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Research Paper for the Academic Year 2021-2022

Sr. No.	Name of the Author/s	Title of the paper	Link to the website of the Journal
1	Dr. Devidas Golhar	Teaching Acceptance for the online Teaching- Learning: Perspectives teaching from higher Education in India	https://doi.org/10.1080/09523987.2022.2153989
2	Dr. Devidas Golhar	Role of HR Strategies in realizing organizational performance with reference to the Indian retail industry	https://www.scopus.com/sources.uri
3	Asst. Prof. Dr. Swapna Salil Kolhatkar	Human Resource Model-Based Relationship of Academia, Industry and Research	https://hrdc.gujaratuniversity.ac.in/Ejournal
4	Asst. Prof. Dr. Kalpana Vaidya	Study of Artificial Intelligence and its Applications in Marketing Process towards consumer: A Conceptual analysis	https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101051174&flag=Search
5	Asst. Prof. Dr. Kalpana Vaidya	Transforming HRM with Hr analytics :A quantitative study of benefits and challenges	https://www.scopus.com/sources.uri
6	Asst. Prof. Dr. Ganesh R. Patare	Trading and investment performance level of Bharati Airtel in the derivatives market	NA
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Technology acceptance for online teaching-learning: perspectives of teachers from higher education in India

Aakash Kamble  , Devidas Golhar  & Parag Kalkar 

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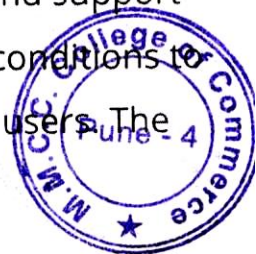


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ABSTRACT

The sudden outbreak of the Covid-19 pandemic resulted in a transition to an online teaching-learning (OTL) methodology, forcing India's institutions to adopt it. The present study investigates OTL's acceptance by faculty instructors/teachers employed in India's higher educational institutions using the technology acceptance model (TAM). A survey of 433 respondents studied the intention to use OTL by teachers. The study considered India's higher educational institutions and utilized web-based questionnaire survey methods for collecting the responses. The study found support for OTL's perceived usefulness and the perceived ease of use, facilitating conditions to be significant determinants for attitude towards the use of technology by users. The



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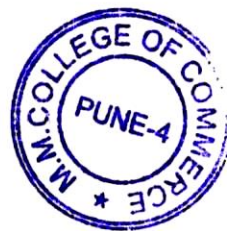
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Role of HR Strategies in realizing the organizational performance with reference to Indian retail industry

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Abstract

The present research paper introduces HR strategies that support retail firms to empower their employees with the necessary capabilities to jointly achieve the desired objectives set by the firms. It argues that retailers can achieve the organisational performance only through the improved employee performance. Today there is a rapid change in the way HR must deal with its employees. Organisations have many expectations from HR thus it has to pressurize itself for more innovations and turning to be business-savvy to stand toe-to-toe with overall organisational plans. Ditching the traditional role of administration, HR has to be into service delivery mode. Employees being their first customer to deliver, their role is very important. This study has been carried out in retail firms within Pune city of Maharashtra, India, on the adoption of Strategic HR practices. For the study purpose HR strategies under three verticals were chosen; diverse workforce, performance incentives, and technical training. Several items under each of these verticals were studied to know the impact of HR strategy on attainment of retail store objectives. Primary data for the study is collected through the questionnaire involving a sample of 290 HR managers working across retail firms, using the method of convenient sampling. Data were analysed using chi-square to arrive at the result, where it was concluded that adopting HR strategies have improved the retail store performance by achieving its objectives. It exhibited the need to pursue HR makeover and survive the intense pressure from the business world.

Keywords: HR strategy, diverse workforce, retail store objectives, technical training, Organizational performance

1. Introduction

In the present era corporations unanimously agree to the fact that HR must add more value to the firm by being the business partner, this implies that it has to look beyond routine administrative tasks in order to impact the organisational effectiveness. Promising organisations must depend on their human asset to remain competitive in the market, so there is a constant need to adopt a bounceback approach while dealing with people management. The HRM practices in the service sector like retailing have gained momentum until recently, in pace with other sectors. The trending topic however remains- Innovative HRM practices, that expedites the growth of any organization giving newer direction. When it comes to retail HRM, the centralized HR has lot of control over their geographically dispersed retail stores. Be it the impact on attitude of employees, motivating or retaining the employees, all starts with right human resource management practices. There is a need to explore the possibility of such strategies which are related to managing human resources to expect employees' performing well in the way desired by the organisation. This desired performance has an aim to directly impact objectives of the retail

