



**AVANT- 2021**

**One Day National Conference (Virtual) on  
'Contemporary Business Research'**

**2021-2022**



**DJ ACADEMY  
FOR MANAGERIAL  
EXCELLENCE**

### Inauguration – Agenda

09.30 am	Welcome Address	Dr. J.J.Savithri
09.35 am	Presidential Address/Felicitation	Dr.A.G.V.Narayanan
09.40 am	Introduction to the Speaker	Dr.Deepa Venugopal
09.45 am	Keynote Address	Dr.Thenmozhi
10.45 am	Vote of Thanks	Dr.P.Sangeetha

### Paper Presentation

11.00 am – 12.30 pm Session I

01.30 pm – 03.00 pm Session II

03.15 pm – 04.45 pm Session III

### Valediction – Agenda

04.50 pm	Welcome Address & Announcement of Best Paper Award	Dr.J.J.Savithri
05.05 pm	Vote of Thanks	Dr.S.T.Nambi



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# AVANT 2021

ONE-DAY  
NATIONAL  
CONFERENCE ON

9<sup>th</sup> July 2021

CONTEMPORARY  
BUSINESS RESEARCH

ONLINE CONFERENCE AND PRESENTATION



09.30 am

Conference Inauguration  
Keynote Address – **Dr. M. Thenmozhi**, Professor  
Department of Management Studies  
Indian Institute of Technology Madras, Chennai



11.00 am

Paper Presentation – Session I  
Session Chair – **Dr. M. V. Shuba**, Associate Professor  
Anna University Regional Campus, Coimbatore



01.30 pm

Paper Presentation – Session II  
Session Chair – **Dr. M. Kirupa Priyadarsini**, Associate Professor  
PSG Institute of Management, Coimbatore



03.15 pm

Paper Presentation – Session III  
Session Chair – **Dr. Abhishek Kumar**, Associate Professor  
and Director – Start Training and Development  
Anant National University, Ahmedabad

04.45 pm

Validation Announcement of Best Paper Awards

**D J Academy for Managerial Excellence**

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DJ ACADEMY  
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E-Compendium

(A Stand-alone Business School)

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ONE-DAY NATIONAL  
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CONTEMPORARY

BUSINESS RESEARCH

2021





## E-Compendium of the Virtual National Conference on Contemporary Business Research - Avant 2021

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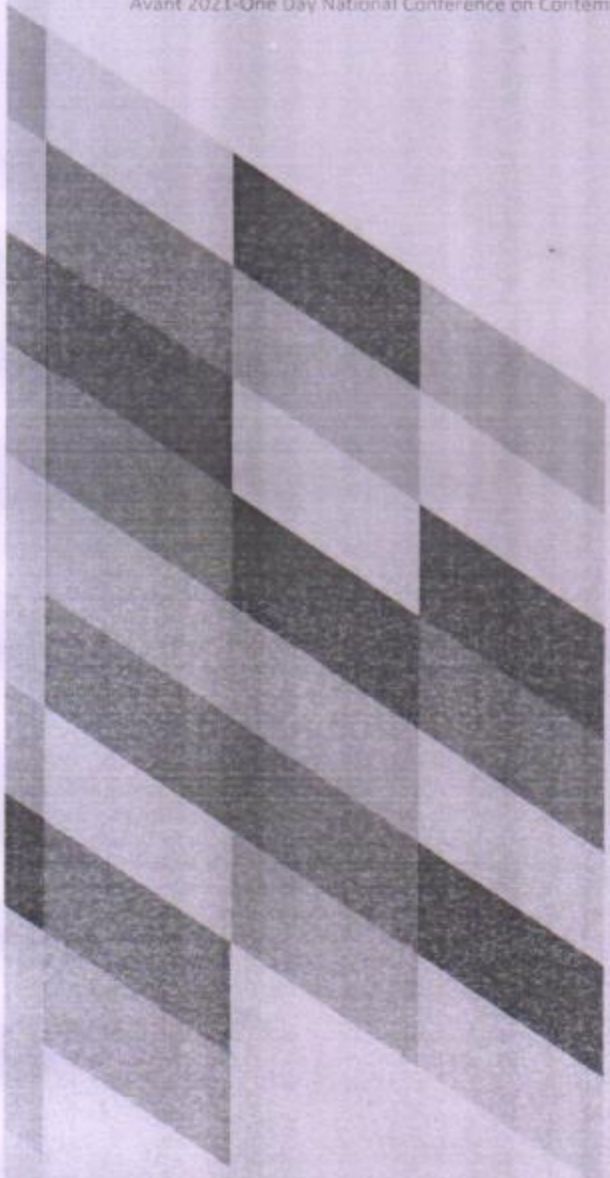
## About DJAME

