest. Guests are positively impacted by the replacement of Human touch with Technology and want hotels to adopt innovative technology trends*

Keywords:. Technology, Traditional Human touch services, guest satisfaction

I. INTRODUCTION

Technology has advanced at a mind – boggling pace in the last decade and half. What was considered unattainable and futuristic, has now become a part of our everyday lives. From purchase of day to day needs to availing of several services, Technology has practically takenover our lives. Technology is being extensively used in the Manufacturing Sector for decadesnow. In recent years, its application has spread to the Service Sector as well.

Like other constituents of Service Sector, Hotel Industry has also witnessed an impact on operations due to the advances made by Technology. Hotels comprise of major departments likeRooms Division Department (Housekeeping and Front Office) Food & Beverage and Food Production. While the House keeping Department is responsible for the cleanliness and upkeep of the front and back of the house areas, the Front Office Department is responsible for welcoming and registering guests, allotting those rooms and helping guests to check out. The services include the concierge, bell desk, EPABX operations and other uniformed services.

The Rooms Division Department (Housekeeping and Front Office) which is considered as the Face of the Hotel has especially seen this replacement/ substitution of Traditional Human Touch Services (here on referred to as THTS) by Technology Based Self Service (here on referred to as TBSS). For example, a simple exercise like Guest check – in on arrival was undertaken by personnel at Front desk. However, in recent times, Self-Check – In Kiosks take care of guest check – in. Similarly, taking feedback from guest on departure would entail a longtime consuming manual process. This is activity is today performed with the help of Internet (Email) where the feedback forms are mailed to the guest who can respond to the same at his own convenient time and place.

This has definitely had an impact on Guest Satisfaction two fold – cutting down of time requiredfor certain activities and convenience in performing these activities. Yet at the same time, they are left with a feeling of loss of personal touch and payment of lip service on the part of the Hotel.

II. LITERATURE REVIEW

According to the Journal of Business and Hotel management, –Front office has been described as the hub or nerve center of the hotel. It is the department that makes a first impression on the guest and one that the guest relies on throughout his or her stay for information and service. Its duty is to enhance guest services by constantly developing services to meet guest needs. ‖ This highlights the importance of personal / human touch in the provision of services to ensure guest satisfaction.

Aihie Osarenkhoe, Jotham Mbiito et el. (2014) in their paper have addressed issues regarding the impact of increasing use of information and communication technology (ICT) in general and electronic means of interaction in particular on the process of creating value and the differentiation in service activities in the hospitality industry. Due to globalization of markets and production the actors in hospitality business sector adopt e-mail technology that enables their guests to book and/or to pay for a stay, thus bypassing travel agencies. However, there are still large variations in the use of this interface across hotels categories. There can be significant dissimilarities in the response time when using e-mail to communicate with customers.

The Nuance ‘s Customer Experts blog dated December 2013, throws light on the ongoing trends adapted by the consumers while availing various services. Today ‘s consumer has accustomed to self-service across the range of products and services. But anything that comes across easy and quick need not be always helpful to the consumer. The technological advancement is failing big time while answering the queries arising in customer ‘s mind. The online search for the answer is not proving to be helpful which is pushing customers to ask a help from a person. Robert Weidman, executive vice president and general manager, Enterprise Division, Nuance feels that,

‗while consumers are willing to resolve issues and find answers to questions from their service providers online, the options available today just aren't meeting expectations. ―Enterprises are losing money as consumers abandon their Web sites out of frustration and turn to live agents for service and support‖ Furthermore, the customer is definitely looking at technology to avail faster better and accurate services but, after all it has its own limitations which ultimately proves that, though the technology is making life little easy, it cannot replace the Human touch which is the key of the service Industry.

Nuance Communications conducted a survey in December 2013 to explore consumer attitudes and preferences for accessing service and support via the Web. The results pointed to clear frustration among consumers when it came to seeking, and finding, help online. Key findings from the survey included 58% of consumers were unable to resolve their issues on the web, despite their best effort. 63% of consumers who used the web ended up spending more than 10 minutes to find solution to their problem. Of the 63% of consumers, 71% gave up after spending more than 30 minutes attempting to find a solution. 49.5% of consumers reached out to live agent if they did not find solution from the company's web site. 59% of consumers were left feeling frustrated that they had to reach a live agent for assistance. 71% of consumers preferred to have a virtual assistant over static Web pages when it came to self-service.

