

Online National Conference on “**Innovative Trends in Management 2021**”  
Aravali college of Engineering and Management  
Village Jasana, Jasana-Tigaon Road, Faridabad 121102

May 1<sup>st</sup> 2021  
Online Mode through Google Meet

**MORNING SESSION**

<b>Day</b> May 1 <sup>st</sup> 2021(Saturday) <b>Session -1</b> 10.30 am Onwards <b>Chair-</b> <b>Prof.(Dr.) Urvesh Chaudhery</b> (Head of Department of Management Studies, Aravali College) <b>Co-Chair-</b> <b>Ms. Komal Bhardwaj</b> (Asst. Prof. Aravali College ) <b>Co-Chair-</b> <b>Ms. Shiwangi Sharma</b> (Asst. Prof. Aravali College)				
<b><u>HUMAN RESOURCE MANAGEMENT AND ORGANIZATION BEHAVIOUR</u></b>				
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**Chair-** **Ms. Priyanka Tyagi** (Asst. Prof. Aravali College)  
**Co-Chair-** **Ms. Himanshi** (Asst. Prof. Aravali College)

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<b>Chair-</b>	<b>Dr. Dolly Kumar</b> (Asso. Prof. Aravali College)			
<b>Co-Chair-</b>	<b>Ms. Shveta Hastir</b> (Asst. Prof. Aravali College)			
<b>Co-Chair-</b>	<b>Ms. Shweta Sharma</b> (Asst. Prof. Aravali College)			
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## **An Exploratory Study on Employee Safety and Welfare Measures In Concrete Company**

Ms. Naina Tewatia, MBA student, ACEM, Faridabad.

Dr. Urvesh Chaudhery, Professor & Head - Department of Management Studies, ACEM,  
Faridabad

### **Abstract:-**

Wellbeing and Welfare is the principle sympathy toward the representatives. Minor ignores may likewise bring about irreversible risks. Consequently, the breakdowns in everyday exercises ought to be checked in each capacity. A domain ought to be made with the end goal that the representatives work courageously, concentrating on their work as opposed to wellbeing issues.

An Exploratory Study on employee safety and welfare measures in concrete company. The objectives of my study is to study Welfare practices used in concrete company and to study about employee safety. Welfare measures ought to be received by the associations in an approach to take most extreme care of the representative and its family, on the off chance that anything happens. Association ought to make an endeavor to make its partners mindful of all the related issues. This thus will enhance the representative profitability and effectiveness.

As opposed to measuring profitability as it identifies with wellbeing, the circuitous expenses of representative wounds are significantly more quantifiable. For instance, a passing or extreme harm at work site can close down a venture for expanded timeframes while it is under scrutiny, and lost time meets lost cash.

### **KEYWORDS**

Employee safety, IT Industry, Employee Practices.

## **Recruitment And Selection Process In It Industry**

Mr. Mohit Kumar, MBA student, ACEM, Faridabad.

Dr. Urvesh Chaudhery, Professor & Head - Department of Management Studies, ACEM,  
Faridabad

### **Abstract**

An organization with the best Recruitment and selection process enables to increase the productivity of organizational activity or outcome.

Concerning this context, we try to give light on the topic of Recruitment and Selection and its Process. The main objective is to study the recruitment models of the IT industry and which method is best for the Recruitment and Selection of capable employees in IT companies. The study also focuses its attention to determine how the recruitment and selection practices affect the organizational outcomes provide some suggestions that can help. Data analysis is to be used as a Research methodology and in this, we used some statistical tools to represent our study like - Tables, graphs, pie charts, bar diagrams.

Key Words: - Recruitment, Selection, Reference, Interview, Qualification.

## **A study on employee welfare and safety measures**

Ms. Sonam Bhati MBA student, ACEM, Faridabad.

Dr. Dolly Kumar, Associate professor department of Management studies, ACEM, Faridabad.

### **Abstract:-**

Wellbeing and Welfare is the principle sympathy toward the representatives. Minor ignores may likewise bring about irreversible risks. Consequently, the breakdowns in everyday exercises ought to be checked in each capacity. A domain ought to be made with the end goal that the representatives work courageously, concentrating on their work as opposed to wellbeing issues. Welfare measures ought to be received by the associations in an approach to take most extreme



care of the representative and its family, on the off chance that anything happens. Association ought to make an endeavor to make its partners mindful of all the related issues. This thus will enhance the representative profitability and effectiveness.

### **Reasons for economic slowdown**

Mr. Jayant kaushik, MBA student, ACEM, Faridabad.

Dr. Urvesh Chaudhery, Professor & Head - Department of Management Studies, ACEM, Faridabad

#### **ABSTRACT**

Since 2015, different lead markers, including the business cycle and the monetary cycle, have begun pointing towards a potential stoppage in Indian economy yet those signs were too frail and the entire financial climate was full with idealism. However, today the indications of lull are solid and more obvious. Numerous markers like utilization (request), private venture, number of new undertakings and GDP growth rate (6.8% in 2018-19) are falling back down. Various establishments like Moody's and financial experts are cutting India's projected GDP growth rate. Anyway, this plunge is required to be a momentary marvel. Herein my work I have focused to highlight those reasons which are causing the economic growth to slow down and have given some suggestions up to my understanding to resolve these problems.

### **Impact of organizational culture on employee performance**

Mr. Umesh Pandey MBA student, ACEM, Faridabad.

Dr. Dolly Kumar, Associate professor department of Management studies, ACEM, Faridabad.

#### **Abstract:-**

The main objective of this research is to find the cultural impact on the overall performance of the employees. The purpose of the survey process is to provide a more accurate assessment of the existing culture from the employees' point of view and also to assess their behaviors and performance with respect of the existing culture. The culture of an organization consists of the value and beliefs of the people in an organization. The organizational culture usually has values and beliefs that support the organizational objectives. Organizational culture has an impact on employee performance satisfaction. After the analysis it was found that those organization

adapted the clan or support culture their employees were more satisfied and organization achieve the higher level of performance. This type of culture motivates the employees to do more and encourage them to being the innovative and do the work as a team.