The D.J. Academy for Managerial Excellence (DJAME) was established in the year 2001 by late Dr.D. Jayavarthanelu, Past-Chairman of Lakshmi Machine Works Limited (LMW), Coimbatore as a unit of the GKD Charity Trust, Coimbatore. The Institute offers a two-year full-time MBA program recognised by the All India Council of Technical Education (AICTE), New Delhi and affiliated to the Bharathiar University, Coimbatore, Tamil Nadu. It is also a recognized Center for pursuing the part-time Ph.D. programmes of the Bharathiar University.

DJAME was established with the objective of helping students evolve into competent and socially responsible Business Managers. Today, DJAME is poised to enter its next level of excellence in academics, research and educational outreach.

DJAME is located on the Coimbatore – Pollachi Highway at Othakkalmandapam, about 20 kms from Coimbatore City. Set amidst greenery with sprawling open spaces and away from the hustle bustle of the city, the campus is ideally suited for academic pursuits.





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BUSINESS RESEARCH



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Professor, DJAME

## Co-Convener

**Dr S Thirupparkadan Nambi**  
Professor, DJAME

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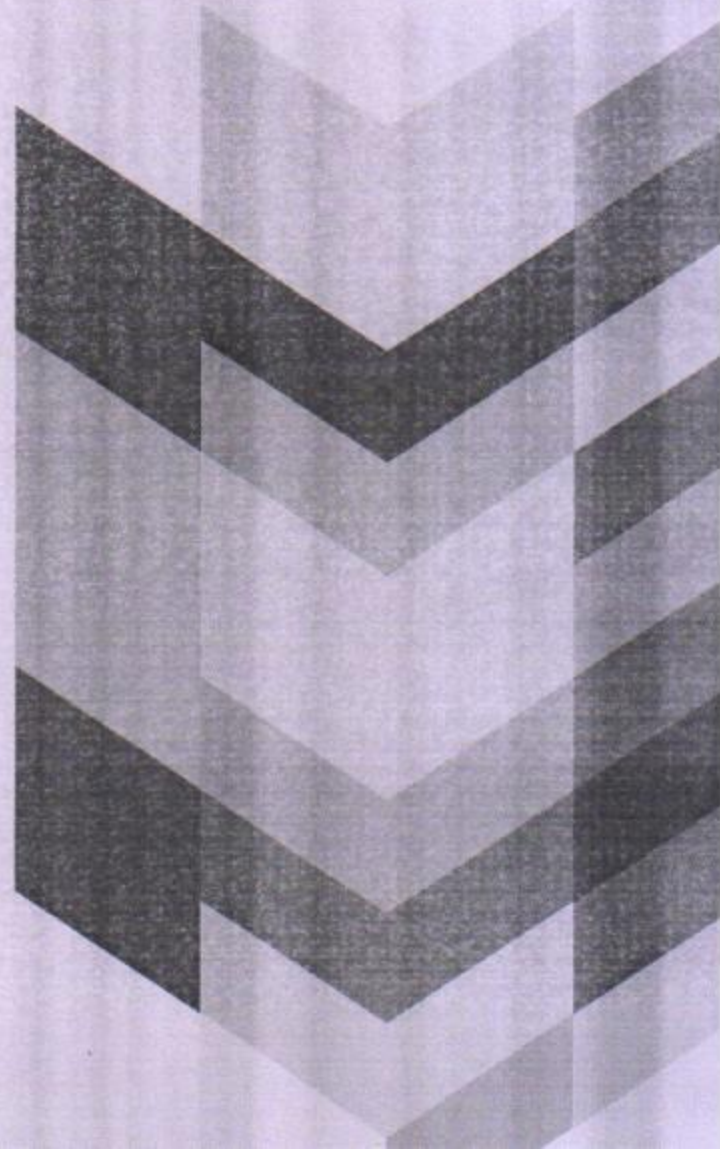
**Dr Deepa Venugopal**, Associate Professor