In his Article―Technology Base Self Service vs. Traditional Human Touch Service, Wan Chi Chen from the University of Nevada, Las Vegas says ―Since it is hard for TBSS to express empathy in today ‘s technology, consumers would still prefer to complain to an employee than a machine. Human employees can have a better understanding on another ‘s feeling, such as anger frustration, sadness, happiness, excitement, etc.‖ Building and maintaining a solid relationship with frequent traveler & Business traveler could be the factor that contributes to them coming back to the same hotel over others in the same vicinity. That is why one to one interaction is an important activity in the overall guest experience at the hotel. Having said that, the truth is use of technology is going to attract some and repel others from selecting a hotel based on their satisfaction level.

The same article brings out the relationship between Technology and the Hospitality industry. Information Technology was initially introduced into the hospitality industry in the 1950‘s. Since then it has substantially expanded and revolutionized. In today ‘s world, technology has grown to be a part of our everyday lives. From computers to handheld devices, any information we are looking for is readily available 24/7 in the palm of our hands—as long as there is internet we have access to current, up-to-date information. In this day and age, there is a technologic device or software used by a device for every operation in the hospitality world, such as reservation systems, security cameras, point of sale systems, property management systems, mobile communication, meeting matrix, energy management systems, key card encoder, etc. By incorporating the use of such devices into the workplace, it has changed the way we conduct business while saving time and money as it dismisses many time consuming tasks.

In his article, ―Many Customers Aren‘t on Board With Self – Service Trend‖, Richard Adhikari (2016) highlights the findings of a research wherein 80 percent of respondents prefer human customer service interactions to digital ones; 83 percent believe that speaking to a customer service rep on the phone or in-store always will be important;79 percent of

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consumers prefer the human touch to remain a part of customer service when engaging with brands and service providers;68 percent of consumers believe they're more likely to negotiate a better deal in personthan online; the more complex the customer service request, the greater the reliance on human interaction ; 34 percent of customers prefer to go in-store for complex inquiries and another 33 percent prefer to connect by phone; and18 percent of respondents would renew products or services even if they weren't the least expensive option because of good consumer service in-store or on the phone; only 13 percent would do so after receiving good customer service on digital channels.

III. CONCLUSION

Overall, the study shows that Guests are welcoming the replacement of Technology with Traditional Human touch as they are techno savvy and technology is saving their time but at the same time they do not want technology to completely replace people.

All hotels, small or big are creating their own Websites to help them reach a largerpopulation of potential guest. Guests are positively impacted by the replacement of Human touch with Technology and want hotels to adopt innovative technology trends like The do-it-all remote (room personalization), Self Service Concierge, Smartphone keyless room entry, in room iPads/ tablet devices, Digital Door Viewer and LED touch screen panels being followed by certain hotels presently.

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Study on Trends in Hospitality and Hotel Industry

Tella Sakshi Rajesh

Researcher, B.Sc HS Department

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract: *Friendliness is a standout amongst the most vital and essential exercises with regards to appealing traveler goals. High turnover of vacationers, which brings improvement and progression of all the accessible assets of a visitor domain triggers and advancement forms in the convenience business and raises them to a larger amount of value and activities. As of late, as a standout amongst the most alluring goals for travelers from everywhere throughout the world has turned into an exceptionally basic subject of perceptions of various creators from the extent of the travel industry and cordiality. So as to mirror the fast development of guests to the quick improvement and development of the inn business, just as the all-out social item, and what are the advantages, or insufficiencies of such advancement are only a portion of the inquiries that require a few answers*

Keywords:. Lodging, Hospitality, travel, Hotel industry

I. INTRODUCTION

Lodgings are critical all around as giving the offices to diversion and amusement, meeting and gatherings and business transmission. At the point when inns are basic for the economies and social orders are proper to transport. Lodgings contribute the yield of products and related administrations which construct prosperity of their countries and networks. Guests spend the inns and contribute the nearby economies specifically and by implication. At the point when outside guests profit the offices of these inns the remote cash is earned through the guest's installments. Cordiality industry turns into the wellspring of business particularly for the works and the executives.

Types of hotels

*Resort

A retreat is a full-administration inn that gives access to or offers a scope of amusement offices and luxuries. A hotel is regularly the essential supplier of the visitor experience and will for the most part have one-mark enhancement or fascination (Brey, 2009).

