Editorial

Dear Reader,

The current edition of the International Journal of Research in Business Studies (IJRBS) is derived with the purpose of knowledge dissemination. It includes 13 research papers invited through open platform. With its 14th issue, this journal will complete its 7th anniversary. The consistent journey of publications of 14 issues has all been worthwhile contributions to academia's domain.

The efforts by the authors determined to share their work and knowledge are commendable. The editorial board's tireless efforts and contributions throughout the entire selection and publication process are much appreciated. Their insightful comments, prompt guidance, and knowledge sharing with the team have all aided IJRBS's progress. With each release, we endeavour to make this journal more focused, informative, and thorough. The valuable opinions and recommendations are the firewood that propels us ahead, hence are highly solicited.

Arun Kumar
Editor-in-Chief
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Establishing Sustainability Context: First Step for Businesses on their Sustainability Journey

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Abstract

Today many organizations are migrating towards sustainable business practices and adopting business social responsibility. They all face one common question- *where to start from?* As a general practice firm's should commence their sustainability journey by assessing their current position i.e. where they stand in terms of sustainability and business social responsibility. Such an exercise will provide insights into the firm's vision, mission, values, and principles which play a momentous role in ultimately deciding their sustainability pathway. This paper provides a detailed methodology for performing such a contextual analysis by objectively evaluating existing **programs**, **policies,** and **procedures** of the firm. The first part of the paper consists of the objectives of the study, limitations, literature review, and contribution of the study. The second part discusses the assessment methodology in detail. The final part of the paper provides an interpretation of the study outputs.

Keywords

Outcome-Based Evaluation (OBE), Process-Based evaluation, Sustainability context, Sustainability journey, and Sustainability assessment.

1. Introduction

For a business starting its sustainability journey, it is very important to develop context on the current position of the organization regarding social and environmental issues. The social responsibility program should embrace all current practices and build upon them. If an organization already has social and environmental programs in place, it is an indication that these issues and concerns are important to the organization. Embracing these issues and incorporating them into the social responsibility program of the company will serve as a major motivation resulting in higher acceptance, superior implementation, and success of the program. One of the biggest challenges facing firms is how

to conduct such an audit. It generally comes down to the management making subjective assessments on the topic with subpar results. This paper provides a systematic and objective method for assessing the current position of the firm by examining its existing programs, and policies/procedures. It provides clear outcomes that will enable firms to take informed and objective decisions.

2. Objective of the Study

Enabling firms to develop context on the current position of the organization regarding social and environmental issues through subjective assessment of existing programs and policies/procedures. The assessment methodology employed is a composite of Outcome-Based Evaluation, Goal-Based Evaluation, and Process Evaluation. The end result from the assessment are clear outcomes concerning whether to discard, improve or maintain existing programs and policies/procedures. This evaluation takes into account the vision, mission, values, and principles of the organization.

3. Contribution of this Paper

There exists a plethora of literature on program and policy assessments such as Outcome-Based Evaluation (OBE), Process (Implementation) Evaluation, Goal-Based Evaluation, Formative Evaluation, Evaluability Assessment, Needs Assessment, Economic Evaluation, etc. Not all are designed to evaluate existing programs. Many of these evaluations are appropriate only at the beginning of the program (CDC, n.d.) (McNamara, 2022). Even when programs are designed to evaluate existing programs, the majority of them focus on impact assessment. There is a dearth of literature when it comes to evaluating the current context of a firm in the light of social responsibility. Social responsibility is a fairly new phenomenon that has become popular only in the last two decades. Hence, for firms aiming to embrace sustainability and social responsibility, establishing the current context is particularly important. This paper provides a practical and pragmatic approach for firms to understand their current position regarding social and environmental issues through subjective assessment of existing programs and policies/procedures. The assessment methodology employed is a composite of Outcome-Based Evaluation, Goal-Based Evaluation, and

Process Evaluation. The end result of the assessment is the Program and Policy/Procedure Score Graph which provides clear outcomes concerning whether to discard, improve or maintain existing programs and policies/procedures.

4. Review of the Literature

The sustainability journey of a firm begins with an internal assessment of the firm's vision, mission, values, and principles i.e. examining the purpose and ethos of a firm. These normally reflect the firm's commitment and attitude towards sustainability. Such attitude manifests itself in the organizational programs, policies, and procedures. According to Rangam (2015) "to maximize their positive impact on the social and environmental systems in which they operate, companies must develop coherent CSR strategies. Aligning CSR programs must begin with an inventory and audit of existing initiatives." Such initiatives have roots in the vision and mission of the firm. This is particularly true in the case of non-profit organizations. All non-profit organizations are dedicated to specific social and/or environmental cause/s which translates into specific missions, goals, and objectives. To achieve these goals and objectives, the firm's develop and undertake various programs and projects (McNamara, 2022). In the case of for profit organizations, it is more of a challenge to identify and link initiatives to vision and mission because social responsibility activities and programs may or may not be directly linked with the overall company vision and mission. Indeed many for profit organizations engage in philanthropy which usually are not reflected in the core vision and mission of the firm (What is CSR?, n.d.) (Srinivasan, 2009). The recommended best practice is to review the overall vision and mission of the company and possibly identify opportunities for alignment of CSR and business activities and strategy (Guidance Note on Corporate Social Responsibility, 2021). For both profits as well as non-profit organizations, program evaluations are about *relevancy* and *impact* i.e. outcomes.

But first, we must clarify what are programs, policies, and procedures and how they are interrelated. Programs are endeavours undertaken by organizations to achieve specific goals and objectives which may or may not be directly tied with the overall vision, mission, purpose, and values of the firm. One point that requires clarification is the difference between

programs and projects. We can think of programs as a larger umbrella term that may include several projects, policies, and procedures. For example, a waste minimization program in a manufacturing firm can result in process improvement projects such as LEAN, Six Sigma, and other projects such as employee training and development, technological upgradation, etc. Each project is a series of procedures i.e. activities guided by specific policies to direct decision making.

The second question we need to address is why to evaluate programs, policies, and procedures. As highlighted earlier, there is a clear link between programs and the larger vision and mission which encompasses the purpose of a firm. Programs enable firms to achieve specific goals and targets associated with the primary vision and mission of the firm. As such they are the building blocks for the firm's strategy. Programs are developed around firm's strategy and likewise programs can dictate strategy as well. Reverting back to our earlier example, firm-level strategic objective might be to achieve higher profitability. This resulted in a cost minimization strategy of which a waste minimization program is one of the outcomes. The waste minimization program will in turn require a program-level strategy resulting in multiple projects with specific targets. Projects likewise will require project-level strategic planning.

Also, policies and procedures are two areas that require careful examination. Most organizations may not have environmental and social programs but may have several policies and procedures that have environmental and social impacts. Policies here refer to the guidance on behaviour and decision-making. Recruitment policies that prohibit gender discrimination or favour recruitment of marginalized sections of the society etc. have important social ramifications. Procedures refer to processes' organizations pursue that may have environmental and social impact. For example, the vendor selection process may give preference to local suppliers. These policies and procedures may not necessarily be tied to specific social and environmental programs and hence merit an independent audit.

5. Research Methodology

While developing this method for program and policies/procedure evaluation, the overriding consideration was how information from the

assessment will facilitate sound *decision-making* (Department of Environment and Conservation, 2004). In developing the evaluation method, the following seven considerations were rigorously applied to ensure that the tool served its prime purpose.

1) For what purposes is the evaluation being done, i.e., what do you want to be able to decide as a result of the evaluation?
2) Who are the audiences for the information from the evaluation?
3) What kinds of information are needed to make the decision?
4) From what sources should the information be collected?
5) How can that information be collected in a reasonable fashion?
6) When is the information needed?
7) What resources are available to collect the information?

(McNamara, 2022).

In developing the evaluation methodology several different evaluation programs were consulted, namely Outcome-Based Evaluation (OBE), Process (Implementation) Evaluation, and Goal-Based Evaluation. Hence, the developed method is a hybrid of these afore mentioned evaluation methodologies

Table 1: Identifies the Origins of the Seven Criteria used in Program Evaluations in the Context of Social Responsibility Programs

Evaluation Type	Evaluation Criteria						
	Staffing	Resource Availability	Strategy	Process	Output Documentation	Outcome	Accountability
Process Evaluation	X	X		X			X
Outcome-Based Evaluation (OBE)					X	X	
Goal-Based Evaluation			X		X	X	

Each of the criteria is explained in the following methodologies section. These outcome evaluation methodologies were favoured largely because the evaluation concerns existing established programs that have been operational for sometime and are already having an impact on the target population.

Step 1: Answer the following four questions. An affirmative response to any of these questions will require completing one or more of the following templates – whichever is/are relevant.

Q1)	Does the current vision or the mission statement mention anything specifically concerning the social dimension and environmental dimension?	If yes, complete the Vision and Mission assessment template
Q2)	Does the organization champion any social and environmental values and principles?	
Q3)	Does the organization have any specific social or environmental programs?	If yes, complete the Program assessment template
Q4)	Does the organization have any specific social or environmental policies/procedures?	If yes, complete the policies/procedures assessment template

Vision and Mission Assessment Template

	Description	Source	Supporting Programs, If any	Supporting Policies, If any
Vision Statement	Copy the relevant portion of the firm's vision/ mission statement		List supporting programs	List supporting policies
Mission Statement				
Organizational Values	List the relevant values			
Organizational Principles	List the relevant principles			

Step 2: Refer to step 1. If any supporting programs has been listed, list them in the programs details template below. Also, list any relevant programs i.e. related with social responsibility regardless of whether it supports the firm's vision or mission statements.