### **Evaluation of Employee's Attitude Towards The Organization**

Ms. Ritika Mishra, MBA student, ACEM, Faridabad.

Ms. Komal Bhardwaj, Assistant professor department of Management studies, ACEM, Faridabad.

#### **Abstract:-**

The Analysis has been entitled on "Evaluation of Employee's Attitude towards the Organization" with Special Reference in the "Manufacturing Industries" the various factors that square measure involved towards the perspective of the workers. The analysis has been created primarily supported the primary information as well as Secondary information that is by the employee's opinion survey technique, wherever it has been taken a sample size of a one hundred and eighty and has used the stratified sampling technique to pick out the samples from the overall population. The study offers the opinion of staff concerning all the Human Resource functions of Manufacturing Industries and employment conditions, wages and incentives, social relationship, operating conditions, management practices, etc. For the study chi-Square check has been used, and the study reveals that there is no relationship between Job Enrichment instructional qualification of the respondents, and there is no relationship between length of service of the respondents, and welfare facilities, and there is no relationship between the pay of the respondents and welfare facilities. The study has additionally discovered that most of the respondents have a positive perspective towards the welfare facilities, management practices and employment conditions, welfare Facilities, social Relationship, operating Condition it has been given suggestions for its improvement which incorporates suggestion schemes which can be clear and promotions which can be created each supported seniority and performance to a precise level within the structure hierarchy.

**KEY WORDS:** Attitude, Job Satisfaction, Organizational relationship, Employees, Organization, Manufacturing Industries, Social Relationships, Operating Conditions.

## **A Study of causes of Economic Slowdown**

Mr. Manish Singh, MBA student, ACEM, Faridabad.

Dr. Urvesh Chaudhery, Professor & Head - Department of Management Studies, ACEM, Faridabad

### **Abstract:**

India has emerged as the fastest growing economy in the world and with in a span of 15 – 20 years India will become the major economic powers of the world. Since the implementation of the new economic policy in the year 1991, India is a global market with high investments. The labour force in India is attracted by many global investors. The opening up of economy to the LPG policies attracted many employment opportunities to the people in India in turn the GDP rates shot up. The Global Financial Crisis which hit US had a very bad impact in India too, but the period of the crisis lasted for less than 10 months and the post financial crisis lasted for a period of 17 months.

India could survive the Global Financial Crisis just because of its strong economic policies and GDP. But, coming to the year of 2019 India faces a slowdown in its GDP growth rate amounting to a 5%; which is a bad sign for a developing economy like India. When the 2008 Crisis hit India, it was because of the crisis which has evolved in US. The present condition in India is because of the internal factors in economic policy making. Not only that the GDP estimates were measured wrongly, which in turn misled the stakeholders of the economy. This paper evaluates the Present Financial Crisis of India, the factors causing the current financial crisis. Keywords: Financial Crisis, Indian Scenario, Factors.

### **Importance of Employee Motivation & Job Satisfaction For Organizational Performance**

*Ms. Priya Ranjan*, MBA student, ACEM, Faridabad.

Ms. Komal Bhardwaj, Assistant professor department of Management studies, ACEM, Faridabad.

### **Abstract**

In today's business environment as it is true with high job losses due to layoff and retrenchment to create a lean organization, it is also note worthy for organizations to stop loses of performing employees due to decreasing job satisfaction and lack of motivation to continue with the organization for long. Motivated and satisfied employees will have committed approach towards organizational objective; in turn organizations will also have to show similar commitment towards employee objectives. Here the role of HR is to continuously work towards alignment of aspirations of the employee with the goals of the organization. This objective can be achieved by creating inspiring work environment which promotes and

addresses employee need for growth and development. These factors although complex in nature and as they could not be addressed for individual employee basis as it may vary case to case it is important for HR to explore the common areas of intersection.

**KEY WORDS:** Job satisfaction, Motivation, Human resource Management, worker commitment, organizational culture.

### **Employee Retention Models And its Factors: An Insight**

Mr.Rahul Garg, MBA student,ACEM, Faridabad.

Ms. Komal Bhardwaj, Assistant professor department of Management studies,ACEM, Faridabad.

#### **Abstract**

Employee Retention is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project. Retention Strategies helps organizations provide effective employee communication to improve commitment and enhance workforce support for key corporate initiatives. These policies, when organized and disseminated in an easily used form, can serve to preempt many misunderstandings between employees and employers about their rights and obligations in the business place. It is tempting, as a new small business owner.

**Keywords:** Employee Retention, Models, workforce Support,organized, commitment

### **A study on the impact of training and development practices on staff of QRG health city**

Ms. Nidhi, MBA student,ACEM, Faridabad.

Ms. Komal Bhardwaj, Assistant professor department of Management studies,ACEM, Faridabad.

#### **Abstract**

Training & Development practices plays an important role in enhancing the performance of all the employees and also in achieving the goals of the organisation effectively and efficiently. In this dynamic environment, it is quite important to train the employees from time to time, so that they can work efficiently in this ever-changing environment. In the healthcare sector, proper training helps the staff including clinical and non-clinical, to provide quality service to its patients. The department of Academics at QRG health city focuses on imparting training to the clinical and non-clinical staff periodically to handle any critical situation. The main objective of this study is to analyse the impact of training and development practices on staff of QRG health city. In this research, data has been collected from both primary and secondary sources. A sample of 50 respondents were taken from Clinical and Non-Clinical Employees at QRG Health city and an interview were taken from 5 Department head at QRG Health city. Result indicates that implementation of training & development practices results in remarkable positive change in the performance level of the individual staff and the organization as a whole.