*luxury hotel

These Hotels are furnished with world class infrastructural comforts, they offer the sightseers with a fine hotel and eating knowledge. They expand a warm welcome to the clients cooking principally to the privileged administrators.

*Budget hotel

These sorts of Hotels resemble home far from home, they oblige clients from upper center and working class. Generally named as Economy Class Hotel, Business Hotels and Discount Hotels, the Budget Hotels underpins the cutting edge infrastructural offices for an agreeable and charming remain

*Boutique hotel

Boutique inns are commonly little lodgings that offer elevated amounts of administration. Boutique inns regularly give bona fide social or memorable encounters and fascinating administrations to visitors. Boutique lodgings are one of a kind.

II. REVIEW OF LITERATURE

Cordiality as a subsection of the travel industry "is a fundamental part of the domestic and inbound recreation market. Consistent demand for the travel industry allows the neighborliness industry to estimate demand and identify opportunities to increase consumer spend, creating a wave of auxiliary money related effects" (Robinson, Luck and Smith,2013).

The cordiality industryhas2 sectors: the convenience segment and the Food and Beverage(F&B) sector. This explore paper is centered around the settlement division, with an emphasis on hotels. The reason behind this choice is that the hotel business has been an expanding industry in the previous couple of years and it has gotten a ton of consideration from analysts in regards to its advancement and client conduct. It is difficult to give a solitary general definition for a lavish inn for the straightforward reason that it is significantly harder to initially clarify what precisely is involved in the word extravagance (Danziger, 2005).

Kapferer (1997) introduced the semiotics of "extravagance" as " Luxury characterizes magnificence; it is workmanship connected to useful things," which underscore that extravagance items as an artistic expression brings increasingly mental fulfillment, similar to regard on the proprietor, then practical utility.

Contribution to Economy growth

With a reliably developing working class and expanding extra cash, the travel industry and neighborliness segment is seeing a sound development and records for 7.5 percent of the nation's GDP. As per a report by KPMG, the friendliness division in India is relied upon to develop at

16.1 percent CAGR to achieve Rs. 2,796.9 thousand crore in 2022.The accommodation segment includes a wide assortment of exercises inside the administrations segment and is a noteworthy activity supplier both direct and in a roundabout way. The segment pulls in the most FDI (Foreign Direct Investment) inflow and is the most critical net remote trade workers for the nation. It likewise contributes essentially to backhanded duty income at the state and focal dimension which incorporates incomes from VAT, Service Tax, and Luxury Tax and so on. The development in the cordiality division and its commitments to the GDP will keep on being considerably higher than different parts of the economy on the back of immense the travel industry potential in the nation. Nonetheless, the neighborliness segment is a standout amongst the most intensely exhausted ventures and is saddled with numerous layers of expense, for example, VAT, administration charge, extravagance charge, and so on running from 20 percent - 30 percent.

The cordiality business includes numerous viewpoints from hotel and nourishment administration to the travel industry. As per Goeldner (2006), "the travel industry might be characterized as the procedures, exercises, also, results emerging from the connections and the cooperation’s among sightseers, the travel industry providers, have governments, have networks, and encompassing situations that are included in the pulling in and facilitating of guests" (p. 5). To build up a travel industry goal, numerous variables should be considered including a stock of the travel industry resources and nearness to populated zones (George and Rilla, 2005). The people group closest the chasing lodge has accessible hotel and eateries, and could straightforwardly profit by extra the travel industry attracted to the territory.

Hospitality Industry and the CRM

The accommodation business is an administration segment which to a great extent relies upon the relationship of the inns with its clients. This industry is for the most part reliant on relationship showcasing. Numerous accommodation associations have neglected to comprehend what extremely the necessities and prerequisites of the clients are which influences them to neglect to give flawless administration conveyance. Numerous different lodgings comprehend the necessities and prerequisites of the clients yet were not able change the desires for the clients into their pleasure or fulfillment. The Customer Relationship The executives is a system or a business technique to choose the most significant client relationship. In the cordiality business, there are diverse sorts of visitors comprehensively named business class and recreation every one of which have their distinctive needs and necessities. The accommodation industry should endeavor to keep up the dependability and support of their clients to get the upper hand over other cordiality suppliers in the market. The accommodation associations should attempt to give worthwhile offers and bundles to their recurrent visitors just as the first run through visitors to adequately keep up prosperous and cultivated relations with their clients.

