

FOREWORD

We are glad to present Journal of Applied Management-Jidnyasa, Volume 11, Issue 1, 2019.

First paper, “**Impact of Demographic Variables on Purchase of Beauty Enhancing Products amongst Working Women**” authored by **Dr. Nidhi Pandey** discusses that the word beautiful is just not a word. It reflects the positive persona of the woman which she carries. The beauty products help her to achieve this mileage. The implications of this study can be beneficial to companies to manufacture easy to use products which at present require skills and are time consuming. The resultant will be mutually benefitting both cosmetic industry and working women, as they would have a wider range of choice to choose from.

Second paper “**HR Analytics: The Business Needs to Improve Organizational Performance**” authored by **Dr. Snehal Tare** and **Mrs. Vatsala Manjunath** discusses how HR analytics helps organizations to understand what qualities employee at each level must possess in order to drive performance. It is a very useful tool for HR managers to analyze the impact of various HRM functions on organizational performance. Human resource department is focusing towards putting HR analytics in practice. Leaders of organizations should realize the potential of HR analytics and can derive remarkable benefits out of it. Growth of HR analytics is expected hence HR managers need to acquire and develop technical skills which can be utilized in implementing HR analytics in an effective way. HR assets are vital contributors in organizational performance. It is concluded that organizations can gain competitive advantage by enhancing organizational performance deriving from HR analytics. HR analytics is becoming demanding as it helps business organizations in predictive decision making to make right decisions. HR analytics can aid in organizational restructuring by measuring different aspects of HR functions in line with size of the organization, number of departments, different levels and business outcomes. Human resource department needs to hold advanced analytics and predictive techniques which support strategic human resource management. Organizational performance can be improved by resolving business problems through application of HR analytics. HR analytics can be used to solve the business problems and can improve organizational performance. More research is expected in the field of HR analytics considering digital reform in the field of Human resource management.

Third paper “**ICT in Education**” authored by **Ms. Deepa Nathwani** discusses that in this era ICTs are gaining importance in the field of education. Along with the chalk and talk method of teaching, integrating it with ICTs, adds on more fun and creativity amongst the students. Teaching-learning becomes more receptive with the use of ICTs. Students become self-motivated, creative and try doing things on their own. Information is data that can be converted into knowledge; Communication is exchange of thoughts, ideas etc. and Technology is mechanism to reach to vast audience. With the use of ICTs in education students learn more easily and leaning becomes fun for them, they become more creative as they solve assignments using computers and internet. Teachers find it very easy to teach using ICTs as their lectures become more easy and entertaining to learn. There are some hindrances for use of ICTs like lack of infrastructure and maintenance personnel and even a few times internet cannot be accessed properly at a good speed.

Forth paper “**What students want: Exploring factors affecting decision making for choosing a B-School**” authored by **Dr. Himanshu Misra** and **Dr. Shalini Singh** discusses the importance of decision making and how it has always intrigued marketers, this is equally an interesting topic as well. Decision making has been studied by marketers in the context of various product categories and nationality as well. This paper tries to explore factors affecting decision making while choosing B-Schools. The topsy-turvy journey of B-Schools provides an interesting proposition to study the same. From rapid growth to gradual decline in number of B-Schools in India in last 5 years is an indication that there are some mysteries which are to be revealed, some issues to be better understood and managed. The paper analyses various studies done related to university or higher education. Further, after 28 focused group discussions (FGD) involving undergraduate students from 07 cities of Uttar Pradesh (India), the paper proposes key factors which may be used to better understand the decision making process of students while selecting B-Schools for post graduate education.

Fifth paper “**Organization Culture and Job Satisfaction – A Study**” authored by **Dr. Rakesh K, Mr. T Narayana Rao** and **Mr. RMVSK Paramahansa** discusses the relation between organization culture and factors that influence job satisfaction. Job satisfaction is a state of pleasant emotion of appreciation of one’s work and that which contributes immensely to the performance of an organization. It is the efforts of the employees that will bring glory to the firm. This paper tries to focus on how a positive structure culture helps in enhancing employee’s commitment and job satisfaction and how robust structure culture helps in gaining a competitive advantage.

Sixth paper “**A Study of Employee Performance Appraisal in Manufacturing Sector**” authored by **Dr. Asha Nagendra, Paniker Nithya, Johnson Shweta** and **Shruti Adahalli** discusses the employee performance appraisal in the manufacturing sector and analyzes the effectiveness of the present performance system being followed in this sector. Another objective was to collect information about drawbacks of the present performance appraisal system in place in an organization. Managing human resources in today’s dynamic environment is becoming more and more complex as well as important. Recognition of people as a valuable resource in the organization has led to an increased trend in employee maintenance, job security etc. This paper focuses on how the performance appraisal process is carried out in the companies. The results obtained from the research show that performance appraisal definitely focuses on the overall development and growth of an employee.

Seventh paper “**Consumer Satisfaction Index: A Comparative Analysis of ICICI Bank, HDFC Bank and AXIS Bank in Gwalior**” authored by **Dr. Satyendra P. Singh** and **Dr. Tanu Jain** attempts on finding the level of satisfaction of retail banking consumers regarding the services and operations of three most prominent private sector banks operating in Gwalior city i.e. ICICI Bank, HDFC Bank and Axis Bank. Banks offer a large gamut of financial products and services to retail customers such as savings account, deposits, loans, ATMs, debit and credit cards, cheque and draft facility, locker facility, universal banking, internet banking, and mobile banking etc. and it is really difficult to imagine the life of individuals without these services in today’s world. As banks offer more or less similar types of products and services, it takes strategic thinking and lot of efforts on the part of a bank and its employees to carve a niche for itself and make its customers really satisfied. The study reveals that although there is a tough

competition among these three banks, HDFC Bank has fared better vis-à-vis other two competitors on most of the parameters. Overall satisfaction index of HDFC Bank is also higher in comparison of ICICI Bank and Axis Bank.

Eighth paper “**Corporate Social Responsibility & Corporates: An Indian Overview**” authored by **Dr. Rekha Khosla** discusses how CSR has become the linchpin for development of any corporate organization. Corporate Social Responsibility (CSR) is moving far ahead from its age old domain of philanthropy and charity. It has now reached to a new hallmark of Corporate responsiveness, action to social issues and demand for sustainability in order to advance further towards a new era of collective future. Indian corporates believe CSR as a means to fulfil their need for social responsibility, taking into account the economic, social, environmental & human rights’ impact of its activities on all stakeholders. The purpose of this paper is to know the reasons for growth of CSR in India and to know the potential benefits of CSR to companies.

Ninth paper “**Online Liquor Delivery System: Disruptive Technology in the Beverage Industry in Bengaluru**” authored by **Priya Arjun, Raghavendra T** and **Prashant M** discusses the liquor delivery systems in Bengaluru and the acceptance of this disruptive technology by consumers and retailers. Internet-based delivery systems which deliver alcohol to consumers’ homes have thrown open a new pathway for marketing alcohol and dramatically changed the alcohol-sales landscape in Bengaluru. Although traditional retail stores exist in every nook and corner of the city, consumers and retailers are ready to connect through online applications. This affects the operations and volume of sales at retail outlets. Despite stiff resistance from the Karnataka State Excise Department, there is a growing interest in online delivery systems of alcohol by local concierge applications. This study shows that while this could be a boon for the retailers who embrace online delivery systems, it could be a cause for concern for retail outlets. It can reduce the incidents of accidents due to drunken driving; however, it would be a challenge to address the problem of alcohol sales and service to underage patrons.

Dr. Jaya Chitranshi
Ms. Sanchari Debgupta