Program Details Template

P_ID	Name	Area	Objectives *	Duration	Status •

* *List the program objectives. If program objectives are unavailable i.e. none has been framed, write NAZ*
- There are two values for status.
  1) The program is autonomous and functions independently in which case it will take the value AUT
  2) The program is an undertaking of a department/s in which case it will take DEPT. NAME

Step 3: Assess individual programs using the program assessment template provided below and compute individual program scores.

Program/s Assessment Template

P_ID	Name	Staffing	Resource Availability	Strategy	Process Structure	Output Documentation	Outcome Achievement	Accountability	Final Score

The following section elaborates on each of the columns listed in the programs assessment template:

P_ID: Refers to serial number used to uniquely identify each program i.e. P_01

Name: Used to identify program by its name i.e. Employee Star Program (volunteer program).

Staffing: Concerns staffing of human resources related to the program. Five criteria are used to evaluate staffing.

i) Number of Staff

Rating Scale	Description
1	Inadequate to none. Does not meet the minimum requirement.
2	Adequate. Barely meets the minimum requirement.
3	Well-staffed.

ii) Skill Level of Staff

Rating Scale	Description
1	Inadequate. Huge skill gaps.
2	Adequate. Meets the basic skill requirements.
3	Highly skilled and seasoned experts in the field.

iii) Quality and Frequency of Training

Rating Scale	Description
1	Very low quality; Training frequency low to none.
2	Quality and Frequency-Average.
3	Quality and Frequency-High.

iv) Management Structure

Rating Scale	Description
1	No management structure to oversee and supervise the program.
2	Basic management structure.
3	Well-defined management structure with clear roles and responsibilities for the staff.

v) Salary Structure

Rating Scale	Description
1	No incentive pay is provided for the program.
2	Some incentive pay is provided. No independent program salary structure.
3	Independent program-based salary structure.

A single score is computed for staffing based on the five criteria. Template below illustrates how the Staffing score is computed.

P_ID	Name	No. of Staff	Skill Level	Training	Management Structure	Salary Structure	Final Score
P_01	xyz	1	2	1	1	2	7

Interpretation

Rating	Final Score
1	5 <= Score < 7
2	8 <= Score < 12
3	12 <= Score

Resource Availability: Resources refer to all types of resources other than human resources.

Rating Scale	Description
1	Acute shortage of resources.
2	Adequate resource availability. Barely meets the minimum requirements.
3	Excellent resource availability. Sufficient resources for the effective operation of the program well into the future.

Strategy: Refers to a plan of action aimed at achieving program objectives.

Rating Scale	Description
1	No strategy. Mostly adhoc and verbal planning.
2	Explicated and documented strategy but not well monitored and controlled.
3	Explicated and documented strategy that is well monitored and controlled.

Process Structure: Refers to how well defined and documented the processes are in the program.

Rating Scale	Description
1	Informal process structure that is neither measured, evaluated nor improved.
2	Partially documented processes. However, the processes are neither measured, evaluated nor improved.
3	Well-documented process model. Processes are measured, evaluated, and improved upon regularly.

Output Documentation: Refers to outputs from the program usually in the form of reports.

Rating Scale	Description
1	No documented outputs from the program.
2	Outputs are documented but in an ad-hoc manner. The reporting process is not systematic and the report formats are not well developed.
3	Systematic data gathering and reporting process. Reports follow a well-defined structure that covers all key areas of the program.

Outcome Achievement: Refers to how well the program is designed to measure outcomes as defined by the program objectives.

Rating Scale	Description
1	No reviews, audits, or assessments to ascertain achievement of outcomes. Even if carried out, it is performed verbatim.
2	Reviews and assessments are carried out periodically. Some documentation and communication of results. No clear set of indicators to assess the achievement of outcomes.
3	Systematic reviews, audits, and assessments. Clear documentation and communication of results using specific indicators to measure the achievement of an outcome.

Accountability: Answers one key question – Is there a single individual that can be held accountable for the operation of the program?

Rating Scale	Description
1	No single person is accountable for the program because the management structure is lacking.
2	No single person is accountable for the program despite having a management structure because none have been appointed to the position of responsibility for a long period of time.
3	Clear management structure with a single person in charge of the program i.e. program head, project manager, chairman, president, etc.

Step 4: Next, evaluate policies/procedures. Most organizations may not have an environmental and social programs but may have several policies and procedures that have environmental and social impact; Procedures refer to processes' organizations pursue that may have environmental and social impact. Policies and procedures are assessed using policy/procedure assessment template.

Conducting policy/procedure evaluation consists of several sub-steps.

Step 4.1: The first step is identifying relevant policies and procedures using the policy/procedure detail template.

Policy/Procedure Detail Template

S. No.	Identifier [Policy Name /Procedure Name]	Policy/ Procedure Handbook & No.	Area*	Date Framed	Department
1	Non-discriminatory policy	Organizational Policy Handbook Version 2.0 Policy no. 128	Human Rights	Dec 1, 1996	Human Resource
2	Supplier selection	NA [procedure]	Environment (Sustainable practices)	Jan 1, 2010	Procurement

* The ISO 26000 identifies seven core areas concerning social responsibility. They are as follows:

1) Organizational Governance
2) Human Rights
3) Labour Practices
4) The Environment
5) Fair Operating Practices
6) Consumer Issues
7) Community Involvement and Development
8) Others …. this option is listed in case a policy does not fit in any of the above categories and is not part of ISO 26000 defined areas.

Note: A policy can fit in one or more of the above areas.

In the template above, two examples are illustrated. The first is a policy and the second is a procedure.

Step 4.2: For evaluating policies and procedures, Outcome-Based Evaluation (OBE) method was selected. According to the UNDP handbook, outcome level assessments should examine how well the initiative was planned, what activities were carried out, what outputs were delivered, how processes were managed, what monitoring systems were put in place, stakeholder interaction, etc. (Outcome Level Evaluation, 2011). We start by framing clear outcome statements. A clear outcome statement has the following characteristics: "desired outcomes are devoid of solutions, stable over time, measurable, controllable, structured for reliable prioritization." It is essentially a set of metrics to evaluate how well customer needs are being met (Ulwick, 2017). For every outcome statement a clear set of indicators should be developed to evaluate the achievement of the desired outcomes. The recommended structure for an outcome statement is that it must have direction of improvement, unit of measure, object of control and contextual clarifier. The contextual clarifier "describes the conditions or circumstances under which the outcomes need to be achieved" (Ulwick & Bettencourt, 2008). Clarifier "describes the conditions or circumstances under which the outcomes need to be achieved" (Ulwick & Bettencourt, 2008).

Table 1: Example of Outcome Statement and its Corresponding Components (Ulwick, 2017b)

Direction	Metric	Object of Control	Contextual Clarifier
Minimize	the time it takes	to get the songs in the desired order	for listening

Also, every outcome should have well-defined goals or targets that can be used as a benchmark to evaluate the degree of achievement. All the while it is important to record the outputs realized from the policies/procedures. The policies/procedures constitute activities implemented towards the realization of the outcome. This model is popularly referred to as Logic Model (W.K. Kellogg Foundation, 2004). The policy/procedure outcome assessment template is a depiction of a simple logic model.

Policy/Procedure Outcome Assessment Template

Action/ Activities	Outcome Statement	Indicators	Target	Outcome Realization	Score
Non-discriminatory policy	**Increase harmony and employee empowerment** amongst employees in the workplace. (Ziller, 2014).	Percentage of employees belonging to the minority category that trust leadership and co-workers.	95% should trust the leadership and co-workers.	Only 63% trusts the leadership and co-workers.	**1**
		Percentage of employees belonging to the minority category engaged in meaningful project work.	60% should be engaged in meaning-ful project work.	48% engaged in meaningful project work.	**3**
Vendor selection process	**Decrease ecological footprint** of raw materials used in the production process.	Percentage of carbon emissions resulting from freight transportation of raw materials.	50 tons of CO_2/yr.	120 tons of CO_2/yr.	**1**

While assessing outcome achievement, it is recommended practice to possibly explore the cause of what factors contributed towards the achievement of the outcome or what factors prevented the achievement of the outcomes. The following are sets of factors to consider in both cases:

If the outcome has not been achieved	If the outcomes has been achieved
Was the policy/procedure adequately implemented to realize the outcome?	Could the outcome have been the result of alternative actions, i.e. can it be clearly attributed to the policy/ procedure under consideration?

If the outcome has not been achieved	If the outcomes has been achieved
Does the policy/procedure require additional policies/procedures to realize the outcome?	Is before the policy/procedure and after the policy/procedure implementation appropriate to the situation?
Is the before the policy/procedure and after the policy/procedure implementation appropriate to the situation?	
Is the policy/procedure too new to have realized its desired outcomes?	

(UNDP, 2009)

One very important aspect that should be stressed is the role of the stakeholders. Outcomes must be evaluated in consultation with the stakeholders who may be internal i.e. functional departments, program units, management, employees, etc. or they may be external i.e. local community, the immediate biodiversity, and ecology, etc. (Thomson, Hoffman & Staniforth, 2010).

Step 4.3: Next, compute relevancy score for the policy/procedure. Too many ad hoc policies handicap the organization and creates a bureaucracy. Likewise, procedures that fail to achieve their target outcomes are best removed. Relevancy in both cases are evaluated using the following two criteria:

1) **Outcome Achievement**–refers to how well both policies/procedures achieve their outcomes.