**Dr S Johnsi**, Associate Professor

**Dr P Sangeetha**, Associate Professor

**Dr R Prabusankar**, Professor

**Ms M N Viveka**, Assistant Professor







## Message

**Dr A G V Narayanan**

Director

D J Academy for Managerial Excellence

It gives me immense pleasure to come out with the Compendium of AVANT 2021, a National Level Conference on Contemporary Business Research held on 9th July 2021.

Going by the recent QS World Rankings, only 35 Indian Institutions could find a place in the ranking list. While IIT Bombay with 177th position tops the list among the Indian Institutions, IIT Delhi, IISc Bangalore and IIT Madras follow with 185th, 186th and 255th slots respectively. It is to be noted that IISc Bangalore has scored 100 out of 100 in the criterion Citations Per Faculty (CPF) which is one of the criteria followed while ranking the Institutions. Even in Management Education space, only a very few B-Schools among 3500+ odd in India could achieve International Accreditations like ACBSP, AACSB, AMBA and so on. Indian Institutions are yet to make their presence felt as far as the Research is concerned.

In order to provide much impetus to Research, Government of India has been coming out with lot of measures to promote Research in Educational Institutions. National Education Policy 2021 also lays much emphasis on carrying out quality research in Educational Institutions. The day is not far off wherein, Institutions with poor credentials in Research may have to stop existing.



National Conference inviting research papers from the Faculty and Research Scholars. At this juncture, I would like to thank all the Researchers who contributed & participated in the Conference and made it a grand success.



## One Day National Conference (Virtual) on "Contemporary Business Research"

TIME	EVENT
9.30 am - 10.30 am	Conference Inauguration Welcome Address Keynote Address by Dr Thenmozhi, Professor, IIT Madras
11.00 am - 12.30 am	Paper Presentation –Session I Session Chair : Dr M V Shuba, Associate Professor, Anna University, Coimbatore Rapporteur : Dr Deepa Venugopal, Associate Professor, DJAME
1.30 pm - 3:00 pm	Paper Presentation –Session II Session Chair : Dr Kirupa Priyadarsini, Associate Professor, PSGIM Rapporteur : Dr P Sangeetha, Associate Professor, DJAME
3.15 pm - 4:45 pm	Paper Presentation –Session III Session Chair : Prof. Abhishek Kumar, Anant National University Rapporteur : Prof.N Sreeraman, Assistant Professor, DJAME
4.45 pm - 5.00 pm	Valediction Vote of Thanks Announcement of Best Paper Awards

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## One Day National Conference on 'Contemporary Business Research'

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# A STUDY ON THE PERFORMANCE AND IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY INITIATIVES BY STATE BANK OF INDIA FOUNDATION

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## **ABSTRACT**

This paper mainly studies two major aspects of the CSR initiatives carried out by the SBI foundation. Primarily this paper focuses upon the various kinds and the implementation of CSR activities being carried out by the SBI foundation. The research design used for the study is descriptive. The data indicates that the SBI foundation has spent over Rs. 14.56 crores in the year 2019 -2020 towards CSR activities. Moreover, since the inception of the SBI foundation in 2015 the foundation has catered to the needs of more than 12 lakh beneficiaries to date. Similarly, the foundation has completed 15 projects spread across 22 states of the country. The present scenario of Covid – 19 pandemic has triggered the companies and especially the banks and other financial institutions to contribute more towards CSR activities. Hence, the present study will surely be an eyeopener for other financial institutions and corporates to enhance their spending on CSR activities.