Employment opportunities

In light of the inclusion or commitment the travel industry supply side, business openings in the travel industry and cordiality parts can be made either specifically or by implication [2,3]. Direct Employment openings are the complete number of openings for work upheld by specifically in movement and the travel industry. For instance, work by

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lodgings, eateries, travel offices, the travel industry data workplaces, galleries, secured regions, for example, national parks, castles, religious destinations, landmarks, air creates, journey lines, resorts or shopping outlets, trinkets, photography, touring visits, farmhouses, bed and breakfast, rustic motels, and visitor houses neighborhood transportation (state possessed carriers and railroads, private transport offices), Guides, cooks and scouts.

Recent trend in hospitality industry

Current voyagers see extravagance increasingly more in the narrating of having an ordeal as opposed to in extravagance things. So as to give all these offices to the guests, the lodging business needs to pursue the ongoing patterns.

*Evolving Demand:

Voyagers today would prefer not to feel like they are in a corporate setting, yet flourish in situations where they can collaborate with individuals, be it up close and personal or virtual. They need everybody to take an interest.

*Globalization:

There are increasingly similarly invested individuals who think in comparable ways; Brands are all over the place and you don't need to go far to discover them Social assortment is reducing; Arrangements are winding up increasingly all inclusive.

*Innovation:

Innovation makes things less demanding and has prompted a blast of data, Social media is utilized every day. Client suggested criticism is winding up progressively essential and Internet gatherings are giving expanded straight forwardness.

*Transport

Voyagers a regularly select from an assorted scope of modes of transport. Contingent upon where they are going to they can walk, cycle, or utilize a vehicle, mentor, ship, train or air ship. The different types of transport have unique impacts on the earth. Clearly strolling and cycling have the least negative effects on the condition in light of the fact that no petroleum products (oil, coal, gas) are consumed and consequently no greenhouse gas discharges happen.

*Influx of international visitors

Worldwide relaxation travel is on the ascent—Dubai International Airport has turned into the busiest airplane terminal on the planet. Inns must probably give benefits in a large number of dialects, and custom fitted encounters appropriately fit to the way of life and one of a kind needs of their worldwide guests.

*Destination promotion

The blast of online life is making inns turned out to be progressively associated with goal and self-advancement. Many are highlighting visitors' pictures and tweets on their sites; some are notwithstanding utilizing the material in their publicizing efforts.

Human Resource in hotel industry

The significance of Human Resource (HR) for inn and the travel industry is progressively being figured it out. Regardless of the uplifted requirement for HR in the lodging business, the capacity has clearly not accomplished its maximum capacity around the globe. In creating economies HR clearly should be used more. There are various issues and imperatives, which concern human asset improvement in the Hotel furthermore, Tourism Industry, viz., lack of qualified staff; deficiency of preparing foundation and qualified mentors; working conditions in the inn business; and need of legitimate systems and arrangements for human asset improvement. Generally, the capability of HR in the nature of staff reliant on the inn business is yet to be completely figured it out.

Role of technology and internet

Innovation effects and helps the development of essentially every industry in the present age. Inn industry also isn't protected from its belongings. With nearby and universal lodging foundations staying at work longer than required to take advantage of the intensity of web, so as to catalyze their deals and to improve client relations, it is just clear how web is assuming a key job being developed of inn industry today. Social organizing entrances like Facebook, Twitter and so forth are progressively assuming a prevailing job in methodologies of inns everywhere. Client produced input's and audits on such sites assume an immense job in advancing the administrations of inns by listening in on others' conversations. Further, it additionally winds up less demanding to keep in contact with and keep up associations with ex-customers by making utilization of online tools. Hotel chiefs wherever are recognizing the way that web gives a decent choice to take appointments for their foundations. Albeit many are as yet incredulous about its ability to expand travel buys and inn appointments, many concur that online advancements are an extraordinary method to make intrigue and mindfulness among visitors.

III. CONCLUSION

Created inn industry is something which depends on the fruitful advancement of any vacationer destination. Through a concise review of the circumstance it has given a reasonable knowledge into the broad nearness in the market of superb offices and great business results, yet additionally featured the requirement for another applied arrangement with regards to raising aggressiveness and keep up a lasting positive outcomes. Dissecting the structure of convenience offices is clear in the portrayal of little and medium-sized inns with its offer, assets and the board are not the correct method to contend effectively and freely on the global market. Likewise, its vast majority is a perplexing that progression of the previous state framework and accordingly are lacking and foundation and substance arrangements that are required in the present the travel industry showcase.