**Key Words:** Healthcare Industry, QRG Health City, Training & development, Employee's Performance.

### **Effects of training on employee performance-A study on banking sector**

Ms. Rinki, MBA student, ACEM, Faridabad.

Ms. Komal Bhardwaj, Assistant professor department of Management studies, ACEM, Faridabad.

#### **Abstract:**

Training and development is indispensable strategic tool for enhancing employee performance. This research aims to find out the "Effects of Training on Employee Performance in Banking sector, in which Training (employee engagement, motivation and job satisfaction) are independent variable whereas dependent variable are 'Employee Performance'. In this study data have been collected through primary source that are from online questionnaires. The statistical sample of this study at Banking Sector which includes 150 employees of 14 banks. A sample of 150 employees were collected through an online questionnaire with the help of stratified sampling technique is conducted

with the response rate of almost 75%. The data have been examined through statistical software SPSS 20 to perform Descriptive analysis, T-test, Correlation, and Regression analysis. Four Hypothesis are used to see the impact of all the independent variables on the overall dependent variable. The findings and analysis were presented through tables and figures. On the role of training the study showed that general training improves employee engagement, employee motivation and job satisfaction. The Hypothesis revealed that all these had significant effects on Employee Performance. This means research found that there are strong relationship between employee training and employees' performance. The results explain that more the employee gets training, the more efficient their level of performance would be.

**Keywords:** Employee Training, employee engagement, employee motivation, job satisfaction, employee performance.

### **A study on Employees Motivation Strategies In Worklife**

Mr. Dhruv Goyal, MBA student, ACEM, Faridabad.

Ms. Shiwangi Sharma Assistant professor department of Management studies, ACEM, Faridabad.

#### **Abstract**

The main reason for this paper is to research and decide the nature of work life and motivation of employees and their consequences on organizational operations in Export Industries. To arrive at the nature of work life generally relies on making ordinary endeavors from an association, which furnishes their employees with more freedoms so they can be more successful in their organizations. Quality in an association is characterized as a benefit, as a worth, as assurance of congruity and as living up to client's desires. Great nature of work life is important for an association to pull in and to hold gifted and capable representatives. Workers are the main resources of any associations and its prosperity or disappointment relies upon their capabilities and execution. To survive in the competitive market as a result of Liberalization, Privatization and Globalization and to limit the whittling down pace of representatives the nature of work life activities are vital. Motivated employees and Satisfied customers are the foundation of any

effective associations. This paper centers and investigates the writing discoveries which include nature of work life and indicators of representative motivational strategies.

**Keywords:** Motivation, Job Satisfaction, Job Environment, Enhancement, Empowerment.

**A comparative study on the Impact of Training and Development on Employees  
Performance and Productivity of Private Sector transportation companies**

Ms. Aanchal Chandila, MBA student, ACEM, Faridabad.

Ms. Shiwangi Sharma Assistant professor department of Management studies, ACEM,  
Faridabad.

***Abstract:***

This paper main objective was to investigate whether training and development has impact on employees' performance and productivity. This paper is quantitative in nature. Data for the paper have been collected through primary source that are from questionnaires surveys. The data have been checked through statistical software to find the impact of training and development on employees' performance and productivity. There were two variable Training and Development (Independent) and Employees' performance and productivity (Dependant). Subjects for the study consisted of 254 employees which constituted 60% of the total target population of 420 people. 254 structured questionnaires were distributed to employees on job location, 212 questionnaires were returned and only 188 were suitable for statistical analysis. SPSS version 16 has been used to for data analysis. Descriptive statistics were used for data analysis. The statistical tools were aligned with the objective of the research. The goal was to see whether Training and Development has an impact on Employees Performance and Productivity.

The result showed that there was significant relationship between the variables, the Pearson correlation was used in study and Frequency distribution was used to see the individual result of the study. Relevant literatures were also studied about topics related to this research. Recommendation and conclusion form the last part of this paper.

**A comparative study on the Recruitment and Selection Process**

Ms. Diksha Sharma, MBA student, ACEM, Faridabad.

Ms. Shiwangi Sharma Assistant professor department of Management studies, ACEM, Faridabad.

**Abstract**

The research paper entitled Recruitment and Selection has been prepared to place a light on Recruitment and Selection process. Recruitment is that process of Checking out prospective employees and reviving them to apply for jobs within the organization. Selection could also be described as the process by which the organizations pick out from some of the applicants, those people whom they feel would best meet the job requirement, considering current environmental

situation. In today's quickly changing business environment, organizations have to respond fast to need for people. Therefore, it is important to have a well-defined recruitment policy in place, which may be accomplished efficiently to get the excellent suits for the vacant positions. Choosing the wrong candidate or rejecting the proper candidate could turn out to be costly mistakes for the organization.

**Keywords:** Recruitment, Selection, Reference, Interview, Hiring, Performance.

### **A comparative study on sexual harassment of women at workplace**

Ms. Barkha Upadhyay, MBA student, ACEM, Faridabad.

Ms. Shiwangi Sharma Assistant professor department of Management studies, ACEM, Faridabad.

#### **Abstract**

This paper discusses the harassment issue against women and also the laws that Indian Government passed like harassment against women in work (Prevention, Prohibition and Redressal) Act, 2013. Barely an individual feel that the Sexual Harassment of ladies at IT work (Prevention, Prohibition and Redressal) Act, 2013 is been therefore important and powerful to the operating women and also the operating atmosphere particularly in IT sector, finding the way or answer for toilsome such quite offenses. The target of this paper is to find out concerning the harassment against women in Asian country and to seek out the numerous reasons of harassment against women in workplaces. to interrupt down the adequacy of Sexual Harassment of ladies at IT workplace (Prevention, Prohibition and Redressal) Act, 2013 in controlling the harassment in operating atmosphere in Asian country. This demonstration originated from the vishaka rules. This analysis is completed by belief kind, and used secondary sources that are essential and important for information analysis. The secondary sources are collected from the net, articles, alternative analysis journals, books and exposed acts in light of the topic. The analysis used rates for vital investigation of the outcomes. At the purpose once girls work they're viewed because the modification operators for the general public because the women are given additional significance. The foremost extreme harassment issue happens within the IT sectors.

