

FOREWORD

We are glad to present Journal of Applied Management-Jidnyasa, Volume 12, Issue 1, 2020.

First paper, **“Impact of Selected Macro Economic Variables on Indian Stock Market: A Study with reference to BSE Sensex”** authored by **Dr. Tanu Jain & Dr. Satyendra P. Singh** discusses about Stock Market. Stock markets are considered to be an important part of financial markets. They provide the investors with a wide range of alternatives to choose from for the purpose of investment and generating returns. At the same time, they also provide a platform to corporates for issuing various securities and arranging funds. This study has been undertaken with the objective of measuring the impact of two important macroeconomic factors i.e. Index of Industrial Production (IIP) and Foreign Exchange Rate (US Dollar-INR) on the movement of share prices in Indian Stock Market.

Second paper, **“Factors Affecting Selection of a Luxury Car: A Study of Luxury Car Customers in Delhi NCR”** authored by **Ruchika Shokeen** discusses about the luxury car segment in India. There seems to be a shift even in the profile of the buyers as earlier mostly businessmen used to own luxury cars, but now there seems to be a spurt of younger generation entrepreneurs who seem to be contributing to a more dynamic and demanding customer. Consumers generally buy a luxury vehicle after duly considering a large number of factors. And these factors vary from person to person. This study is an attempt to find out the important factors that people consider while buying a luxury car.

Third paper, **“Application of Brand Funnel on Organized Apparel Retailers in Lucknow and Proposing Awareness Visit Matrix (AVM) and Visit Priority Matrix (VPM)”** authored by **Dr. Himanshu Mishra and Dr. Shalini Singh** discusses about Indian Apparel market. Various factors like urbanization, booming middle class, increasing fashion aspirations in smaller and sub-urban cities, penetration of organized retail into Tier 3 and Tier 4 cities are contributing to growth of this market. This paper with the help of Brand funnel tries to map the awareness, visits and priority intent of consumers of Lucknow, Uttar Pradesh towards prominent apparel retailers like Fashion at Big Bazar-FBB, Shopper’s Stop, Pantaloons, Globus Fashions, Westside, Max Fashions, Reliance Trends, V Mart and Vishal Mega Mart.

Fourth paper, **“A Study on the Factors Influencing the Burnout Level in the Professional and Personal Life of Female Employees in India”** authored by **Mr. Ashish R Joel & Dr. Rekha Khosla** discusses about Burnout Syndrome. Burnout is a syndrome characterized by a situation under which the person is emotionally, physically and mentally exhausted due to excessive and prolonged stress. This burnout which is the result of prolonged and exceeded level of stress affects the physical, emotional and mental wellbeing of the person, which in turn affects the professional

efficiency and interpersonal relationships of the individual. The aim of the researchers here is to study the factors that are affecting the level of stress (Burnout) in the life of working women in India.

Fifth paper “**An Evolutionary Study of Living Heritage with Integration of Digital Technology**” authored by **Vipin Gupta** discusses about Living Heritage. ‘Living Heritage’ refers to a set of values, beliefs and cultural life style that is inherited from ancestral generations--and also applicable to understand the present and future. The current work in this context examines the role of modern digital technology in preserving the ‘Living Heritage’; thereby helping the generations in understanding their past and making them aware of their true culture. It narrates and reviews the impact of evolutionary changes produced by the deployment of digital technologies in reviving the heritage sites in India. The ability to digitize and popularize through integration of Information Technology (IT) gives a new paradigm and altogether novel approach to passing the traditions from one generation to another.

Sixth paper “**Analysis of the Awareness, Potential and Challenges of “Green Building Concept” in Construction Sector with reference to Pune City**” authored by **Gulam Tayab Ahmed Khan, Praveen Reddy and Mohammed Alman** discusses the Green building practices in construction sector. Green Building practice expands and complements the classical building design concerns of economy, utility, durability, and comfort. Although new technologies are constantly being developed to complement current practices in creating greener structures, the common objective is that green buildings are designed to reduce the overall impact of the built environment on human health and the natural environment by: efficiently using energy, water, and other resources, protecting occupant health and improving employee productivity, reducing waste, pollution and environmental degradation.

Seventh paper, **Have We Come in the Grip of ‘Managerialism’?**”, authored by **Prof. Subrata Chakraborty**, discusses the concept of Managerialism and the present day challenges faced by organizations. Managerialism, on one level, involves a belief in the values of professional managers and the concepts and methods they use.