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Study on Usefulness of Reviews from Food Bloggers and Food Critics for the Hotels and Restaurants

Poojary Ritesh Venkatesh

Researcher, B.Sc HS Department

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract: *Food bloggers and critics are the new restaurant business influencers. It has become a criterion for individuals to use when deciding whether or not a restaurant is worth visiting. The impact of a food blogger's or food critic's advice on consumer attitudes and behaviour, on the other hand, is still unknown. People are increasingly relying on reviews to help them find a decent spot to eat out. This study examines whether food bloggers or food critics are a blessing or a curse for restaurants. The findings perceived was Food bloggers being a curse to some extent while Food critics playing a role of being a boon to the restaurant industry*

Keywords:. Food bloggers, restaurants, reviews

I. INTRODUCTION

A food blogger is someone who writes about their experiences with food, whether it's eating or cooking. They share authentic or experimental recipes, along with mouth watering photographs. These bloggers report on the quality of food, service, ambiance, price, and a variety of other aspects of restaurants. It is not necessary for a food blogger to be a food critic. Food bloggers are ordinary people who share their honest opinions to help others find the best spot to eat. A food critic is a writer who tells about their eating experiences in publications, websites, and newspapers. Food reviewers go to restaurants, taste the food, and write reviews. They also compare and comment on similar dishes from different places. They will give a rating based on their experience with the establishment, assisting others in selecting the best location. Both food bloggers and food reviewers are beneficial to restaurants because they assist them grow by providing honest and favourable reviews. Each review is significant since it has a significant impact on restaurants; therefore, each review should be jam- packed with helpful information. Food has risen to prominence as a result of the rapid rise in popularity of food blogging. Bloggers have evolved into influencers who control people's eating habits. This is the "FOODIES" era. People want to write reviews, blog about it, and make social media posts about it. The way restaurants sell themselves has changed thanks to food bloggers. People want to chat about food, read about food, and know what bloggers think of new places, despite the restaurant industry's ethical difficulties. A food blogger and a food critic are similar in that they walk a fine line between the two positions by performing both well.

What is Food Blogging and who are the food Bloggers?

'With the rise of social media...' appears to be the current buzz term. It's hard to get out of bed in the morning, put on one's robe, and walk down to the kitchen to pour a good cup of Earl Grey without hearing it mentioned somewhere.
However, food blogging isn't a brand-new phenomenon. Food Blogger Connect, the world's largest international food blogging conference, has been running for five years. Of course, each edition is bigger and better than the last, reflecting both the growing popularity of blogging and, of course, our continued hard work and best efforts to make the weekend both unforgettable and inspirational.

How Food Blogger have Affected the restaurant industry?

At the table, there are smartphones. Blogs about food. Before anyone has taken a bite, photos of immaculate dinners are uploaded online. Restaurant reviews written by amateurs. Many people do not only desire to cook and enjoy nice meals.

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They want to write a review, blog about it, and photograph it. The "foodie" era has here. The internet is having a significant impact on global culinary trends. The internet's favourite dish can be kale one day and cauliflower pizza the next, thanks to insta-famous influencers blogging about their favourite new restaurants or the development of a unique new cuisine mix that spreads like butter throughout the web. We're consuming recipes of all kinds on social media, from extreme clean eating to gratuitously indulgent comfort food, and we're loving it. With the passage of time (and a few technology advances), the gourmet has given birth to a new type of foodie: the food blogger. Food bloggers like discussing food and sharing expertise, whereas foodies are those who are passionate about food. The creative side of blogging is a big reason why so many foodies want to share their passion with the rest of the world.

What are Food Critics and who are the Food Critics?

With the emergence of newspapers, the function of professional restaurant reviewer emerges much later. In the first decade of the nineteenth century, Alexandre Balthazar Laurente Grimod de La Reyniere published an annual Gourmands' Almanac in France, which is regarded the first restaurant directory. Hugely popular, it inspired fellow foodies to seek out the best restaurants in town, taking use of new modes of transportation (train and later automobile) to seek out new gastronomic experiences. However, this is as much a guidebook, gastronomic trip writing, as it is modern-day restaurant reviewing.