**Keywords** - *CSR initiatives, SBI Foundation*



# A STUDY ON IMPACT OF DUAL CAREER COUPLE WORKING HOURS ON THEIR ECONOMIC AND SOCIAL LIFE

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**Dr J J Savithri**

*Professor, DJ Academy for Managerial Excellence, Coimbatore*

## **ABSTRACT**

The objective of this research is to understand the impact of dual career couple working hours on their economic and social aspects of life among white collar employees in Coimbatore region. Non probability purposive sampling technique was used with a sample size of 44 using survey-based questionnaire as medium. Descriptive statistics is used along with inferential statistical tools like ANOVA and correlation. It was found that: a. Working hours has positive impact on economic aspects; b. Working hours has negative impact on social aspects.

Though the lifestyle and societal status improves for dual career couple by way of developing their financial status, they are deprived of many social aspects of life. Based on existing research results it is understood that there is reduction in sense of belongingness and bonding among family and community. Social isolation partly or fully leads to depression which will have adverse effects on the mental health of the society as a whole. Work family conflict also arises leading to negative impact on the family's wellbeing.

**Keywords** - *Dual career couple, work hours, white collar job*



# AN ANALYSIS ON SOCIO DEMOGRAPHIC FACTORS INFLUENCING TELECOMMUTING

**Dr Padmaavathy P A**

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## **ABSTRACT**

The emergence of Information technology has paved the way for telecommuting or setting up of virtual office which has played a huge role in transforming into remote work culture. In comparison to the conventional work culture, it has positioned itself as a worldwide and modern alternative. The recent pandemic scenario also acted as a catalyst for most of the companies, especially IT companies to switch towards remote work culture. The new trend in remote work is receiving great feedback from IT professionals, therefore it shouldn't come as a surprise if a big percentage of IT firms continue to use remote working practices once the pandemic is over. However, only time will tell whether or not this occurs. Until then all can reap the benefits of remote work culture. This study focused on the concept of telecommuting in the IT industry and the main objective of the study is to analyze the socio demographic factors influencing telecommuting.

**Keywords** - *Telecommuting, socio- demographic factors*



# A STUDY ON SME SECTOR PERFORMANCE IN STOCK MARKET IN PERSEPECTIVE OF MARKET PARTICIPANTS

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## **ABSTRACT**

This paper focuses on measuring Small & Medium Enterprises' effectiveness and performance in the trading platform and analysing it by illustrating research strategy using quantitative research methods. Also, examining how market participant's involvement is, where these SMEs are listed. The performance of the secondary market of SME IPOs is performing well. But the low grade of liquidity & income drives the entire activity risky for market participants. Furthermore, to inquire about investor and investee's perspective on SMEs', a questionnaire is used for particular strata of respondents. An inside-out examination is done regarding how different variables affect performance and opportunities related to the SMEs section in the stock market using descriptive and parametric statistical techniques.

**Keywords** - *Small and medium enterprises, Bombay Stock Exchange, National Stock Exchange*



# GREEN HUMAN RESOURCE MANAGEMENT AT TCS : CASE STUDY

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## **ABSTRACT**

Green HRM is a thriving practice across sectors aiming to save the planet from the hazards of work environment. It is an innovative practice initiated by the organizations in order to enhance sustainability of resources. Organizations have started analyzing the value of green HRM practices in not just promoting sustainable use of resources but also enhance the individual responsibility towards environmental protection. The top management of the company tries to integrate Human Resource Management with environmental management to reduce the carbon footprints. The purpose of this paper is to explore how the company makes efficient use of resources and strives to minimize the impact through its environmental policy. The researcher has used a case-based approach. It is also found that some of the green initiatives adapted by TCS had a positive impact on organizational sustainability.