Keywords: harassment, IT sector, Workplace, Prohibition, Women.

### **Online Marketing: Impact on society**

Ms. Simran Rana, MBA student, ACEM, Faridabad.

Dr. Dolly Kumar, Associate professor department of Management studies, ACEM, Faridabad.

#### **Abstract**

Online marketing is leveraging the unique capabilities of new interactive media to create new form of interactions and transaction between consumers and marketers. Also it can be considered

as innovative way of marketing in digital marketplace which includes online advertising, online market research, online promotions and online pricing models. To make it successful there is different strategy such as Targeting, Product Strategy, Pricing strategy, Distribution strategy and promotional strategy. This paper tries to identify and analyze the advantages and disadvantages of online marketing over traditional marketing. It also focuses to identify that how companies can be benefited with this. This paper also tries to determine the impact of online marketing on traditional market and society.

Keywords: Online marketing, E-commerce, E-strategy.

### **Impact of WORD-OF- MOUTH Marketing on Consumer**

Ms. Simran Sharma, MBA student,ACEM, Faridabad.

Dr. Dolly Kumar, Associate professor department of Management studies,ACEM, Faridabad.

#### **Abstract:**

Word of mouth (WOM) is an extraordinary mechanism with which to spread information and disinformation. There is an interaction between WOM and eWOM, creating different channels for the dissemination of information. However, this information cannot be controlled by marketers; at least this is seldom the case. Positive and negative comments are found in eWOM and they have a powerful influence on credibility, trust and persuasiveness, where influencers play a main role. Brand reputation is shaped by the flow of information and disinformation on the Internet. Social networks are a real tool with which to create and place information. A comment may greatly benefit consumers, preventing uncertainty and boosting sales. eWOM disseminates both information and disinformation, and so internet users and marketers are faced with the problem of how to turn this to their own benefit).

**Keywords:** WOM, mechanism ,uncertainty, opinion leaders, boosting sales

### **An Investigation on Purchaser Inclination towards Various brands of hair Shading Items**

Mr. Sourabh, MBA student,ACEM, Faridabad.

Dr. Dolly Kumar, Associate professor department of Management studies,ACEM, Faridabad.

#### **Abstract**

The reason for this investigation is to analyze the Customer Inclination of various brands of Hair Shading Items in Faridabad City.To study the mental conduct and factors which impacting them to favor a specific item. The taste and inclinations of purchaser are distinctive with various individuals and they are changed regularly. Each client in the market has their own Image inclinations. Clients will be searching for specific credits prior to buying each specific items. The



brand inclination is showing expanding propensity all over the place. Exploration Paper on 'Shopper inclinations towards various hair shading items'. Results additionally uncover that a fantastic inclinations of a hair shading brand was exceptionally positioned by dominant part of respondents followed by fulfillment of Necessities and Brand Name.

**Keywords:-** Hair shading items, Sorts of Hair shading

### **Customer Orientation on Online Marketing**

Mr. Sumit Singh, MBA student, ACEM, Faridabad.

Dr. Dolly Kumar, Associate professor department of Management studies, ACEM, Faridabad.

#### **ABSTRACT**

*Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. The methods and techniques used for online marketing include email, social media, display advertising, search engine optimization, and more. The objective of online marketing is to reach potential customers through the channels where they spend time reading, searching, shopping, or socializing online. Widespread adoption of the Internet for business and personal use has generated many new channels for advertising and marketing engagement, including those mentioned above. There are also many benefits and challenges inherent with online marketing, which uses primarily digital mediums to attract, engage, and convert virtual visitors to customers.*

*Online marketing differs from traditional marketing, which has historically included mediums like print, billboard, television and radio advertisements. Before online marketing channels emerged, the cost to market products or services was often prohibitively expensive, and traditionally difficult to measure. Think of national television ad campaigns, which are measured through consumer focus groups to determine levels of brand awareness. These methods are also not well-suited to controlled experimentation. Today, anyone with an online business (as well as most offline businesses) can participate in online marketing by creating a website and building customer acquisition campaigns at little to no cost.*

**KEY WORD** *Online marketing , Customer, Satisfaction.*

### **A Paper on Success of Social Entrepreneurship In India**

Ms. Jyoti Priya Roul, MBA student, ACEM, Faridabad.

Dr. Urvesh Chaudhery, Professor & Head - Department of Management Studies, ACEM, Faridabad

#### **Abstract :**

This paper will discuss about the various opportunities and challenges before the social entrepreneurs in India. Social Entrepreneurship has the direct and primary objective of serving

the society along with the earning profits. So, social entrepreneurship is different from the economic entrepreneurship as its basic objective is not to earn profits but for providing innovative solutions to meet the society needs which are not taken care by majority of the entrepreneurs as they are in the business for profit making as a sole objective. So, the Social Entrepreneurs have the huge growth potential particularly in the developing countries like India where we have huge societal disparities in terms of the financial positions of the population. Still 22 percent of the Indian population is below the poverty line and also there is disparity among the rural & urban population in terms of families living under BPL. 25.7 percent of the rural population & 13.7 percent of the urban population is under BPL which clearly shows the disparity of the poor people in the rural and urban areas.

### **A study on Effectiveness of MOOC Online education**

Ms. Jyoti, MBA student, ACEM, Faridabad.