Outcome Achievement Indicator	Score
No documentation and measurement of outcome achievement	1
Partial outcome achievement *i.e. between 45% to 70% of the target*	2
Significant outcome achievement *i.e. above 70% of the target*	3

2) **Area of Focus** – Does the policy/procedure support any one of the core 7 areas of ISO 26000?

Area of Focus	Score
Policy/ procedure does not support any of the core areas	1
Policy/ procedure supports one or more core areas	2

Policy/Procedure Score Template

PP_ID	Name	Outcome Achievement (OA)		Area of Focus (F)		Relevancy Score
		Wt	**Score**	**Wt**	**Score**	

Note: It is strongly recommended that the following wt. distribution be Used: .80 for Outcome achievement and .20 for focus area.

$$Relevancy\ Score = ((0A_{wt} \times 0A_{score}) + (F_{wt} \times F_{score})).......eqn1$$

Score Interpretation

- If the score is **1**, discard the policy/procedure as it serves no purpose.
- If the score is **1.2**, review policy/procedure. The policy/procedure has failed to achieve meaningful outcome but is related to one or more of the crore areas of ISO 26000.
- If the score is **1.8** or **2.6**, keep policy/procedure. The policy/procedure is relevant to the organization although it is not directly related with any of the ISO 26000 crore areas.
- If the score is **2** or **2.8**, keep policy/procedure. The policy/procedure is highly relevant and complementary to the organizational aims and objectives.

Step 5: This constitutes the final step where we perform results analysis by answering four sets of questions.

		Question	Score
1 (a)		Does the Vision and/or Mission statement have any supporting programs? [Assign score 3*n* for Yes (where n = number of programs) || 0 for No]	
1 (b)		What are the Assessment Scores for the Program/s? [Assign score from step 3]	
		Program a	
		Program b	
		Etc.	
Final Score for programs			
2(a)		Does the Vision and/or Mission statement have any supporting policy/procedure? [Assign score 2*y* (where y = number of policies/procedures) for Yes || 0 for No]	

2(b)	If yes, What are the Relevancy Scores for the Policies/procedures? [Assign score from step 4]	
	Policy/Procedure a	
	Policy/Procedure b	
	Etc.	
Final Score for policy/procedure		

Step 6: Next, calculate the benchmarks and plot the Program and Policy/Procedure Score Graph.

Step 6.1: Calculate program benchmarks using the formulae provided below. Two benchmarks needs to be calculated (i) Minimum benchmark and (ii) Maximum benchmark.

Minimum Benchmark	**Maximum Benchmark**
$PRG_{Min} = 7n$	$PRG_{Max} = 21n$
n=no. of programs	n=no. of programs

Step 6.2: Calculate policy/procedure benchmarks using the formulae provided below. Two benchmarks needs to be calculated (i) Minimum benchmark and (ii) Maximum benchmark.

Minimum Benchmark	**Maximum Benchmark**
$PP_{Min} = 2y$	$PP_{Max} = 6y$
y=no. of policies	y =no. of policies

Step 6.3: Compute the median value for program/s and policy/procedure

Program	**Policy/Procedure**
$PRG_{Med} = 14n$	$PP_{Med} = 4y$
n=no. of programs	y =no. of policies

Step 6.4: Plot the Program and Policy/Procedure Score Graph.
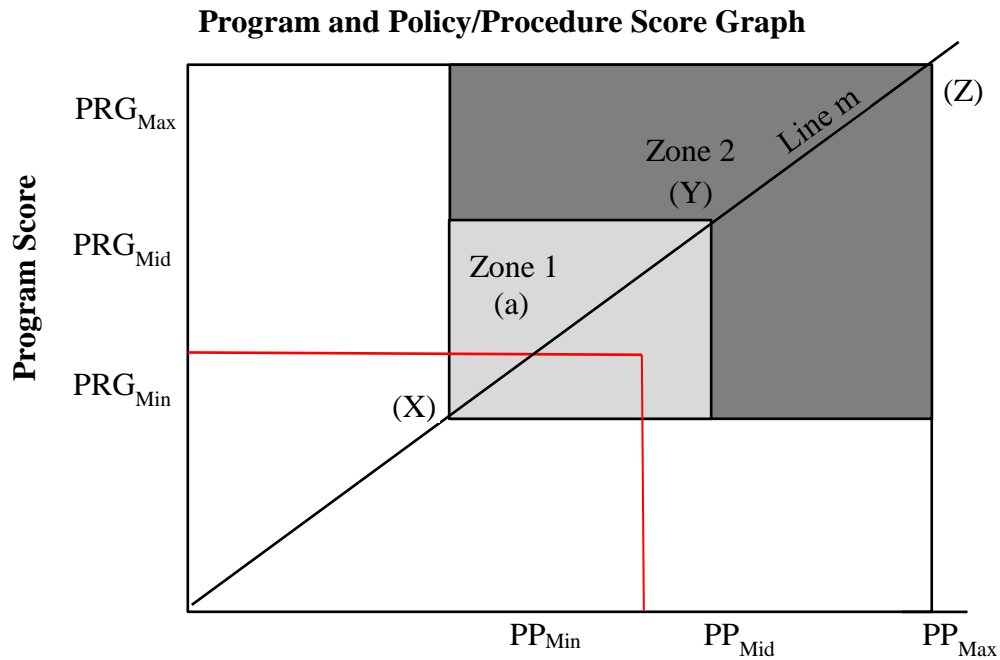
Program and Policy/Procedure Score Graph

Figure 1: Program and Policy/Procedure Score Graph

6. Interpretation

- If the scores fall on X, discard all the current programs and policies/procedures. They are having no impact on the firm.
- If the scores fall anywhere on in **Zone 1**, it is really up to the project team to decide whether to discard or to keep the programs and policies/procedures. The proximity of the scores to *line m* and to *zone 2* can be used to make a decision. Line m (always with a 45° slope) represents the equilibrium of the two scores. Other criteria can be used to arrive at a decision.
- If the scores fall on **Y**, it is on the mid-point. The recommendation is to keep the programs and policies/procedures and try and improve them.
- If the scores fall on **Zone 2**, embrace both the programs and policies/procedures. They are already having a meaningful impact and probably are important to the vision, values, ethos, and culture of the organization. The closer the score to line m and to *point Z*, the stronger the case for keeping both the programs and policies/procedures.

7. Limitations

- The methodology does not highlight important social responsibility areas applicable to the firm. Because the focus is on identifying and assessing existing programs, policies, and procedures, it is confined to investigating only these programs, policies, and procedures thus, effectively evading examining other relevant and important social responsibility areas for the firm.
- The methodology does not perform a cost/ benefit analysis of these programs, policies, and procedures.
- The methodology does not consider organizational values and principles directly in its assessment. It is assumed that values and principles are reflected in the firm's vision and mission statements.
- The methodology does not consider overall business strategy. Rather it embraces outputs of the strategy which are the programs, policies, and procedures.

8. Conclusion

The aim of this exercise is to provide current context to firms on their sustainability journey by identifying and evaluating relevant programs, policies, and procedures. The outcome is to enable firms to take objective decision concerning their programs, policies, and procedures. This should constitute the first step for firms on their sustainability journey. This may be followed by a value chain analysis to identify the environmental and social impact of firm's activities. It is critical for firm's to incorporate and embed sustainable practices in their core business operations which means aligning business strategy with social responsibility strategy. Ideally, the two should be inseparable. It all starts with the larger vision and mission of the firm.

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A Study on Newspaper Industry Supply Chain Risk, Challenges and Control Needed to Sustain in the Digital Era

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Abstract

A company's supply chain in an e-world environment can be very complicated. Indian economy bears a simplified supply chain because many companies have hundreds and thousands of suppliers and customers. The supply chain, thus in its entirety, includes internal supply chain functions, an upstream supplier network, and a downstream distribution network. Logistic function facilitates the physical flow of material from the raw material producer to the manufacturer, to the distributor, and finally, to the end-user. Research-based studies will help the companies to identify the extent of their effectiveness in serving the customers' needs and the problems faced by the customers in receiving the services. Newspaper companies have to be reader friendly in their approach. This is possible by enhancing their efficiency and effectiveness in SCM (Supply Chain Management) practices. Marketing researches will help them to upgrade their SCM practices. The present study is an attempt in understanding the SCM practices in the selected two Newspaper companies namely, The Printers (Mysore) private limited, which is publishing two leading dailies Prajavani and Deccan Herald was founded in 1948 in Bangalore. One of the oldest and popular Kannada Vernacular as well as English daily in Karnataka and The Vijayavani (VV) newspaper belongs to VRL group. VRL group is one of the notable business groups in Karnataka. Vijayavani was launched in April 2012.

About 1,43,423 publications have been registered in India till 31st March 2020. The readership of print media is witnessing a study growth in spite of the stiff competition from audio, visual, and digital media. The print media has responded positively to the new challenges, and changes through its contemporary approach. Print media has made use of the emerging IT (Information Technology) for greater speed, better coverage, and reasonable pricing to tackle the digital competition.

Keywords

Print media, Newspaper industry, Supply chain, Logistics, and Distribution.

1. Introduction

The print media statistics exhibit a great attraction towards the regional language publications among readers, for which reason there is a surge in the number of editions from those locations where there is a sizable population, who speak respective languages. An increase of 13.01 percent in the total number of publications in 2019–2020 (19,782) compared to previous year 2018–2019 (17,504).