**Keywords** - *Green HRM, sustainability, environmental management, organization, carbon footprints*



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# INSIGHTS ON ECONOMIC SHOCKS, CONSOLIDATIONS, EXCESSES AND HOPES OF THE COVIDIAN TIMES

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## ABSTRACT

In the Pandemic-hit World, how the shocks induced by the after-effects are impacting Businesses, Governments and Industries are explored by accessing many global databases (including financial markets data) and piecing together evolving scenarios. The insights from the analysis points to formalisation and consolidation happening in most major sectors/ industries. The digital transformation has become a fate accompli for many to survive. The paper is an attempt to capture the evolving scene, characterised by performance short-falls, pangs and hopes in Business, Commerce, and Economy to inform, perform and transform the stakeholders in some way.

**Keywords** - *Contemporary Structural Reform, Pandemic Impact on Economy, Formalisation and Consolidation, Digitalise or Die, Future Fluent Environment*



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# **A STUDY ON THE IMPACT OF BELL CURVE PERFORMANCE APPRAISAL METHODOLOGY WITH RESPECT TO TEAM SIZE OF LESS THAN 10 MEMBERS IN IT INDUSTRY**

**Capt. K Senthil Kumar (Retd)**

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**Dr A G V Narayanan**

*Professor, DJ Academy for Managerial Excellence, Coimbatore*

## **ABSTRACT**

Performance management is one of the most important and key activities carried out for the employees across the industries for evaluating performance and provide feedback for improvement/recognize the performers based on their efforts put in during their work. Performance appraisals carried out in most of the companies/industries are done based on the concept of Bell Curve, wherein employees are rated and aligned based on forced ranking/grading system of appraisal. Many HR managers believe that though bell curve for performance review is one of the right tools to understand and implement evaluations, yet it is not an ideal outlook for people to think, expect and perform especially when it comes to the smaller teams with the size of 10 members or less. Some HR professionals believe that while carrying out the performance management process, a bell curve graph is the best way to identify the top performers and under-performers, whereas others believe it compels the appraiser to use a forced rating instead of a fair one. Numerous studies have been conducted to identify an alternate for Bell Curve appraisal method. This research paper is an attempt to identify and study the impact of Bell Curve methodology especially with respect to smaller teams with a size of 10 members or less. The results shows that in the larger teams of size more than 10, bell curve methodology is quite effective and it is acceptable to the managers and the employees who go through this appraisal method, however on the contrary, there are a quite a bit of impact on the employees dissatisfaction with the appraisal methodology and

force fitting of the grading especially in the smaller teams. During Normalization process in the bell curve methodology, there are disadvantages in the teams which has less than 10 members in the team. The paper testifies the scope for further research in this area and find out alternate methods for Bell curve which is more acceptable to the smaller teams.



**Keywords** - *Bell Curve, Performance Appraisal, Motivation, Morale*



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# A STUDY ON ASSESSING THE IMPACT AND INFLUENCE OF TALENT MANAGEMENT STRATEGIES ON THE ORGANIZATIONAL GROWTH.

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## **ABSTRACT**

Talent management is an organization's ability to recruit, retain, and produce the most talented employees available in the job market. Talent consistently uncovers benefits in these critical economic areas: revenue, customer satisfaction, quality, productivity, cost, cycle time, and market capitalization. Having good talent management is when one has good skills, knowledge, cognitive abilities, and the potential to do well. Talent management is also an important and necessary skill for people in the workforce to acquire. Finding good and talented people and making them to stay the same business is the challenge. If someone has so much talent and they are good at what they do, businesses will want them to stay and work there forever. Nowadays in the current economic downturn, there is high demand for talents in the organizations. The aim of this study is to investigate the effects and describe the extent to which organisational growth is associated with talent management strategies, retention strategies and succession planning strategies.