Dr. Urvesh Chaudhery, Professor & Head - Department of Management Studies, ACEM, Faridabad

#### **Abstract**

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*Considering the rapid change in technology, inevitable changes in education sector are going to happen. A lot of research is taking place to understand the pros and cons of online education in comparison to face to face education. In India, there are a lot of challenges and opportunities for online education. With a comprehensive literature review, in this paper, we have identified key factors which will boost online education in India. We have identified internet penetration; low cost of online education, ease of doing course, initiative by government, employer's recognition and bridging gap are the key factors the growth of online education. There are certain factors which are creating a hindrance in the growth which include insufficient digital infrastructure, credibility and language used in online education. With the increase in number of internet users in India, the paper also looks into what opportunities are there in future in education sector.*

### **Market Research of Sonalika Tractor And Its Competitors**

Mr. Umesh Sharma, MBA student, ACEM, Faridabad.

Dr. Dolly Kumar, Associate professor department of Management studies, ACEM, Faridabad.

#### **ABSTRACT**

The cutting edge change noteworthy headway various machines, uncommon refinement, structure and advancement have showed up. Four-wheeler adventures have encountered transformative changers in nineties which presents new improved things in the market and few would have anticipated that the different sorts of wheeler would be in pervasiveness with the two sexual orientations picking to our own vehicle. Sonalika, which has a tremendous activity in key divisions of the Indian economy, is dependably tip top. "Sonalika" tractors has been brought into the market and has been situated among the top private portion associations in the country for

scarcely any years. An amazing rising in green creation close by government approaches was solidly associated with the extended usage of high yielding seeds, synthetics and fertilizers, water framework and computerization. These wellsprings of data joined with creation sparks and got to the credit and market. After opportunity, India has seen a monstrous advancement in equipment determination, improvement, create use, after arrangements organizations and custom changing. Provincial equipment's, machines and instruments help man in extending the productivity and advantage by ideal residence exercises. These come up with a fruitful utilization of over-the-top information sources like seeds, manufactured mixes, excrements and water framework water through definite metering which along these lines reduces the cost of movement, yielding more noteworthy advantage and money related acceptability.

### **A Comparative study on usage of e-payment system on various age groups**

Mr. Vansh Saxena, MBA student, ACEM, Faridabad.

Dr. Dolly Kumar, Associate professor department of Management studies, ACEM,  
Faridabad.

#### **Abstract:**

*After the Demonetization and various government initiatives like Digital India, there has been tremendous growth in the e-commerce industry and the e-payment system. Electronic Payment System (EPS) is a technique to make the payment for the goods and services purchased through an electronic medium. Now the scenario of offline retail outlets has been shifted to the online retail outlets. Today is the era of digitalization, where a consumer can purchase anything and at any time directly at their mentioned address. There are various reasons for this shift i.e., from commerce to e-commerce, like convenience, greater variety, shop 24/7 services, save time, price comparison and many more. Peoples are preferring online payment modes to make their life easy and stress free.*

*The main objective of this study is to find the customer orientation towards e-payments system in the various age groups. The usage of e-payment depends on the consumer's perspective regarding the trust and security attached to the EPS.*

*In this study, both primary and secondary methods are used to collect the data. A sample of 136 respondents were collected through an online questionnaire and get it filled by respondents who belong to different age groups including friends, families and neighbours living in Delhi NCR.*

**Keywords:** *E-commerce, E-payment, Digitalization, Demonetization, Consumer Preferences, Adoption*

## **Impact of Branding on Consumer Behaviour In Fashion Industry**

Authored by

*Ms. Yashika Miglani, MBA student, ACEM, Faridabad.*

*Dr. Dolly Kumar, Associate professor department of Management studies, ACEM, Faridabad.*

### **Abstract**

*In today's world, marketing has greatly evolved. Now companies know that they need to keep the customer's feedback in order to meet the satisfying needs of the modern customers and among these customer driven activities, branding has come out to be one of the most important one in order to build a strong customer base and to create a good impact of a brand image. The main aim of this research paper is to ascertain the main impacts of branding on consumer buying behavior. During the research we have found that branding plays an important role in the learning as well as the attitude formation process which are likely to take place at the time of consumer buying behavior activities because of which consumers find out a direct link towards the brand image, brand name or the company leading to maximum sales as well as maximum satisfaction of consumer wants and needs. In the research, the aspects of brand equity, brand awareness, brand loyalty and brand image are also addressed along with the factors that affect the consumer buying behavior and to understand the concept and the different behaviors of the consumers, a study has also been done with the help of an online survey. The population of the study was around 40 people across India and the method of selection was purposive as well as convenience sampling. Also the findings showed that focusing on brand features, the most important element in building a successful brand is the QUALITY of the products that the brand offers. In collecting data about the phenomena, open and close ended questionnaires were used to collect data from the respondent.*

### ***A Study on Online Food Ordering System***

*Ms. Neelam, MBA student, ACEM, Faridabad.*

*Ms. Komal Bhardwaj, Assistant professor department of Management studies, ACEM, Faridabad.*

### **ABSTRACT:**

*Increased demand of restaurant-goers generated the need for much attention for the hospitality industry. Providing much option with ease of ordering and delivering is the need of the hours. Technological interference has become mandatory to improve the quality of the service and business in this industry. Evidences are already existed for partial automation of food ordering process in the country; most of these technologies implemented are based on wireless technologies.*

*This manuscript reports implementation and integration of web based technology for restaurants. A dynamic database utility system was designed to fetch all the information from a centralized database. User utility was given importance during the development of this interface and efficiency, accuracy was the priority for better results and services and to reduce the majority of the human error. It was observed that this system was successful in overcoming the shortcomings found in the previously developed similar systems. Moreover, this system was very cost effective in development as well as*

*during use. An Online Food Ordering System is proposed here which simplifies the food ordering process. The proposed system shows a user interface and update the menu with all available options so that it eases the customer work. Customer can choose more than one item to make an order and can view order details before logging off. The order confirmation is sent to the customer. The order is placed in the queue and updated in the database and returned in real time. This system assists the staff to go through the orders in real time and process it efficiently with minimal errors.*

**A study on the impact of marketing strategies followed by Max Hospital on customer satisfaction**

*Mr. Nishank Tyagi, MBA student, ACEM, Faridabad.*

Ms. Komal Bhardwaj, Assistant professor department of Management studies, ACEM, Faridabad.