1.1 Overview of Retail Industry:

According to the studies conducted by NITI Aayog, Govt. of India, in the past decade, the Indian market size has seen large growth, almost three times accounting for \$800 billion. In FY 2019-20, the retail market has contributed 10% of India's GDP giving employment to 35 million employees i.e 8% of the total workforce. As per report of equitymaster 2021, in FY2020, organized retail has a large share to contribute in total Indian retail industry i.e 11-12%, on its way to increase upto 16% in next 5-6 years. Boom in this sector may be due to the increase income at the disposable with the consumers who are very conscious about their taste and selection. Majorly there are four retail formats existing in the industry (a) Single/exclusive branded retail stores; franchisee showrooms by manufacturer (b) Multi-brand stores; with one product type with multiple brands under it. (c) Convergence retail store; showcase most of convenience products along with consumer products. (d) E-retailers; shopping done online. Today the retail market has adopted the modern technologies into their retail space including artificial intelligence, Internet of Things, cloud platforms and in-store digitization. Al though traditional and unorganized retail is currently dominating the market but the organized retail is penetrating deep with much use of technology intervention and AI-driven operations. In fact to the extent that when





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HUMAN RESOURCE MODEL BASED RELATIONSHIP OF ACADEMIA, INDUSTRIES & RESEARCH

Dr. Swapna Salil Kolhatkar

Abstract

India, the most populous democracy in the world, has risen proud and self-sufficient after its independence movement; to be considered as one of the emerging powers of the world. The success of the country lies in its rich geographical, cultural, religious & social diversity that nurtures talent from all across society and its promotion of 'Jai Jawan, Jai Kisan, Jai Vigyan' that credits various sectors from agriculture to defense to scientific research. The Indian education system has played a pivotal role in educating the masses and making them employable in various sectors. Indeed, it is the formal, non formal and informal education that forms the basis of unity in diversity and has ensured progress & development of the country.

On the other hand, science is based on facts, and is used in all sectors to assist the producers and predict the consumer's behaviour; and can definitely be used to identify theories that correlate the role of academics, industrial expectations, research contributions; to ensure the integrity and prosperity of our country. The form of education varies for different eras as the needs of the era or society are different. Due to the change in time, environment and situation post pandemic, the demand for academic programmes has changed along with the expectations and outcomes. Science plays a role in correlating the needs of a society and predicting the success of proposed academic programmes through its various scientific models. The industry institute interactions assist in forecasting the expectations of the industry from the young employable graduates. The promotion of vocational, interdisciplinary and multidisciplinary academic programs has generated a keen interest in the knowledge application amongst the youth. The facility to own research work through patenting, itself brings research, industry and academics to a symbiotic relationship that must work together to liberate the society from ignorance and take a step towards success. This paper addresses the role of education as a tool to channelize the workforce towards stability, organization, knowledge sharing and progress of the country through the contributions of academicians, skilled personnel, managers, researchers and policy makers.

Keywords : workforce in industry, administration, research & development, policy makers, symbiotic society



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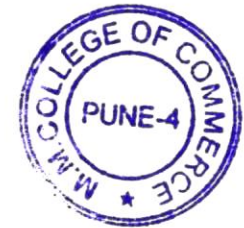
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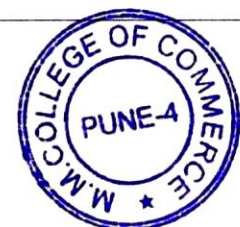
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**STUDY OF ARTIFICIAL INTELLIGENCE AND ITS APPLICATION IN
MARKETING PROCESS TOWARDS CONSUMER: A CONCEPTUAL ANALYSIS**

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Abstract:

The changing consumer buying behaviour and preference, attitude and engagement has brought tremendous challenges to the marketing managers. Due to the pandemic the customer preference and buying patterns towards products has changed the way markets operate in earlier. The advancements in digital automation and its related technologies, the application of intelligent automation in marketing is expected to increase in the future. The problem is that the advances are very recent and thus there is not enough research in depth on the role of AI applications in the marketing process, making it difficult for marketers to use the technologies. This paper offers a research agenda on the latest implementation of artificial intelligence and the challenges faced by marketing managers in the current situation and their impact on the marketing process through the adoption of the AL application in the marketing process, AI platforms and future trends. Technologies help marketers to better understand clients and allow them to better target them and customise marketing behaviour and messages. This research paper also tries to find out about the literature assessment of a variety of researchers who have already posted modern-day utility of artificial intelligence in marketing, and its affect on the future of marketing process. Based on the challenges faced by the marketers in the present situation we have framed a framework on how AL applications can support marketers in marketing process.