**Keywords** - *Talent management strategies, retention strategies and succession planning strategies.*



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# AN ANALYSIS OF FACULTY MEMBER'S PERCEPTION TOWARDS JOB SATISFACTION WORKING IN COLLEGES WITH SPECIAL REFERENCE TO KARNATAKA

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## **ABSTRACT**

In present scenario satisfying employees has become one of the challenging tasks for organizations. This is applicable even to the educational institutions. The success of any institution depends on the performance of the faculty members. The performance of the members depends on the level of job satisfaction. Job satisfaction does not only relate to financial factors, it relates also to the non-financial factors. The various factors that determine the level of satisfaction can be social, environmental, motivational factors etc. The present study examines perception towards job satisfaction among the faculty members working in Colleges (Karnataka). The study highlights various factors determining the employee's satisfaction with the job. The study also focuses on finding whether there is a significant relationship between the Gender, Age, Marital status, Experience and Monthly Income and perception towards job satisfaction. The data is collected through structured questionnaire with the help of google form. The analysis shows that there is no significant relationship between Marital status, Age and Experience and perception towards job satisfaction. But at the same time there is a significant relationship between Gender and Monthly Income and perception towards job satisfaction.

**Keywords** - *Job satisfaction, Faculty members, Social, Motivational factors, Perception.*



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# APPLICATIONS OF RESEARCH GAMIFICATION TECHNIQUES IN HUMAN RESOURCE MANAGEMENT

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## **ABSTRACT**

Research gamification is an approach to increase the participation and engagement into a survey being conducted using various techniques through a gamified and fun manner. This is a growing trend as the response rates for surveys have been dropping low over the last 5 years. Social media and other deviations seem to be at fault for grabbing the attention of the respondents especially with employees; studies have proved that their response rate is comparatively low because of their workload, honesty, organization's dynamics, or lack of trust on the anonymity of completing the survey. Thus, with Research gamification, the employees are motivated and engrossed into completing the survey. Gamification Research Network states that it is simply the "Use of game design elements in non-game contexts." Using a descriptive research design, this research paper throws light on how research gamification applied in the field of HR, benefitting the organizations, and creating an engaging learning environment.

**Keywords** - *Research Gamification, Employees, Research trends*



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# A STUDY ON WORK LIFE BALANCE AND OCCUPATIONAL SAFETY OF INDIAN FISHERMEN

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## **ABSTRACT**

Fishing is the most known and valuable livelihood. Fishes are valuable laboratory animals in many aspects of medical and biological research and it is considered to be the globally traded primary commodity. Although marine fishing is one of the most hazardous occupation many people are working on this field. It brings considerably high revenue for the country. After a keen study it is found that the systematic studies related to work life balance and occupational safety of fishermen is scarce. The present research is an attempt made to study the work life balance and occupational safety of fisherman. The main objective of the study is to analyse socio economic condition of fishermen. The term work-life balance is the lack of conflict between work and other life roles. It is the state of stability in which strains of personal life, professional life and family life are equal. Work-life balance comprises of, but it is not limited to, flexible work activities that allow employees to carry out other life programs and practices. Occupational safety deals with all aspects of physical, mental and social health and safety in a workplace. It is the umbrella for company's efforts to prevent injuries and hazards in all work environments. The study was conducted to know the quality of work life maintained by fishermen. In this study socio economic background of fishermen is also considered. The result of the study is expected to help fishermen to maintain the quality of work life as an important factor for their profession.

**Keywords** - *Fishermen community, Job satisfaction, Occupational safety, Work Environment*



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# IMPACT OF COVID 19 PANDEMIC ON THE INDIAN AVIATION SCENARIO

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## **ABSTRACT**

Covid 19 pandemic created a great crisis among the businesses across industries around the world wide. It especially affected the aviation industry. There is a significant reduction in passengers, which lead to high revenue losses. Aviation industry plays a key role in the economic activity and development of a nation. Travel restrictions due to the Covid 19 resulted a drop in the demand of airline services. Directly or indirectly, it affected the smooth working of the airports and employees in the airline sector. In this current scenario, this study is trying to find out the influence of Covid-19 pandemic on the airline industries in India and also discusses the findings and suggestions taken for the progress of this sector.