**Abstract**

The type of service quality provided by any organisation or in any sector plays an important role in ascertaining the level of customer satisfaction. In the case of healthcare sector, the facilities

related to treatment, hygiene, the behaviour of doctors, nurses or its staff with the patient or any other factor sets a perception in the mind of patient about a particular hospital. This paper is mainly based on the services provided by MAX hospital and the marketing strategies they used to build a goodwill in the eyes of their patients and among people.

The main objective of this study is to analyse the impact of marketing strategies followed by Max Hospital on customer satisfaction.

In this research, both primary and secondary data has been used. A sample of 180 respondents were taken from people living in different city including saket , chattarpur, malviyanagar, mehrauli, rajpur, vasant kunj such as other 16 villages.

Result indicate that majority of people like the marketing strategy followed by Max hospital then it should focus on better customer service to maintain its goodwill among the customers.

**Keywords:** Healthcare Industry, Marketing strategies, Customer satisfaction, Service qality, Max Hospital.

### **The Effectiveness of Internet on Consumer Behaviour**

*Mr. Aashish arora, MBA student, ACEM, Faridabad.*

Ms. Shiwangi Sharma Assistant professor department of Management studies, ACEM, Faridabad.

#### **Abstract**

In the highly competitive market and technology advancement with the usage of internet it has shifted the traditional market to digital marketing strategies. Digital marketing grab wide area and in the highly competitive market it involve exploring business model using digital technologies which reduces cost and expand business globally. Today digital marketing have a greater scope of expanding their business in the future as customers are much more satisfied by doing online shopping as they find digital marketing much more safer than traditional marketing. Digital marketing provide opportunity to the customers to have a look on the information of the product provided by the company and can able to do comparison accordingly, so that they are able to enjoy right to choice and can place order at any time 24\*7 at any place. With the updated technologies and increase in the usage of internet engagement, interconnectivity of consumers is increasing day by day as a result of which consumer behaviour changed and organization should understand the behaviour of consumer. This research study analyse the impact of digital marketing on consumer buying behaviour. As a result digital

marketing have positive impact on consumer buying behaviour, traditional marketing soon should be shifted to digital marketing.

**Keywords:** Digital, Digitalization, Technology, Behaviour.

### **Analysis of Market Segmentation**

*Mr.Akshay singh, MBA student, ACEM, Faridabad.*

Ms. Shiwangi Sharma Assistant professor department of Management studies, ACEM, Faridabad.

#### **Abstract:**

Businesses may not be in a position to satisfy all of their customers, every time. It may prove difficult to meet the exact requirements of each individual customer. People do not have identical preferences, so rarely does one product completely satisfy everyone. Therefore, many companies may usually adopt a strategy that is known as target marketing. This strategy involves dividing the market into segments and developing products or services to these segments. A target marketing strategy is focused on the customers' needs and wants. Hence, a prerequisite for the development of this customer-centric strategy is the specification of the target markets that the companies will attempt to serve. The marketing managers who may consider using target marketing will usually break the market down into groups (segments). Then they target the most profitable ones. They may adapt their marketing mix elements, including; products, prices, channels, and promotional tactics to suit the requirements of individual groups of consumers. In sum, this chapter explains the three stages of target marketing, including; market segmentation (ii) market targeting and (iii) market positioning.

**Keywords:** Market and Customer Segmentation, Data mining, SCM CRM, CEM

### **A Comparative Study on The Effects of Online Advertising on Consumer Buying Behaviour**

*Ms. Anuradha, MBA student, ACEM, Faridabad.*

Ms. Shiwangi Sharma Assistant professor department of Management studies, ACEM, Faridabad.

#### **Abstract:**

Promotion is one of the 4 Ps of the marketing mix. One of the most fashionable item of promotion mix is advertising. Online advertisement is more attractive to the consumer as it uses various ways to advertise ideas mostly with the growing number of people that uses the social media in particular make it very easy to capture the targeted market. The study helps the advertisers to know the benefits of online advertising. The purpose of the study is to understand the effects of online advertisement on consumer behaviour from the perspective of various respondents living in Delhi and NCR. The variables identified in this study together with their different dimension were measured using a five point Likert scale.

Pearson Correlation was used to test each of the variables. A one-tailed multivariate analysis was done by using the SPSS statistical software and data were collected from 40 respondents among Delhi NCR via online questionnaire. The result of the paper shows that advertising, accessibility, and entertainment derived have positive impact on intention to continue seeking online advertising.

**Keywords:** Online Advertisement, Consumer Behaviour, Internet.

### **A Study on Customer Satisfaction regarding Amazon**

*Ms. Sapna Silwal, MBA student, ACEM, Faridabad.*

Ms. Shweta Sharma Assistant professor department of Management studies, ACEM, Faridabad.

#### **ABSTRACT**

The emergence of online shopping is a new move in the marketing system. Earlier, there is the trend of traditional shopping i.e., Physical shopping. But due to the arrival of E-commerce, there is a rapid increase in online buyers in India. People are doing more online shopping than physical ones. This study focuses on Customer Satisfaction towards Amazon. It includes the no. of factors that satisfy customers and attracts them to Amazon. It also comprises the types of products and services provided by Amazon. Primary data is used. It concludes that Amazon is working great towards Customer Satisfaction. Amazon is doing its business by taking customers as a priority. It is working hard to gain more customers and taking care of all factors which will go to affect the customers.