The newspaper industry is one of the fastest expanding economic activities in the present system. Its existence is indispensable. Its role is so significant not only in conveying news to people but, also in keeping an eye on the administration and governance of the state system. Therefore, it is essential to examine the problems confronting the newspaper industry and take measures to overcome these obstacles. The present study is one such attempt covering a smaller area of operation of two newspapers: The Printers Mysore Private limited (Prajavani & Deccan Herald) and VRL Group (Vijayavani).

The Printers (Mysore) private limited is publishing two leading dailies *Prajavani* and Deccan Herald one of the oldest and a popular Kannada Vernacular as well as English daily in Karnataka which was founded in 1948 in Bangalore by K. N. Guruswamy, a local businessman in Bangalore. The *Vijayavani* (VV) newspaper belongs to VRL group. VRL group is one of the notable business groups in Karnataka. VV is the largest circulated newspaper in Karnataka, *Vijayavani* was launched in April 2012, and News publishing is not new to the VRL group. The Newspaper is printed by the subsidiary company in the name of VRL Media Limited.

Two major problems challenging the working of the newspaper industry are:

1. Tough competition among various newspapers, and

2. Competition from the electronic media.

Competition among newspapers will enable them to be very active, vigilant, and always on their foot to give the most updated and reliable news to the mass. Each one of them attempts to draw new customers to

its fold while retaining the existing reader base. But, this must not end in cutthroat and unhealthy competition. Leading and dominant publishers always try to swallow the smaller operators in the field. This killing instinct must come to an end. Only then unhindered growth of the newspaper industry is possible. The intervention of government becomes all the more important in this regard. A regulatory authority has to be formulated to monitor the working system of newspaper industry. Policies have to be framed to avoid unhealthy competition and protect small operators.

E-platform has strongly invaded the news division and its reach is inexplicable. Innumerable news channels vie among themselves to provide up to minute news to people. Breaking news is a great fascination. This may hinder the growth and prospects of the print media. However, in India, the negative impact has not yet started. The instinct and desire to have a newspaper in the morning at home are still found to vary widely in most of the houses. People will be anxiously waiting at the gates to collect the newspaper from delivery boys. When the newspaper announces holiday on some occasions people feel that, they have lost some important element in their day. This is just to indicate that there is the scope for vast expansion and the growth of the newspaper industry. This has to be enchased.

For this purpose, the newspaper industry must follow some cardinal principles. The latest news has to be provided. News framing, editing, and printing must be made very attractive in terms of quality. The delivery system has to be made very effective such that, newspapers reach homes in the early hours of the day. The content of supplements, editorial, and center page must draw young readers, students, aspirants preparing for competitive exams, and researchers to read newspapers regularly. It may be noted in a country like India in terms of storage of information and back reference newspapers have an edge over e-platform. If such measures are put into practice there is no doubt in the further fast expansion of the newspaper industry.

This is applicable to the newspaper industry in the study area too. There is ample scope for expanding the reader base in Hubali-Dharwad, Haveri, and Karwar districts. Aggressive and penetrating marketing has to be done to convert a larger population into readers of newspapers. Special incentive schemes have to be devised. Repetition of news has to be

minimized. Taluk wise local news has to be given greater coverage by earmarking one page exclusively for this purpose. Advertisements have to be made more effective. This would definitely enable brighter prospects for the newspaper industry.

The researcher has examined all these aspects during his research study. The intention is to examine the problems and suggest measures to overcome in the interest of furthering the prospects of the newspaper industry. It's has been done quite effectively. It is hoped that the present research work provides enough input to the print media to put them on right track of growth and prosperity.

2. A Basic Newspaper Supply Chain

Advertising and News → Newsprint and Ink → Press Operations → Packing Operations → Distribution Operations

Figure 1: Basic Newspaper Supply Chain

The primary components affecting the total supply chain cost for a newspaper are:

1. **Inbound Information**: advertising, news, editorial, pagination
2. **Press Operations**: plate making through pressing
3. **Packaging Operations**: handling, insertion, storage, package design, and flow
4. **Distribution Operations**: transport mode, timing, locations, and handling

The primary supply chain flow for newspapers is the outbound product flow and its associated information flow. Newspapers have successfully separated subscriber and advertiser cash flow timing from product delivery. As such, all financial flows within the newspaper supply chain are either discretionary (how much newsprint and ink inventory is carried), or direct costs resulting from the supply chain in place.

3. Review of the Literature

1. **Business Standard Report** (2015) in a debate organized by business-standard on the topic "print and digital co-exist" during "Redefining Traditional Paradigms: Digital media and the print sector' during FICCI frames 2015 experts have said both print and digital co-exist in the Indian market. According to the experts, the circulation figures in India are growing and the print media continues

to have major share of the advertisement pie. As digital media is gaining its momentum quickly, there is a need to review print media's strategy for it to be at par with the digital platform.

2. **Karan G and Dr. Kadakol** (2013) in empirical research on "Traditional v/s Online Newspaper – A case study of Bangalore" observe that, readers prefer to go for a physical or traditional newspaper because of a few attributes which are useful to those over the digital over an online newspaper. The outcome revealed traditional newspaper is still a popular source of information for most of the people as it is delivered door steps and who are habituated. Many of the readers prefer online newspaper only for previous day's news if it is more important. Most of the people do not have accessibility to internet.

3. **Mukund Padmanabhan** (2011) Associate Editor of The Hindu reporting to BBC (British Broadcasting Corporation) News, in a program called "Newspapers: Why India's Newspaper Industry is Booming," the paper says that now has a number of regional editions, which contain national content alongside pages of localized news relevant to the distribution area. "We have to expand and open more editions," This is a large country so you need to have multiple printing centers. More and more newspapers are reaching out to places where they haven't before.

4. **Smita Dwivedi** (2011) conversation with cross-section of industry professionals has said Old is gold "I feel this adage holds true for newspapers when we list and compare tools for media and communication even in today's e-world". A trivial observation which was made in the study like (a) Newspaper is still an important vehicle, especially in tier-2 and tier-3 cities where morning starts with reading newspapers. (b) The impact of increasing online readership on media planning is less because newspapers have a great bond with morning tea in India and it is affordable to every class of people. The most important thing is the trust factor as people are well connected with this medium for quite a long time.

5. **Ken Auletta** (2012) in an interview with CEO of Times group "Why India's newspaper industry is thriving". India is one of the few places on earth where newspapers are still thriving. In India, which has a population of a billion two hundred million, newspaper circulation and advertising are growing. There are an estimated eighty thousand individual newspapers, eighty-five percent of which are printed in one of India's twenty-two official regional languages, and the circulation of English-language newspapers is expanding by about one and a half percent annually. Many non-english newspapers are growing three times as fast, as about twenty million more Indians become literate each year.
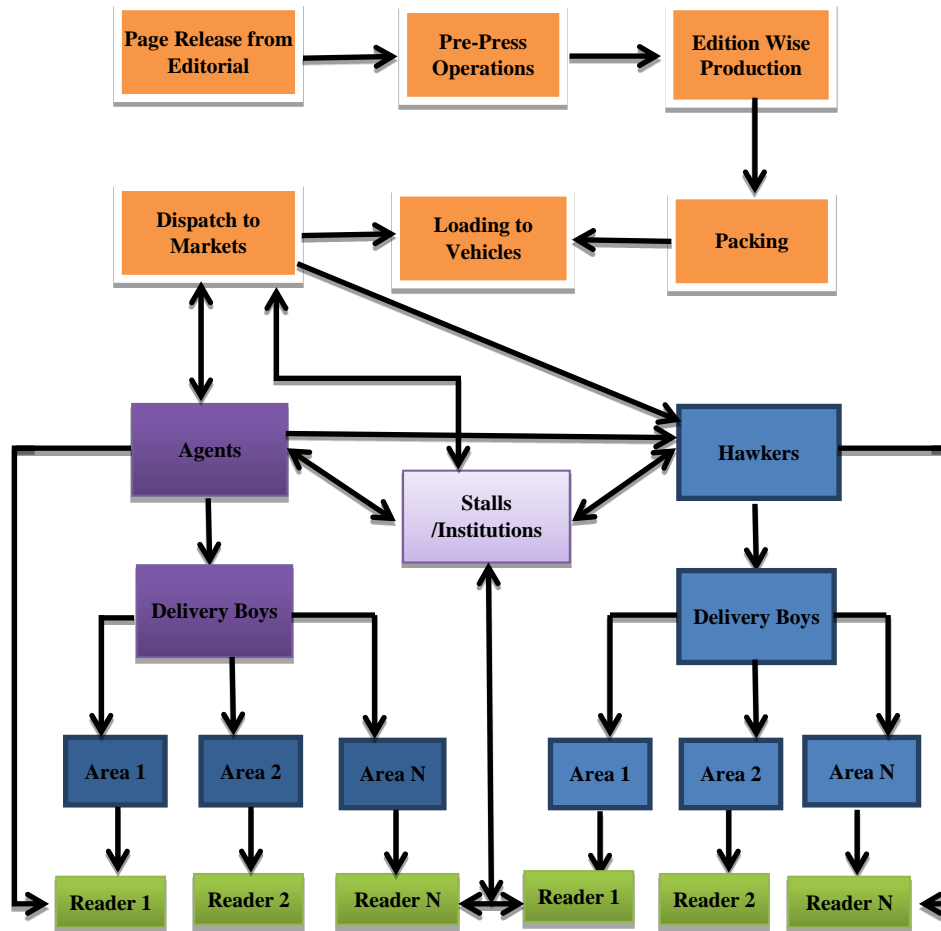
4. Research Methodology

The present study is both exploratory and descriptive. The researcher has conducted a preliminary study of supply chain management of two organizations, namely The Printers Mysore Pvt Ltd (Prajavani & Deccan Herald newspaper) and VRL group (Vijayavani) as a case method to have insights into the Newspaper companies. Both the primary and secondary data have been effectively utilized with an emphasis on gathering first-hand assessment of the Supply chain activity of both the companies. The secondary data has been utilized to provide insights into the concept of supply chain management.