The Michelin tyre firm followed in his footsteps, publishing its first hotel and restaurant guide in 1900 and awarding its first coveted "stars" in the 1926 edition. In an ironic twist, Michelin used restaurant reviews to urge tyre buyers to drive more, increasing brand exposure while also wearing down the tyres, forcing them to buy new ones.

II. LITERATURE REVIEW

Adliah Nur.Hanifati, International Journal of Humanities and Management Sciences (IJHMS) Volume 3, studied the Influence of Food Bloggers on Consumer Attitudes and Behavior in Restaurant Selection- Food bloggers have emerged as new restaurant business influencers in today's globe. The influence of a food blogger's advice on a customer's behaviour, eating habits, or mindset is unknown.

Ameesha Raizadaa, Biz at India, The Web of Food, February 2018- In India, social media has become a source of inspiration for cooking aficionados, tantalising taste buds and bringing amateur cooks and food bloggers to the fore.

Elzbieta Lepkowska-White Emily Kortright (2017)Studied the looks at how well-known female food bloggers sell their products and services. Female bloggers create identities on their blogs that highlight distinct meanings and motivations of food in highly deliberate ways, according to content analysis of these food blogs.

Female bloggers employ a number of business strategies to ensure that their personas are genuine, professional, and thoroughly integrated into their target audiences' lifestyles and views

John T. Lang (2015), investigates how extensively known and popular food writing aids the general public in defining the permissible musical and auditory repertoire in restaurants. In the San Francisco Chronicle, there were 1,208 reviews published by thirteen reviewers, and in the New York Times, there were 598 reviews written by four reviewers. I make a link between reviewers' assessments of fine-dining sound and the locations of those practises in New York City and San Francisco. This project investigates how background aesthetics based on geography mediate expert opinion and enable consumption in the city.

Lizzy Saxe, Forbes, December, 2018, It is commonly known that locating a restaurant is easier when you can rely on a friend's advice. Thirty percent look at restaurant review sites, while ten percent skim through social media. How will the internet alter the restaurant industry as it becomes increasingly significant in our lives? Only time will tell.

Lofgren, J. (2013) studied the Food blogs that have clearly reignited interest in sharing recipes among "regular" people. Food blogs, on the other hand, are only one aspect of the continual growth of food-related media and recipe-sharing platforms. Food blogs play a vital role in food culture, as well as culture in general. They reflect a resurgence of interest in folk culture as well as a growing trend of "do-it-yourself" activity in both online and offline communities. Food blogs also serve as an excellent case study for understanding how our online and offline lives have grown increasingly linked, as well as demonstrating the Internet as a part of everyday life.

Meghan Lynch (2010), investigated the debate over the relationship between food and exercise in one group of photography-based food blogs that has been recognised as demonstrating dietary constraint in previous study. Food as

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Theodosia C. Nathalia, Carla Kansius, Eunice Felicia, Ida Ayu Amanda Kalpikasari (2016), The goal of this study is to look into consumer behaviour in regards to food blogger reviews and recommendations for a healthy eating lifestyle, as well as to see if there is a link between food bloggers' reviews and recommendations for healthy eating and consumer behavioural intentions. The findings reveal that all variables in the study had a positive impact, implying that people's attitudes about healthy eating are positively influenced by food bloggers' perceived legitimacy and utility, which in turn influences their behavioural intentions. Food blogs, according to the study, have an impact on encouraging individuals to eat healthy food and raising knowledge of healthy food consumption.

III. CONCLUSION

In the restaurant industry, both food bloggers and food critics play crucial roles. Dish bloggers take advantage of every opportunity to draw attention to their material by publishing appealing photos and providing information about the location and food. Food critics provide unbiased assessments and recommendations to help customers find a better place to eat. Food bloggers are often invited culture, as well as culture in general. They reflect a resurgence of interest in folk culture as well as a growing trend of "do-it-yourself" activity in both online and offline communities. Food blogs also serve as an excellent case study for understanding how our online and offline lives have grown increasingly linked, as well as demonstrating the Internet as a part of everyday life.

Meghan Lynch (2010), investigated the debate over the relationship between food and exercise in one group of photography-based food blogs that has been recognised as demonstrating dietary constraint in previous study. Food as fuel, food restricted and worked off by exercise, and food consumption as justified by exercise were all mentioned by bloggers, mostly prior to and after exercise.