**Keywords:** Customer Satisfaction, Amazon, E-commerce, Delivery, Online shopping.

### **A study of Advertising in mobile phone industry**

*Mr. Gaurav, MBA student, ACEM, Faridabad.*

Dr. Urvesh Chaudhery, Professor & Head - Department of Management Studies, ACEM,  
Faridabad

#### **Abstract**

Mobile advertising is one of the most effective forms of digital advertising to spread awareness or to stimulate purchases of a product or service as the average time an individual spends on mobile devices is growing daily. The growth of mobile advertising has evolved rapidly and it has a greater reach and penetration compared to other media. However, some of the mobile advertisers fail to reach a larger audience. Therefore, it is very important to identify the gains and benefits of mobile advertising to advertisers and mobile users. Studies have proven that organizations monetize mobile devices to increase revenues and return on investments. The market for mobile advertising is exploding as technology advances. In fact, mobile advertising is



no longer about using classic mobile phone or feature phone for calling, texting or sending advertisements. Thus, what is the future of a hand-held world? Now, the future of mobile advertising has shifted towards apps using smartphones and become ubiquitous. As such, this paper aims to review the tremendous evolution, benefits and formats of mobile advertising.

### **A comparative study on “a study on digital marketing in healthcare sector”**

*Ms. Kajal Yadav*, MBA student, ACEM, Faridabad.

Dr. Urvesh Chaudhery, Professor & Head - Department of Management Studies, ACEM,  
Faridabad

#### **ABSTRACT**

In the current era of technological advancement, individuals wish to possess info instantly. In their busy schedule, they require to require getting call instantly. Promoting managers completely different of various} firms conjointly takes advantage of technology for choosing right consumer for his or her different category product with right methods within the context of the medical activity taking a lot of and a lot of a billboard direction, the perception of the general public concerning the profession of a medico ought to be thought of, a perception which might be terribly simply negatively influenced by unethical promoting methods digitalisation of selling helps them to spot all the parameters that affects deciding of the purchasers. during this study, consumer's perspective towards the assorted aspects of digital promoting of insurance product has been analysed The study conjointly explores the ever-changing nature of the perspective of customers with regard to their demographic profile

### **Effect of Branding on Consumer Buying Behaviour**

*Ms. Tulsi Thapa*, MBA student, ACEM, Faridabad.

*Dr. Dolly Kumar*, Associate professor department of Management studies, ACEM, Faridabad.

#### **ABSTRACT**

Customers all over the earth currently like branded merchandise. This study is geared toward analyzing the impact of brand name on client shopping for behavior. Alongside finding the impact of brand name on client shopping for behavior the aim of the study is to possess Associate in Nursing thorough information of what truly is disapproval and client behavior. To review the affiliation between whole and client behavior the next methodology is opted: client Survey on the impact of brands on their shopping for behavior through form. The key results of the study are: The degree whole of consciousness goes on decreasing in higher age groups; value & whole were the main attributes that customer's gave most importance and eightieth folks believe that Brands in apparel industry became a standing image.

**KEY WORDS:** Branding, Consumer, CONSUMER Buying Behavior, Clothing Industry

## **Assessing Customer Satisfaction In Online Banking Service**

Mr. Abhishek, MBA student, ACEM, Faridabad.

Ms. Shiwangi Sharma Assistant professor department of Management studies, ACEM, Faridabad.

### **Abstract:**

Online banking, also known as internet banking, it is an electronic and online payment system that used customers of a bank. The online banking system will connect to or be part of the core banking system operated by a bank and is in contrast to branch banking which was the traditional way customers accessed banking services.

E banking provides many advantages for banks and customer's .e-banking has made life much easier and banking much faster for both customers and banks.. It saves time spent in banks and easy to done work on time and also it provides ways for international banking. With the help of internet it provide us banking facility throughout the year 24/7 days from any place have internet access and well organized and proper cash management for internet optimization. Online banking helps to provide convenience in terms of capital, labour, time all the resources which is more need in emergency. Taking advantage banking services, banks may compete in new markets also provides some security and privacy to customers, by using their own works and security technologies. The main aim of internet banking services is to provide customers a much faster services with low cost. From the last twenty years, banking sector has been selected a new method of banking based on the progress of technology and to help for the future achievement.

## **A study on issues and challenges of startups in India**

Ms. Simran, MBA student, ACEM, Faridabad.

Dr. Dolly kumar Associate professor department of Management studies, ACEM, Faridabad.

### **Abstract:**

Startup India is a Government of India flagship initiative to build startups and nurture innovation. Through this initiative the Government plans to empower startup ventures to uplift entrepreneurship, economic growth and employment across India. India's startup eco-system has become a subject matter for the entire world. With hundreds of innovative youngsters choosing to pursue the path of entrepreneurship instead of joining the multinational corporations and

government ventures, the business world has witnessed an explosion of bio ground-breaking startups providing solutions to the real problems at a mass level in the past years. The research paper discusses the few issues and challenges that an Indian startup has to face and the opportunities that the country can provide in the current eco-system.

**Keywords:** Innovation, economic growth, entrepreneurship, eco-system.

### **Impact of Social Networks Coronavirus COVID-19 Pandemic**

Mr. Vivek, MBA student, ACEM, Faridabad.

Dr. Dolly kumar Associate professor department of Management studies, ACEM, Faridabad.

#### **Abstract:**

News creation and consumption has been changing since the advent of social media. An estimated 2.95 billion people in 2019 used social media worldwide. The widespread of the Coronavirus COVID-19 resulted with a tsunami of social media. Most platforms were used to transmit relevant news, guidelines and precautions to people. According WHO, uncontrolled conspiracy theories and propaganda are spreading faster than the COVID-19 pandemic itself, creating an infodemic and thus causing psychological panic, misleading medical advises, and economic disruption. Accordingly, discussions have been initiated with the objective of moderating all COVID-19's communications, except those initiated from trusted sources such as the WHO and authorized governmental entities. This paper presents a large-scale study based on data mined from Twitter.