5. Objectives of the Study

1. To present a conceptual framework of Supply Chain Management with special reference to newspaper organizations.
2. To examine the overall distribution system in the selected newspaper organizations.
3. To analyze the distributional activities and related issues of selected newspaper organizations, with reference to agents and stalls.

6. A Typical Supply Chain Operation of *PV* and *VV* Newspapers

Source: Compiled by the researcher

Figure 2: A Typical Supply Chain Operation of PV & VV Outbound Logistics

The above operations resemble the hub-spoke network or model where the connections arranged like a wire wheel in which all traffic moves along spokes (that is various destinations or place of agents) connected to the hub at the center (press). The model is commonly used in industry, particularly in transport, telecommunications, freight, and distributed computing.

7. Risk, Challenges, and Control Model in Newspaper Industry

Risk and Challenges		High	Moderate	Low
Control	High	**Distribution operations** - at Agents, stalls, and delivery boys		
	Moderate		**Logistical and press operations** - Packing, transportation, plate making, and edition wise printing	
	Low			**Pre-press operations** - Editorial, advertising, and scheduling departments

The newspaper industry faces a few risks and challenges in the supply chain. Based on the survey findings and observations. The above model is developed by the researcher.

8. Risk and Challenges

- One of the main challenges the newspaper industry is "Time". As the newspaper is a product of a short span of life and requires stringent timings to be followed by each and every department in the organization, whether it's editorial, production, Advertising, and scheduling department. A delay in any of the departments may results in an enormous wastage of efforts and money. Even a slip of a few minutes can create a cascading effect and the value of the newspaper diminishes resulting in the risk of unsold copies from the market. Inter and intra-departmental coordination is required to deliver the product on time and all the time. Risk and challenge in editorial, advertising, scheduling pre-press operations is low and the required control will be low. Press operations like production, packing, and transport/ logistics will call for moderate to greater control.

- The successful and efficient channel is the one where all the levels within the channel (namely, the pre-press operations, press operations transport/ logistical operations, Agents/ hawkers delivery boys) are committed to the timely delivery of the newspaper. Newspaper agencies compete for the commission per copy absorbed at each level. Maintaining such competitive commission structures is one of the main challenges faced by newspaper agencies in their respective distribution channels.

- Some of the challenges being faced by the agents are concerned with difficulty in getting the delivery boys, difficulty during the rainy season, retaining the delivery boys, and remunerating delivery boys. The risk of non-payment, the risk of retaining the subscribers, and the risk of financial loss in the distribution business are common.

- Thus, it can be observed that, in the initial links of the supply chain of the newspaper industry (pre-press operations) the extent of risk and challenges is low, and hence the extent of control required is also low. As we move forward in the chain, the magnitude of risk and challenges increases and hence the magnitude of control should also increase that is, in the second stage of the supply chain of

newspaper industry (press operations) the extent of risk and challenges is moderately high. Hence, the volume of control required is also moderately high. In the last link of the supply chain of the newspaper industry that is, in the distribution operations the magnitude of risk and challenges is very high thus, calls for very high control operations on part of the companies.

9. Suggestions to Newspaper Company

1. The printers should follow a very strict time schedule and be disciplined in adhering to that.
2. Delay in news co-ordination, editorial, and such related issues must be either avoided or totally minimized.
3. Come what may, the ultimate goal should be newspapers must be in the hands of readers with the dawn of the day. For this, the delivery chain needs to be thoroughly revamped.
4. In rural areas and during rainy seasons papers are delivered late. This should be avoided by providing adequate facilities to agents and delivery boy's; such that, there is no delay in any movement.
5. The study has revealed that, the reach of newspapers to Karwar takes a fairly longer time resulting in much delay. There is competition, newspapers from other publishing centers might invade Karwar district, thereby reducing reader base for Hubbali issues. Therefore, it is suggested that, the time frame has to be rescheduled so that, newspapers reach Karwar well before time in order to prevent delay in delivery.
6. There is a complaint that, newspaper bundles are thrown by the transporters in the open areas causing damage to the bundles. This affects freshness and readers are reluctant to receive such papers. Transporters must be strictly instructed to deliver the bundles in all places safely.

10. Conclusion

The newspaper industry is one of the fastest expanding economic activities in the present system. Its existence is indispensable. Its role is so significant not only in conveying news to people but, also in keeping an eye on the administration and governance of the state system.

Therefore, it is essential to examine the problems confronting the newspaper industry and take measures to overcome these obstacles. The present study is one such attempt covering a smaller area of operation of two newspapers. Two major problems challenging the working of the newspaper industry are. Tough competition among various newspapers, and Competition from the electronic media. Competition among newspapers will enable them to be very active, vigilant, and always on their foot to give the most updated and reliable news to the mass.

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A Study of Consumer Buying Behaviour and Consumers' Approach on Sustainable Production and Consumption in the Food and Beverage Segment in the State of Nagaland

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Abstract

International consumption patterns are unsustainable. It will become apparent that effectively positive factors and technological advances are no longer adequate ample to maintain world consumption. As a result, consumers must focus on sustainable consumption, while businesses must incorporate sustainable production processes. The goal of this study was to look into customers' purchasing habits and attitudes toward sustainable food and beverage production and consumption. The study's theoretical framework was built on the principles of consumer purchasing behavior, sustainability, and sustainable development. The theoretical heritage of the learn about was once primarily based on the ideas of purchaser shopping for behavior, sustainability, and sustainable development. The empirical phase of the find out about used to be performed by means of a quantitative lookup method. The records collection used to be applied through a structured online questionnaire that used to be designed in order to analyses an ordinary client shopping for behavior and respondents' motivation on moving its curl ease shopping for behavior toward sustainable meals choices. The lookup findings confirmed an effective motivation and mind-set of shoppers to modify to extra sustainable consumption patterns and their willingness to make contributions to the sustainability progress as an individual. It has been recognized that it is turning into essential for customers to make preferences in the direction of brands, which provides overall performance-based totally on sustainability. Due to obstacles in the researched populace amongst college students in Nagaland and geographical location, there are different probabilities to find out about the examined subject with future implementations of the research.

Keywords

Consumer buying behavior, Sustainable production, Sustainable consumption, Sustainability, and Impact on purchase behavior.

1. Introduction

The significance of doing enterprise in a sustainable way as nicely as consumers' mindset toward sustainable manufacturing and consumption is a sizable subject to learn about nowadays. The central notion of this lookup is to have a look at the usual customer shopping behavior and consumers' mindset on sustainable manufacturing and consumption in the meal and beverage sector, whilst promoting public recognition of sustainable meal choices.

The meals and beverage enterprise has a massive reach. It is regarded to be one of the most hastily developing industries in the world. This commercial enterprise region performs a key position in a human's day-to-day life, as humans buy meals and beverage merchandise on a day-by day basis. There are countless elements that have an effect on shoppers whilst selecting a precise manufacturer of a product.

2. Objectives of the Study

The objectives of this study is to examine the consumer buying behavior of undergraduate students from universities in Nagaland towards sustainable consumption of food and beverages from green brands. The objective of this paper is to evaluate consumers' opinions and attitudes towards sustainable consumption and consumers' awareness of green products through an online questionnaire.

3. Consumer Buying Behavior

Consumer behavior is the learning about the method worried in selecting, purchasing, the use of or disposing of products, services, thoughts or experiences by means of individuals, agencies, and groups to meet their requirements.

4. Important Factors that have an Impact on Purchaser Behavior

Kotler & Keller (2015) define that consumer's shopping for conduct is influenced via 4 pushed factors: cultural, social, private and

psychological factors but in this paper, only 2 factors has been defined i.e., cultural factor and social factor. The deepest impact on consumer's shopping conduct is precipitated by means of cultural elements among others.

4.1 Cultural Factors

Culture is the fundamental determinant of an individual's desires and behavior. Culture is a unique team of people's traits and knowledge, consisting of language, religion, cuisine, social habits and the arts. Culture, subculture, and social type have a unique effect on customer shopping for behavior. Each subculture consists of smaller subcultures and varies from one country to another.

4.2 Social Factors

Besides cultural factors, our shopping for conduct is affected via social elements such as reference groups, family, and social roles and status.

A person's reference crew is a team that is related with a person who wishes to be a phase and be referred to as a member of that group. For instance, family, friends, neighbors, as nicely as religious, expert and trade-union organizations can have an effect on customer desire in selecting a particular product or service. It is found that all individuals of the reference team share frequent shopping for conduct and have an impact on every different strongly on product and manufacturer choices.