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IV. CONCLUSION

In the restaurant industry, both food bloggers and food critics play crucial roles. Dish bloggers take advantage of every opportunity to draw attention to their material by publishing appealing photos and providing information about the location and food. Food critics provide unbiased assessments and recommendations to help customers find a better place to eat. Food bloggers are often invited by restaurants since they assist in the promotion of the establishment, whereas Food Critics are the ones whose opinions are genuinely taken into account and what really matters to them. Food Critics are more beneficial than Food Bloggers, according to interviews with a few restaurants in , because food critics provide reviews on a public forum, allowing restaurants to improve more efficiently. Food bloggers are beneficial as well, although not as much as food critics. They are both a boon and a curse for restaurants, whereas food critics are proven to be beneficial to hotel industry.

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Use of Digital Marketing as an Effective Promotional Strategy used by Hospitality Studies Sector

Rai Chirag Mahabal

Researcher, B.Sc HS Department

Bunts Sangha's Ramanath Payyade College of Hospitality Management Studies, Mumbai, Maharashtra, India

Abstract: *With a boom in hospitality sector many brands are opening new properties and each hotel is striving hard to attract and retain customers .For this various promotion tools are being used and digital marketing and social media is one such tool which is used widely because of its impact , high reachability and cost effectiveness. The paper aims to the use of social medial and various platforms available to promote the Hospitality product*

Keywords:. Digital marketing, Social media, Hotel industry, Restaurant Industry

I. INTRODUCTION

Globalisation has impacted many industries positively and Hotel industry is one of it. It has gained tremendous boom due to globalisation but at the same time hotels has neck to neck competition with each other. Not only this hotels have self-competition as well, everyone is striving hard to raise their bar through quality improvement and innovation.

With mushrooming of hotels and ample availability of hotels, hotels have to play smart for reaching out to their target customer as todays customer is very choosy when it comes to selecting hotels. This emphasizes the need of social media or digital marketing to offer hotel products to their customer at the same time attract them to buy your hotel product.

Digitalization plays a crucial role in today's competitive market with the involvement of business model using digital technologies, which is not only cost effective but and expands business globally. This in turn ensures quality and enhances transparency in the business because of which frauds can beminimised and there is highly competitive market so customers are free to make choice.

For customers its super easy to access information which is available on internet either on their mobilesof laptops. It has become a very convenient mode of communication amongst people. They can resolve any issues and queries through email, chat or website.

With its high reachability, hotels are using Digital Tools in big way as their promotion tools. Not onlythat digital tools helps hotels with storing customer data base which eventually helps in bettering their CRM strategies and go for attracting new customers and building stronger bonding with their existingcustomer base. Swati Dabas, Savita Sharma, Kamal Manaktola (2021) discusses the digital tools adopted by hotels for retaining their customers for a longer period. As it is equally important to retainthan to attract the customer and digital tools play an important role in doing so.

Restaurants are highly dependent on social media platforms as well as delivery platforms as Zomato, Swiggy etc for their food delivery, especially in current pandemic scenario.

Reviews on social media not only helps customer for evaluating and choosing their products right butalso keeps the sellers on their toes as they want to avoid any negative customer review.

The researcher has tried to analyses the extent to which social media or digital marketing is used by Hotels and restaurants as a promotion tool.

II. LITERATURE REVIEW

Dieguez, T., Ly, N. T., Ferreira, L. P., & da Silva, F. J. G. (2021) The hotel industry is highly influenced and transformed with the new digital era which has a strong customer network. These digital customer networks are

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influencing their perceptions, decisions and attitudes and also impacting their satisfaction levels thus impacting the businesses. Hence it can be used as to promote sales by reducing cost, engage customers and influence their perceptions and decisions to purchase. This helps in accessing customer relationships, establish connection and collaborate. This research accessed the digital customer networks influence on hotel business. They also conducted interviews with five General Managers of different hotels in Portugal. This study shows that digital marketing is very effective in transforming stakeholders and requires immediate attention for incorporation of digital strategies in hotels. It is also cheaper and faster in reaching the customers by way of Search Engine Optimization and attractive websites. In the long-run it is cost effective and impactful if manages wisely.

Li, J., Kim, W. G., & Choi, H. M. (2021). The authors have studied and measured the engagement of customers and promotional activities through social media across different social networking sites (SNSs) for the casual-dining restaurant industry and the influence of its dimensionality. The metrics show that the engagement differs across channels and promotional activities and have a positive impacton the performance of casual dining restaurants. The research also provides an assessment to the marketers for selection of the most effective SNSs for implementation of best promotional activities within the budget of small and medium-sized casual-dining restaurants.