Key Words: Artificial Intelligence, AI application in Marketing, AI platforms, AI Trends in Marketing

1. Introduction:

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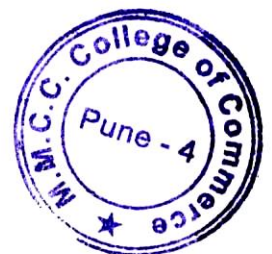
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Transforming Human Resource Management with HR Analytics: A Quantitative Study of Benefits and Challenges

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Abstract

The advent of digitalization and technology has spurred the need for making the systems robust and automated for lesser human intervention. The human resource departments are responsible for managing quite complex tasks such as talent acquisition, performance management, compensation, benefits, and other essential employee-related functions. It is not always easy to manage a huge record of employees manually. Earlier Human resource function was more of a transactional and administrative job. However, with changing roles and job profiles the way of doing things has also changed. As businesses have acknowledged the role of Human Resource Management in leveraging the resources available to help organizations achieve a competitive advantage. HR analytics has become essential for businesses to carry out complex tasks and predict the trend for making future strategies. In the modern era, HR analytics is the buzzword for HR professionals. It helps to figure out the gaps in the performance of individuals and teams and suggest methods to fill them with the usage of Artificial Intelligence or other related technologies. In this study, the focus has been directed toward understanding the role of HR Analytics in transforming Human Resource Functions. Sample of 197 respondents from HR team of different organizations were surveyed to know the benefits, challenges and impact of Transforming Human Resource Management with HR Analytics. It is found that there is a significant impact of Transforming Human Resource Management with HR Analytics on an organization.

Key Words: HRM, HR Analytics, People Analytics, Advantages, Challenges, Solutions, Human Resource Functions.

Introduction

With several signs of progress in technology, innovation as well as cloud computing, there are presently various information sources accessible to direct navigation and drive the accomplishment of success of different organizations. Gathering the right sort of information generally lies on the bucket list of HR departments to have solid scientific abilities. High-performing HR groups realize that they can use information as a method to create options by distinguishing certain related metrics or information that conveys a specific idea for creating strategies (Schuler, 2015). These strategies are then used for organizational growth and progress. HR should guarantee that the specific metrics and measures are utilized by the organizations to accomplish vital goals. HR Analytics also known as people analytics is the method involved in gathering and deciphering information related to the employees for further developing the performance of individuals and teams within the firm. The cycle can likewise be alluded to as talent or workforce analytics (Vu, 2017). This technique entails analysis of



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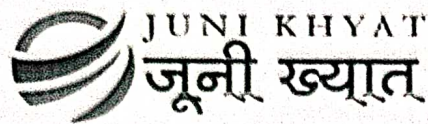
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**TRADING AND INVESTMENT PERFORMANCE LEVEL OF BHARATI AIRTEL IN
DERIVATIVES MARKET**

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Abstract:

The investment performance of every company depends upon the stability, facing of challenges, formulation of policies, etc. The company's need to have efficiency in their working performance of an investment in any avenues in order to earn more profits and bear less risk. The derivatives market is also one of the investment tools which can help to generate more ROI. The present study focused on trading & investment performance of Bharti Airtel, one of the leading players in the field of telecom sector in India. The Bharati Airtel how it operates in the derivatives market especially in futures and options market. The study revealed that the futures market settlement price is higher than the options market. The present study also reveals that financial awareness will be very helpful to the investors to protect their hard earn money, it also helps them maximise their annual CAGR. So, to prove the same, the present study has considered the case of Bharti Airtel in derivatives market to know the Trading and investment performance level.

Keywords: Derivatives, Futures, Options, Performance level

Introduction

Derivatives is basically financial security whose value is derived from an underlying asset in the form of Equity, Index, Foreign exchanges, Commodities or any other asset. There are three participants will come in derivatives market like Hedgers, Speculators and Arbitrageurs. The hedgers face risk associated with the price of an asset and they use futures or options markets to reduce or eliminate their risk, the speculators bet on the futures movements in the price of an asset and the arbitrageurs makes profit by taking advantage of difference between prices of the same product across different markets. The financial derivatives market is also a type of contract where underlying asset is a financial asset like equity, interest rates and exchange rates.

Background of the Study

As the initial a step towards the introduction of derivatives trading in India, SEBI set up a 24-members committee under the chairmanship of Dr. L. C. Gupta on November 18, 1996 to develop an appropriate regulatory framework for derivatives trading in India. The committee submitted its report on March 17, 1998 recommending that derivatives should be declared as securities so that regulatory framework applicable to the trading of securities could also govern the trading of derivatives. Subsequently, SEBI set up a group in June 1998 under the chairmanship of Prof. J. R. Verma, to recommend submitted its report in October 1998. It worked out the operational details of the margining system, a methodology for charging initial margins, membership details and net-worth criterion, deposit requirements and real-time monitoring of positions requirements.