5. Review of the Literature

While there is no doubt about the significance of sustainable consumption (Nash, 2009), the present day lookup on the difficulty is pretty fragmented. The current literature has a center of attention on natural consumption (e.g., Aertsens et al., 2009, Hughner et al., 2007, Janssen and Hamm, 2012, McEachern and Warnaby. 2008, Zakowska-Biemans., 2011), however, gives solely few research on different environmental and moral aspects. Similarly, when investigating client attitudes toward sustainability, most research centered of attention on chosen product classes and/or labels and consequences are challenging to generalise (e.g., Brecard et al., 2009, Dutra de Barcellos et al., 2011, Kimura et al., 2012).

Most lookup can be observed on the greater famous labelling schemes such as Fair Trade and animal welfare logos. Many research focal points on willingness to pay and/or self-reported buy intentions (e.g., Grankvist and Biel, 2007, Johnston, 2008). This research endorses that shoppers are inclined to pay rate surcharges of 10 percent for Fair Trade labelled merchandise (De Pelsmacker et al., 2005, Kimura et al., 2010, Napolitano et al., 2008, Zander and Hamm, 2010). However, when requested about the primary limitations to buy and use of sustainable products, perceived excessive charge is amongst the pinnacle solutions (for carbon labelling, Röös, and Tjärnemo, 2011; for eco-labels in general, Grunert, 2011). For animal welfare labelled products, it has been located that information about labels and the requirements they are primarily based on can play a vast function in influencing buy choices (McEachern and Warnaby, 2008). In line with this finding, Hoogland et al., (2007) have proven that the inclusion of important points about animal welfare requirements for meat and dairy merchandise can lead to nice customer reactions, albeit the internet has an impact on buy intentions stays small. Analysing factors at the back of truthful alternate purchases, Kimura et al., (2012) determined that honest exchange labelled purchases are no longer just pushed by way of intrinsic reasons for moral issues, however, can additionally be affected by way of extrinsic social elements such as the subject for one's personal popularity amongst friends (see additionally Brecard et al., 2009, Sirieix, 2008). This is in line with a lookup with the aid of Vermeir and Verbeke (2006), who cautioned that sustainable meal consumption can be inspired via growing customer involvement, perceived effectiveness (of sustainable products), and elevating social peer pressure.

6. Research Methodology

In this paper, a quantitative lookup technique is used to quantify the everyday attitude, views, and thoughts of the respondents closer to the lookup problem. The predominant motive of the find out is to study purchaser shopping for conduct in the direction of sustainable consumption in the meals and beverage enterprise and to promote public cognizance about sustainability amongst undergraduate students.

6.1 Sample Size

In this paper, the sample size of the respondent is 100.

6.2 Research Design

The questionnaire used to be designed in a nameless way and all solutions are confidential, which helped respondents to keep their anonymity and forestall non-public identification. The questionnaire contained questions to perceive respondents' behavior, attitude, opinions, and motivation via dichotomies sorts of questions and Likert scales.

6.3 Data Collection

The online questionnaire used to be disbursed primarily amongst college students from in the University of Nagaland.

An online questionnaire is viewed to be an in your price range and low-priced way of amassing quantitative data. Additionally, the appropriateness of an approach of a statistics series that is used in this find out is primarily based on received statistics great and adequacy, its accuracy, and objectivity toward the lookup problem.

Moreover, the questionnaire blanketed two important sorts of data, which enabled to collect statistics for the empirical section of the study. Therefore, non-public information such as demographic and socio-economic traits of a person and behavioral variables have been covered in the questionnaire.

The secondary sources have been used from the various journal, websites, newspapers, and Books.

6.4 Data Analysis

In the data analysis section, the findings and its interpretation are analyzed in the following sub-sections of the paper. The questionnaire contained questions, the answer to which was compulsory and applied to every respondent, so there would be no missing values.

Table: 1 Response to the Statement "Gender"

Gender	Respondents	Percentage
Male	40	40%
Female	60	60%
Total	**100**	**100.00**

Figure 1: Response to the Statement "Gender"

Table 2: Response to the Statement "Age"

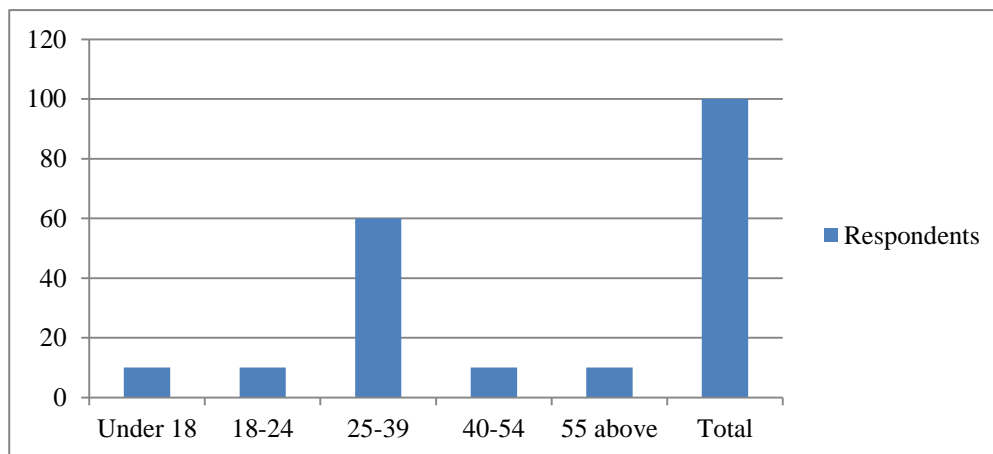| Age group	Respondents	Percentage
Under 18	10	10.0
18-24	10	10.0
25-39	60	60.0
40-54	10	10.0
55 above	10	10.0
Total	**100**	**100.0**

Figure 2: Response to the Statement "Age"

Table 3: Response to the Statement "Marital Status"

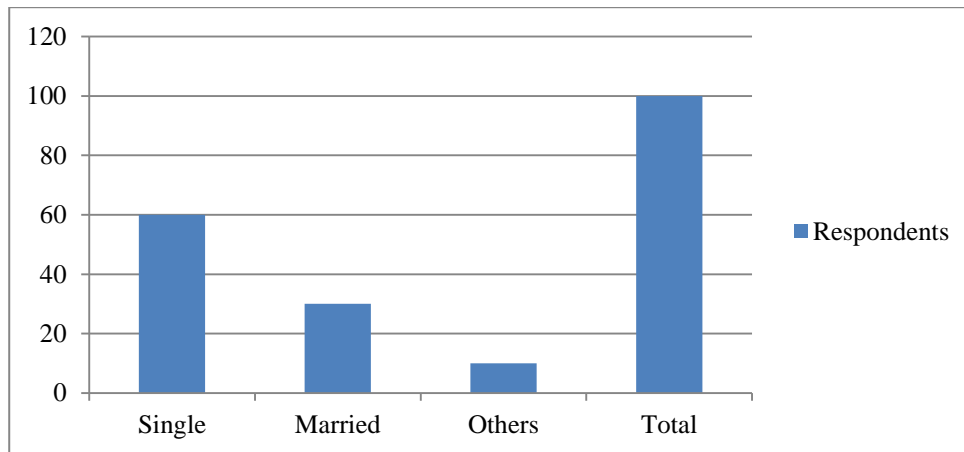| Marital Status	Respondents	Percentage
Single	60	60.0
Married	30	30.0
Others	10	10.0
Total	**100**	**100.0**

Figure 3: Response to the Statement "Marital Status"

Table 4: Response to the Statement "Current Employment Status"

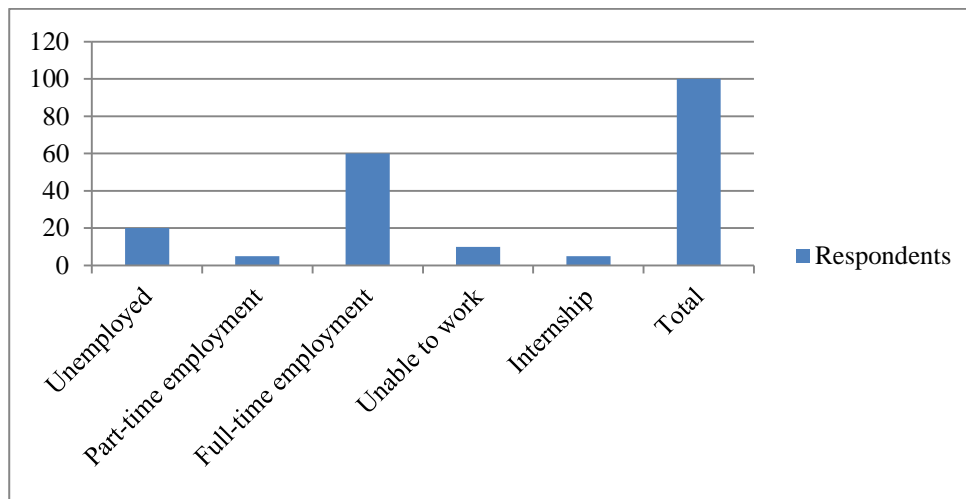| E. Status	Respondents	Percentage
Unemployed	20	20
Part-time employment	5	5
Full-time employment	60	60
Unable to work	10	10
Internship	5	5
Total	**100**	**100.0**

Figure 4: Response to the Statement "Current Employment Status"

Table 5: Response to the Statement "Have you heard the term Sustainable product or Green Product before"