Amol Kumar, Asif Ali Syed, Ajay Singh (2020) This research paper aims to find out the effectiveness of digital marketing for star category hotels in India who are classified by Hotel and Restaurant Approval & Classification Committee (HRACC), Ministry of Tourism, Government of India. This literature review also categorizes few research papers who examined related areas in India and abroad. It was found that digital marketing is quite effective for star category hotels in India. The outcomes are confined to the star category hotels in India. This study would help the hotel marketers to know the effectiveness and importance of digital marketing tools and how to use them strategically. The study would also aid the digital marketing team for effective and optimal utilization of digital marketing strategies.

Gavrilets, O., Chuchka, I., & Gajdoš, M. (2020). They have investigated the holistic system of understanding the present situation of hotels in the conditions of intensified competition and what capabilities of digital tools will increase the efficiency of economic activity in such a market. They have studied digital tools like multimedia technologies, interactive hotel event management systems and customer service, etc. which are proposed to increase the efficiency of the competitiveness of thehotel industry and its role of digital marketing through the adaptation of its tools like social networks,SEO, contextual advertising etc.

Shaik Javed Parvez[1], H.M. Moyeenudin[2], S. Arun[3], R. Anandan[4], Senthil Kumar Janahan[5] (2018) Their research paper aims at studying the "Role of Digital Marketing in Hotel Industry" and also tries to understand the best digital marketing technique for this industry. Digital Marketing is used for promotion of brands, products, businesses etc through the online mode. Recently hotels have alsostarted using this method of marketing to promote their businesses. They are using Social Media Marketing (SMM), Search Engine Marketing (SEM) and Search Engine optimization (SEO) to rate themselves well on search engines like Google. Promotions are also done through video marketing using YouTube and Web portals. The customers have become web savvy and search hotels through various websites on phone, computer etc. These sites provide enhanced search options and results of the required content on the basis of inputs, user profile, managing citations etc.

Gurneet Kaur (2017) The study focuses the newer avenues available for reaching out to target audiences and Digital marketing has become an indispensable part of every big or small business. Thegrowth of digital marketing has impacted the way organizations promote their offers to attract new customers. It also had a great impact on the hotel and tourism industry where the information is on thefinger tips of the customers regarding latest offers and best prices. The study had examined the requireddeterminants for digital marketing and its importance in the hotel and tourism industry.

Christou, E. (2011). The study had hypothesized, a cognitive–affective–cognitive multidimensional model which had incorporated all elements of how and why hotel customers utilize sales promotions offered over the Internet. The model had incorporated facts pertaining to customers' exploitation of online sales promotions and focuses on the relationship between hotel customers' beliefs, attitude, and purchasing behaviour. The model fit was tested through structural equation modelling analysis and results indicated significant support for the hypothesized paths. The suggested pattern appeared to influence the behaviour towards online promotion deals, and certain trait variables which hadconsiderable impact on the process.

III. CONCLUSION

The study shows that Digital Marketing is adopted by the Hotel Industry for the purpose of branding, promotion and various customer services and also found to be an effective tool for the growth of hoteland tourism industry. The most preferred social media platform for promoting the hotels was Trip Advisor followed by Instagram, Facebook and Twitter and also for the purpose of Room Booking most preferred social media platform was Trip Advisor followed by Trivago, booking.com, hotel.com

Advertising on the social media platforms was found to be very effective tool for promoting the hotel business and moreover these platforms are also a good source for generating profits in various ways.

It was found that the reviews of Google and Instagram were very useful in attracting new customers in hotel and restaurant industry and also the consumers accessed the digital marketing platforms for comparing prices before online booking of any hotel or hotel service.The findings also had revealed that the most preferred food delivery and restaurant table booking application was Swiggy followed by Zomato and Food Panda respectively.

Digital Marketing is the most effective tool adopted by the Hotel Industry for branding, promotion and rendering various customer services. The growth of any hotel business would largely dependent upon the effective use of various social media platforms and they are also a good source for generatingprofits.

The customers nowadays have become more aware about the best offers and discounts that were offered by various hotels and restaurants and it would also be used for comparing prices having a best deal, this has been only possible because of strong advertising on various digital marketing platforms.

Reviews that were written on Google and Instagram were not only found to be the best source for increasing business but also an important tool for attracting and retaining new customers.

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