The exchange-traded derivatives started in India in June 2000 with SEBI permitting BSE and NSE to introduce the equity derivative segment. To begin with, SEBI approved trading in index futures contracts based on nifty and Senses, which commenced trading in June 2000. later, trading in index options commenced in June 2001 and trading in options on individual stocks commenced in July 2001. Future contracts on individual stocks started in November 2001. Metropolitan Stock Exchange of India limited (MESI) started trading in derivative products in February 2013. Derivatives market in India has a history dating back in 1875. The Bombay Cotton Trading Association started future trading in this year. History suggests that by 1900 India became one of the world's largest futures trading industries. However, after independence, in 1952, the government of India officially put a ban on cash settlement and options trading. This ban on commodities future trading was uplift in the year 2000.



ABDC JOURNAL QUALITY LIST

Journal rankings in the search tool below are current to 6 December 2019, with minor textual corrections. You can download a copy of the complete list through the search tool, or by clicking [here](#).

Search...	1226-4741
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KOREA REVIEW OF INTERNATIONAL STUDIES

Publisher: Global Research Institute Korea University

Field of Research: 1599

ISSN: 1226-4741

ISSN Online:

Rating: C

CONSULTATION PAPER: REVIEW OF JQL FREQUENCY, METHODOLOGY, AND SCOPE

18 June 2021

Today the ABDC has opened a consultation on the frequency, methodology and scope of the Journal Quality List.

The ABDC is inviting submissions from:

- Academics with formal affiliations to universities in Australia, New Zealand, and internationally that have a legitimate interest in the disciplines covered by the ABDC list
- Schools or faculties that have a legitimate interest in the disciplines covered by the ABDC list
- Publishers
- Industry and professional associations

Responses are limited to 300 words per question. **Anonymous submissions will not be accepted.** The ABDC will disregard submissions that:

- Propose changes to the 2019 JQL or seek to contest or recontest ratings under the 2019 JQL.
- Propose revised journal ratings, new outlets, or removal of specific outlets in any future review.
- Engage in any commentary directed at individuals involved in, or the process surrounding, previous JQL exercises.

Submissions close at 11:59pm AEST on 18 August 2021.

BARDsNet Chair, Professor Andrew O'Neil

DOCUMENTS FOR DOWNLOAD

- Consultation Paper — ABDC JQL: Review of Frequency, Methodology, and Scope
- Terms of Reference — ABDC JQL: Review of Frequency, Methodology, and Scope

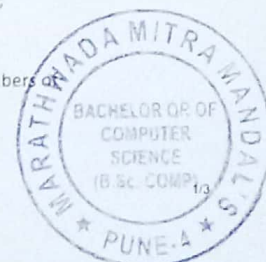
ANNOUNCEMENT: 2019 ABDC JQL AND REPORT

6 December 2019

Here is the 2019 Australian Business Deans Council (ABDC) Journal Quality List and its accompanying Report.

The 2019 List follows an extensive review conducted by Expert Panels, which assessed journals relating to Business and Taxation Law; Economics; Finance including Actuarial Studies; Information Systems; Management, Commercial Services and Transport and Logistics; Marketing and Tourism; and other areas.

We wish to thank the seven Panel Chairs for their outstanding leadership, the Panel members for their significant work, and the members of the ABDC Steering Group for their important input during the review process.



**MEASURING THE IMPACT OF COVID-19 ON PERFORMANCE OF CO-OPERATIVE SHOPS IN
PUNE: FARMERS' PERSPECTIVE**

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ABSTRACT

The farmers face unforgettable crisis during this time of COVID 19. Every aspect of human life which resulted in shut down of all sectors as well as businesses which ultimately affected their financials. During this unavoidable time period also Co-Operative Shop (Co-Op Shop) is showing positive growth. Under this concept, the co-op shops deal with direct supply of fresh vegetable, fruits and all farm produced product from farm to consumers. Taking into consideration convenience of consumers these shops are located in the premises of housing societies itself due to which the residents are getting fresh vegetables and fruits for their consumption as per their requirement. The COVID 19 pandemic hampered transportation so it became tough for the farm producers to take their products to the market. The Co-Op Shops worked as a link between farmers and the consumers. This concept brought happiness in terms of monetary returns for buyers as well as consumers. This concept can be implemented to raise the financial stability of farmers as they are getting higher income as compared to traditional market.

Keywords: Rural Economy, Demand-Supply, Supply Chain, Farm Management, COVID-19 Impact

1. INTRODUCTION

The farmers face unforgettable crisis during this time of COVID 19. Every aspect of human life which resulted in shut down of all sectors as well as businesses which ultimately affected their financials. During this unavoidable time period also Co-Operative Shop (Co-Op Shop) is showing positive growth. Under this concept Shops deal with direct supply of fresh vegetable, fruits and all farm produced product from farm to consumers. Taking into consideration convenience of consumers these shops are located in the premises of housing societies itself due to which the residents are getting fresh vegetables and fruits for their consumption as per their requirement.