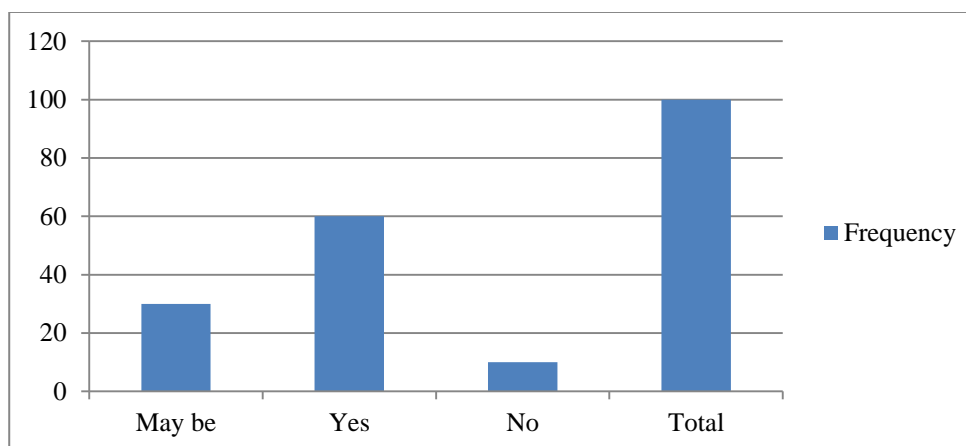|	Frequency	Percentage
May be	30	30.0
Yes	60	60.0
No	10	10.0
Total	**100**	**100.0**

Figure 5: Response to the Statement "Have you heard the term Sustainable product or Green Product before"

Table 6: Response to the Statement "I am interested in sustainable product and I am willing to buy them"

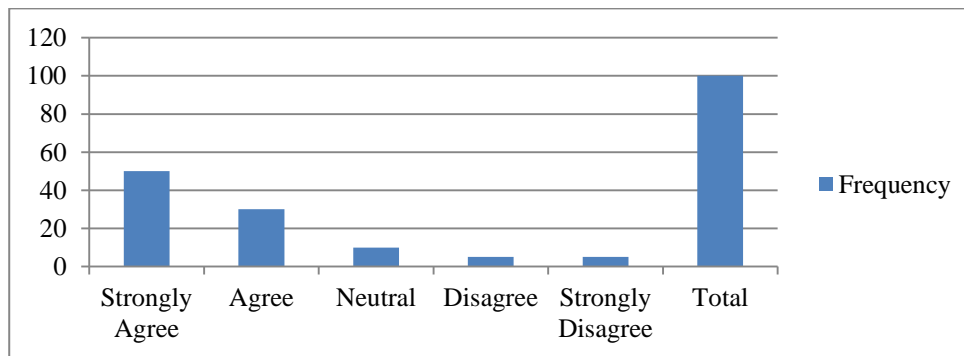| 5 Likert points	Frequency	Percentage
Strongly Agree	50	50.0
Agree	30	30.0
Neutral	10	10.0
Disagree	5	5.0
Strongly Disagree	5	5.0
Total	**100**	**100.0**

Figure 6: Response to the Statement "I am interested in sustainable products and I am willing to buy them"

Table 7: Response to the Statement "When I go grocery shopping, I usually compare products and buy the one with positive impacts on the world"

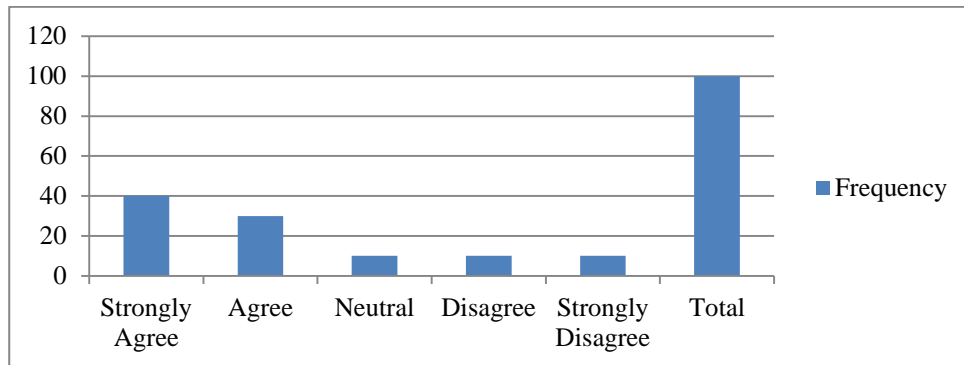| 5 Likert points	Frequency	Percentage
Strongly Agree	40	40.0
Agree	30	30.0
Neutral	10	10.0
Disagree	10	10.0
Strongly Disagree	10	10.0
Total	**100**	**100.0**

Figure 7: Response to the Statement "When I go grocery hopping, I usually compare products and buy the one with positive impacts on the world"

Table 8: Response to the Statement "When I buy products, I usually consider the country of its origin"

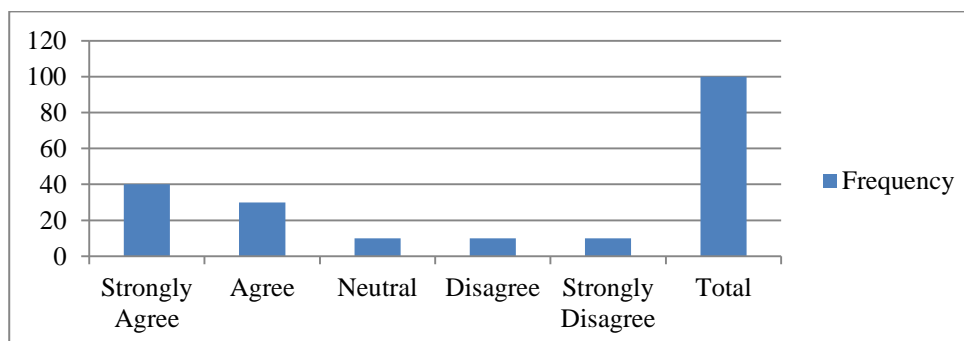| 5 Likert points	Frequency	Percentage
Strongly Agree	40	40.0
Agree	30	30.0
Neutral	10	10.0
Disagree	10	10.0
Strongly Disagree	10	10.0
Total	**100**	**100.0**

Figure 8: Response to the Statement "When I buy products, I usually consider the country of its origin"

Table 9: Response to the Statement "I pay attention whether a product is organic and eco-friendly"

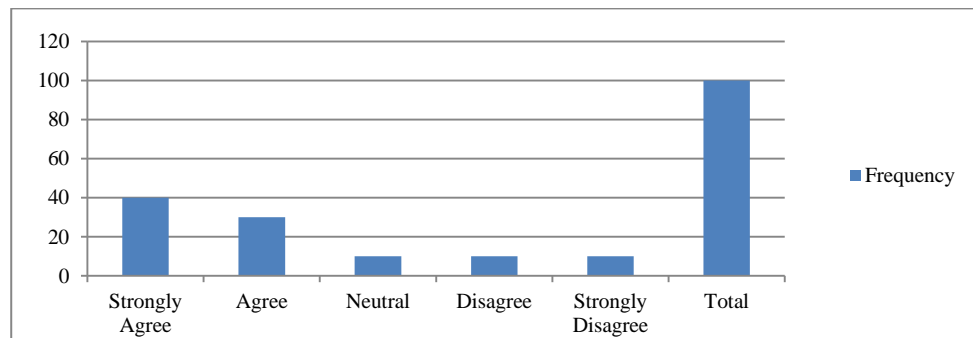| 5 Likert points	Frequency	Percentage
Strongly Agree	40	40.0
Agree	30	30.0
Neutral	10	10.0
Disagree	10	10.0
Strongly Disagree	10	10.0
Total	**100**	**100.0**

Figure 9: Response to the Statement "I pay attention whether a product is organic

Table 10: Response to the Statement "I prefer to buy local, seasonally available products as standard"

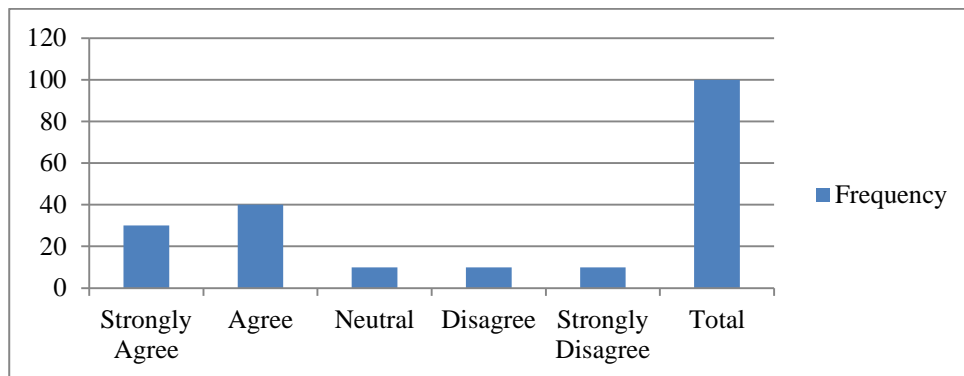| 5 Likert points	Frequency	Percentage
Strongly Agree	30	30.0
Agree	40	40.0
Neutral	10	10.0
Disagree	10	10.0
Strongly Disagree	10	10.0
Total	**100**	**100.0**

Figure 10: **Response to the Statement "I prefer to buy local, seasonally available products as standard"**

Table 11: **Response to the Statement "I am aware of the environment impact and problems in relation to the productions use and disposal of household product after the purchase"**