**Keywords** - Airline, Aviation Industry, Employee, Covid 19, Business.



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# EFFECTS OF ADVERTISEMENTS ON CHILDREN'S CONSUMPTION

**Dr Padmaavathy P A**

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Academy of Higher Education, Coimbatore*

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## ABSTRACT

Marketing and advertising support our economy by promoting the sale of goods and services to consumers, both adults and children. An enormous increase in the number of available television advertisements and digital interactive technologies have simultaneously opened new routes to narrow cast to children, thereby creating a growing media space just for children and children's products. The field of Children's consumer behaviour has been given attention understanding the fact that a child plays an important part who has an influence on family's shopping. At the same time, there is a concern about the abuse of natural child naivety and truthfulness. So it is necessary to understand and accept the protective measures to ensure the safety of the child consumer and their buying decisions. Consumer socialization helps the customer to evaluate their buying decisions and all these marketing strategies make younger children especially vulnerable because they lack the cognitive skills to understand the persuasive intent of television and online advertisements. There are so many factors which affect the buying behaviour of an individual. The scope of learning cognitive development of a child which includes lifestyle factors of diet and nutrition, physical activity and fitness, sleep and broader influences of socioeconomic factors related to health and learning has to be more focused and analysed.

Also, learned characteristics such as knowledge, attitudes, and skills, have influence on various manifestations of child consumers and help harmonize with the environment. The purpose of this paper is to analyse the impact of children's attitudes towards television advertisements on their resultant consumption habits.



**Keywords** - *Consumer socialization, buying behaviour, Children, advertisements, consuming Behaviour*



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# EMERGENCE OF ADTECH AND ANALYTICS TO AID BUSINESS RESEARCH

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## **ABSTRACT**

In this exciting new era of digital age, enterprises are on the lookout for cutting edge technologies to stay ahead. The main focus for all the companies would be to reach their prospective customer with speed and agility, before the competitor does. The business research has become one of the cornerstones for any business to conduct on-going systematic investigation of various avenues, everchanging market dynamics, preferences, influencing channels, so that they can make the sales smooth and seamless right from product conceptualization to sale and then until payment realization. This paper aims to evaluate the various research methods that marketing and sales functions are following these days for advertisement technology, and to evaluate whether it is helpful or detrimental to reach the prospective customers. Aim of this paper is to provide a guideline for business enterprises in considering various forms of platforms and technologies that they can leverage in their business research process.

**Keywords** - *Customer preference, Adtech, Business research, Digital marketing, Analytics*



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# INFLUENCE OF SHOPPING WEB PORTALS ON ONLINE IMPULSIVE BUYING WITH THE MEDIATING EFFECT OF SHOPPING ENJOYMENT

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## ABSTRACT

The advancement of internet technology has completely changed the shopping pattern of the customers. There are a lot of people who experience impulsive buying online. The purpose of the present research is that to examine the influence of shopping website portals and online impulsive buying. The study also proves the mediating factor of shopping enjoyment towards online impulsive buying. The questionnaire was circulated to the respondents, where 400 respondents responded to the survey. Andrew Hayes's process was administered to check the moderating and mediating effect of this research study variables. The conclusion of the research study is the website factors play a vivacious role in the shopping behavior of the customer. With the combination of the marketing strategy and online shopping websites, several new thoughts are offered to enrich the understanding of the factors of online impulsive buying and also tell how properly the websites can be altered to attract the customers to shop online many times.

**Keywords** - *Impulsive buying, marketing strategy, Online Impulsive Buying, Shopping enjoyment, Website* *Factors*



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# THE PANIC OF THE PANDEMIC FACED BY INDIAN FINANCIAL SECTOR.