Extensive analysis has been performed on approximately 1 million COVID-19 related tweets collected over a period of two months. Furthermore, the profiles of 288, users were analyzed including unique users' profiles, meta-data and tweets' context. The study noted various interesting conclusions including the critical impact of the exploitation of the COVID-19 crisis to redirect readers to irrelevant topics and widespread of unauthentic medical precautions and information. Further data analysis revealed the importance of using social networks in a global pandemic crisis by relying on credible users with variety of occupations, content developers and influencers On specific fields. In this context, several insights and findings have been provided while elaborating computing and non-computing implications and research directions for potential solutions and social networks management strategies during crisis periods.

### **Role of Entrepreneurship on economic development in India**

Ms.Nitika Gaur, MBA student, ACEM, Faridabad.

Ms. Komal Bhardwaj, Assistant professor department of Management studies, ACEM, Faridabad.

#### **Abstract:**

Entrepreneurship and economic development are intimately related. The entrepreneurial process is a major factor in economic development and the entrepreneur is the key to economic growth. Whatever be the form of economic and political set-up of the country, entrepreneurship is

indispensable for economic development. Entrepreneurship is an approach to management that can be applied in startup situations as well as within more established businesses. The growing interest in the area of entrepreneurship has developed alongside interest in the changing role of small businesses. Small entrepreneurship has a fabulous potential in a developing country like India. So, statistical data and its analyses of several countries show that small industries have grown faster than large industries over the last couple of decades. Large industries first lost jobs while small industries created new workplaces. The crux of the report is to examine the role of entrepreneurship in economic development. The focus is on small scale industries, which led to the main source of employment in the country.

### **A Study on The Risk Management In Banking**

Mr. Piyush Kumar, MBA student, ACEM, Faridabad.

Ms. Komal Bhardwaj, Assistant professor department of Management studies, ACEM, Faridabad.

#### **Abstract:**

Risk is a key factor for businesses, because you cannot get profit from any activity without risk. Since banking risks are a source of unpredicted expenses, their proper management might stabilize revenues, having the role of shock absorber. At the same time, strengthening the value of banking shares can only be achieved through real communication with the financial markets and the implementation of adequate programmes of banking risk management. The paper analyzes, for the beginning, a series of general aspects regarding risk and banking risk management. Then, we present the conclusions resulting from the quantitative research descriptive type which had as objective the analysis of knowing the measures that have to be taken in the banking management for a better management of risks that might cause bankruptcy and opinions about the NBR responsibilities to monitor and control the banks in the system.

### **India's Union Budget: Evaluated Make India ready to fight with Pandemic**

Ms. Ankita Gupta, MBA student, ACEM, Faridabad.

Ms. Shiwangi Sharma, Assistant professor department of Management studies, ACEM, Faridabad.

#### **Abstract**

India's much-awaited union budget - in a year when the country faces its deepest recession – evaluated make India ready to fight with pandemic. Covid-19 has ravaged the country, its GDP, sent unemployment soaring and added to the distress of a banking sector that was already in crisis. Finance Minister Nirmala Sitharaman presented her third consecutive Budget on 1. February Budget 2021 was presented in the backdrop of the coronavirus pandemic which pushed the economy into recession for major part of 2020. Physical & Financial Capital and Infra. India, which has the second-largest population in the world is suffering severely

from COVID-19 disease. By May 18th, India investigated ~1 lakh (0.1million) infected cases from COVID-19, and as of 11th July the cases equaled 8 lakhs. Social distancing and lockdown rules were employed in India, which however had an additional impact on the economy, human living, and environment. In significant changes to the taxation process, Sitharaman announced the scrapping of income tax for senior citizens under certain conditions, new rules for removal of double taxation for NRIs, and a reduction in the time period of tax assessments among other measures. We tested the hypothesis that a simple incentive to self-prone for a maximum of 12 h per day would decrease oxygen needs in patients admitted to the ward for COVID-19 pneumonia on low-flow oxygen therapy. Oxygen needs assessed by oxygen flow on nasal cannula at inclusion were similar between groups. One patient from the intervention group who did not self-prone was transferred to the high-dependency unit. Self-prone positioning was easy to implement. The intervention was well tolerated and only mild side-effects were reported.

India's, it is a secondary with using from finance minister document. Outcome now that India is equipped to fight with pandemic situation in all aspect as per the new finance budget 2020.

In this research paper highlighted are underlying budget processes to the path on fast-implementation. How India dealt and can potentially deal with these three factors during and post COVID-19 situation has been discussed here.

**Keyword:** India, COVID-19, Economy, Environment, Human life, Lockdown, Social distance.

### **A study of factors impacting Economic slowdown**

Mr. Ajay Yadav, MBA student, ACEM, Faridabad.

Ms. Shiwangi Sharma, Assistant professor department of Management studies, ACEM, Faridabad.

#### **Abstract**

India's financial sector is not deeply integrated with the global financial system, which spared it the first round adverse effects of the global financial crisis and left Indian banks mostly unaffected. However, as the financial crisis morphed in to a full-blown global economic downturn, India could not escape the second round effects. The global crisis has affected India through three distinct channels: financial markets, trade flows, and exchange rates. The reversal in capital inflows, which created a credit crunch in domestic markets along with a severe deterioration in export demand, contributed to the decline of gross domestic product by more than 2 percentage points in the fiscal year 2008–2009. In line with efforts taken by governments and central banks all over the world, the Government and the Reserve Bank of India took aggressive counter cyclical measures, sharply relaxing monetary policy and introducing a fiscal

stimulus to boost domestic demand. However, this paper argues that with very limited fiscal maneuverability and the limited traction of monetary policy, policy measures to restore the Indian gross domestic product growth back to its potential rate of 8–9% must focus on addressing the structural constraints that are holding down private investment demand.