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## **ABSTRACT**

In Dec. 2019, it was found that an acute respiratory disease has struck Wuhan province of China and what started from this epicentre has spread to the entire globe and COVID 19 has become hot topic. From a disease to an epidemic and now a pandemic, from March 2020. With the medical research fraternity finding modified genome of the virus, the pandemic is expected to have further waves! The fact is that Governments, Researchers, Scientists, medical fraternity and common man, though working tirelessly for breaking the chain, are at present clueless as to when the turmoil would end. This article tries to bring how various sectors across the world have been thrown out of gear for nearly two years now. The robust nature of finance sector is of vital importance to the healthy functioning of other sectors. because finance is the lifeline of any economic activity. The article focuses on the issues on hand, measures taken by Governments and how best they are tackled. It is everyone's guess as to when and how the pandemic and its effects would end.

**Keywords** - COVID 19, Financial Sector, Indian Financial Sector, Challenges in Future, The New Normal Norms



## **Paper Submission Guidelines for AVANT 2022**

Authors must send an abstract of not more than 250 words using following guidelines :

- Research Objective
- Research Design
- Findings
- Implications
- Key words
- Full Paper must not exceed 5000 words inclusive of abstract, figures, references and appendices
- Paper should be submitted in 'MS Word' with font style 'Times New Roman' and size 12. The font size for the 'Title of the Paper' should be 14 and bold
- Names of the authors, their addresses (postal and email), and phone numbers should also be indicated.
- Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published, under review for another conference or publication will not be considered.
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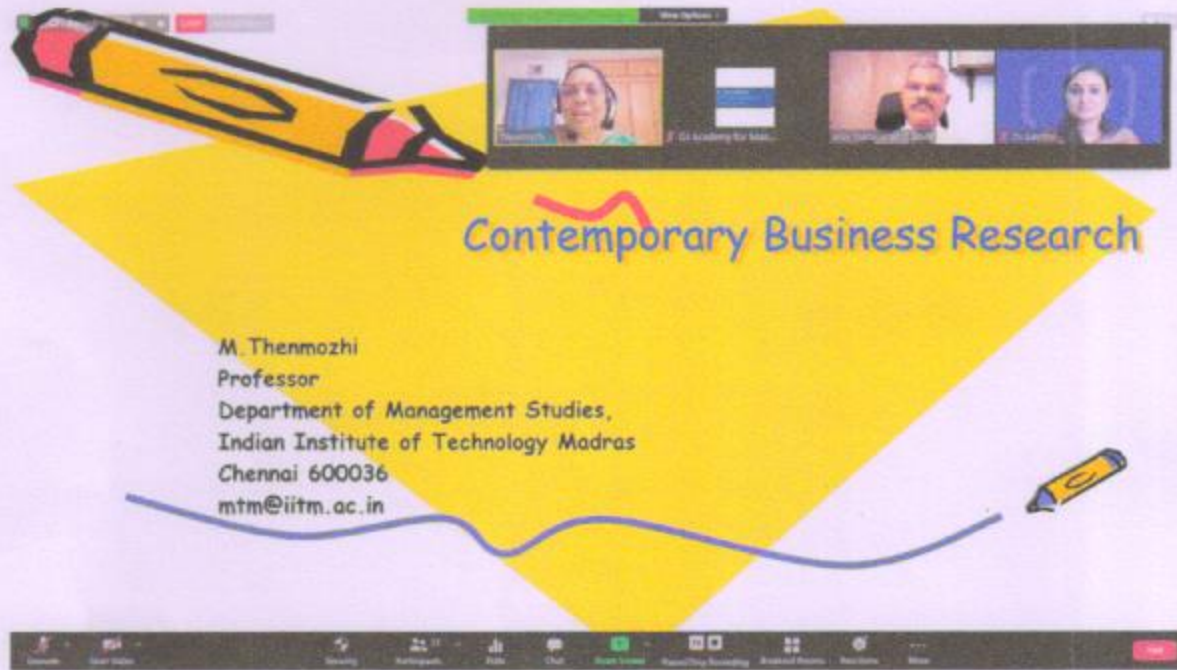
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