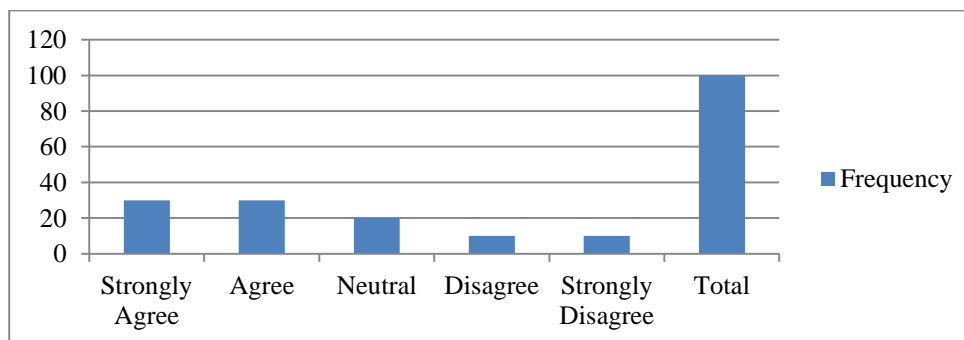| 5 Likert points	Frequency	Percentage
Strongly Agree	30	30.0
Agree	30	30.0
Neutral	20	20.0
Disagree	10	10.0
Strongly Disagree	10	10.0
Total	**100**	**100.0**

Figure 11: **Response to the Statement "I am aware of the environment impact and problems in relation to the productions use and disposal of household products after the purchase"**

7. Findings of the Study

1. The starting point of the questionnaire was to outline the demographic picture of the research population. The questionnaire started with background information based on the respondent's gender. The total number of respondents that participated in the online questionnaire was 100 people. There is a clear difference in gender distribution where female respondents are 60 percent and males are 40 percent.

2. The majority of the respondents were of 25-39 years 60 percent followed by the rest of the respondents i.e., 18-24 years 10 percent, 40-54 years 10 percent and 55 years above 10 percent.

3. This study shows that a majority of the respondents are single 60 percent followed by married 30 percent and 10 percent are others.

4. In a view of the fact that the questionnaire was gathered around students approximately, 60 percent of the respondents have full-time employment, 20 percent are unemployed, respondents representing employment status distribution among students.

5. The data obtained showed that a significant of the respondents 60 percent are aware of the term sustainable production and 30 percent are slightly aware and 10 percent are unaware.

6. Data collected from the statement that 50 percent of the respondents are strongly agreed they are interested in sustainable products and willing to buy.

7. According to the data obtained from the statement that 40 percent of the respondents strongly agreed, they buy the product and usually consider the country of their origin.

8. By analyzing answers on the statement that there is a clear evidence that respondents i.e., 40 percent have a strong opinion.

9. Respondents answered concerning the statement whether they pay attention if a product is organic or eco-friendly shows a clear difference in the answer. More than 30 percent pay attention to the product and notice if it is eco-friendly or carries an organic label.

10. According to the answer from the statement that 40 percent prefer to buy local, seasonally available products.

11. It seems that the majority of the respondents are aware of the environmental impact caused by the production use and disposal of household products after the purchase i.e., 30 percent.

8. Conclusion (Discussion) of the Study

The central thought of this lookup was once to observe the ordinary customer shopping for conduct and to promote public consciousness about greater sustainable selections in the meals manufacturing region from a scholar perspective. From the lookup, goal has been met and the find out about was once efficaciously conducted. However, this lookup used to be performed from the customer viewpoint amongst undergraduate college students in Nagaland. Therefore, the findings of the learn about can't be entirely generalized and characterize the complete populace in Nagaland. An extra unique learn is wanted to completely apprehend this lookup region of sustainable manufacturing and consumption.

Likewise, the identical notion of the lookup can be studied from the company's perspective. For instance, the research should be applied primarily based on the notion of whether or not a corporation ought to comprise sustainability practices in its enterprise method and whether or not it would be really useful for an organization in phrases of earnings maximization. The counselled lookup notion may want to be efficiently carried out through conducting a qualitative survey with a consultant of a company.

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Leadership Style's Influence on Employees Performance in the Workplace

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Abstract

Leadership is a significant factor in whether or not an organization will be successful. Leadership style refers to what means folks are rapt and driven by a front-runner to reach organizational goals or what they do. The main focus is on diverse categories of leadership. People who are democratic, transformational, bureaucratic, and authoritarian are good leaders. Still, charismatic and transactional people are bad leaders because they don't give employees opportunities and freedom to do their best work, hurting the organization. Both main and minor research has been done in this study, and both have been good. The reading establishes that charismatic, bureaucratic, and transactional leadership styles harm the performance of an organization. Organizations that had leaders who used transformational, autocratic, and democratic leadership styles did better than those who used other types of leadership. There is a suggestion that organizations should use a control style that helps people's abilities and skills grow and grow and grow and grow.

Keywords

Organization, Organizations performance, Leadership, Employee performance, and Leadership style.

1. Introduction

The control part of a firm is perilous in framing its base, emerging policies (Harris et al., 2007). Numerous businesses are currently confronted with issues relating to unethical behavior, high employee turnover, and poor financial performance, among others. This could be an outcome of an inefficient headship. Numerous tradesmen aim is to achieve their stated objectives; thus, influential trades leaders are required to manage and inspire their employees (Vigoda & Gadot, 2012). Regrettably, some businesses do not consider their manager's leadership styles.

Using this premise, the present reading will examine leadership style and organizational performance. Numerous leadership styles are available. This study examines headship panaches. If any new ideology is developed as a result of the research, it has the potential to improve these leadership styles further and thus increase organizational achievement. As a result, the review was inadequate for all the styles of headship. The primary objective of this research is to "determine the effect of autocratic, democratic, transactional, transformational, charismatic, and bureaucratic leadership styles on organizational performance." This investigation proposition remained advanced to ascertain the consequence of headship style on structural recital. The idea is stated as follows:

2. Review of the Literature

There are many diverse physiognomies, personalities, and behaviour's that leaders use to interact with their underlings in a certain way. This is called a "leadership style." Two people write about this: (Mitonga & Coetzee, 2012) think of leadership as to how managers act that helps them work together with their interests and the company's interests to reach a goal. Leaders can be thought of as people who use different types of relationships to get folks to effort composed for a mutual objective or goal. (Harris et al., 2007) said this, too. The term "organizational performance" is used in much business literature. It's a complicated and multidimensional thing. If you want to know how an organization is doing, you can look at its results or outputs. These can be compared with what an organization should do and its goals and objectives. There are three parts to the performance of an organization: monetary recital, shareholder return and the performance of the product or service market (Gavrea et.al. 2011). Leadership styles have a sizable impact on organisational performance. (Klien et.al. 2013) established this fact through the use of the four-factor theory of leadership and data collected from 2,662 employees from 311 organisations and found that structural culture and performance are related to the type of leadership style used. Transformational leadership is about raising the supporters and captivating into account their needs. Bosses who use transformational headship pay a lot of consideration to the total value system of their workforces, ethics, assistance, and incentive level.

Employees become more interested in their jobs when their leaders broaden or raise their level of interest, according to (Bass & Avolio 1994). The transformational front-runners are individuals who make their workforces contemplate around things that aren't just about them. It's because of these reasons that transformational leaders are so good at what they do. They may be magnetic in terms of inspirational personnel, they may meet the employees' emotional needs, or they may stimulate the employees' minds in a way that makes them smarter (Bass & Avolio, 1994). Additional, reading establishes that transformational leadership and teams' performance at the organizational level are linked together. (Xu & Wang, 2010) said recital results from skills, abilities, knowledge, and motivation that combine to accomplish aim.

According to the study conducted by the aforementioned authors, transformational headship pays to the overall expansion of groups. Transformational front-runners are recognized thru groups partaking a self-defining and sustaining relationship with an individual or group.

According to (Sofi & Devanadhen, 2015), transformational headship significantly impacts an officialdom's performance. According to their study on, they determined that transformational headship has a direct positive result on the recital of the officialdom.

Magnetic headship is extensively stared as unique of the greatest real panaches of leadership, cutting-edge magnetic bests grow visualization and then ask their supporters to shadow and accomplish that vision. Charismatic leadership fosters innovation and creativity and is viewed positively by employees. However, the disadvantage is that supporters are wholly reliant on the frontrunner and become directionless when the frontrunner greeneries the association things become problematic as magnetic bests flop to train their underlings to take over in the future. This style of leadership produces "happy followers, but few future leaders." As a result, it may have a long-term detrimental effect on an organization's performance (Germano, 2010). (Ojokuku et al., 2012) also discovered similar findings in their research. They used a survey questionnaire to conduct quantitative research on the employees of twenty banks in Nigeria. According to their findings, charismatic leadership negatively affects organizational leadership. It does not sufficiently motivate and induce employees to deliver the expected results (Ojokuku, 2012). In Organizational performance and

transactional leadership style, a transactional leader is always willing to give something in exchange for something else (Uchenwamgbe, 2013). It could include a diversity of belongings, such as a increase in wage, preferment. Expectation is a significant issue with this style.

Transactional leadership can be defined when it comes to the exchange of goals and rewards (Ojokuku et al., 2012). Elenkov (2002) found that democratic leadership has a positive effect on the performance of organizations. Employees are empowered to make decisions and share them with their co-workers and their manager through democratic leadership. Praise and criticism are given objectively in this leadership style, and employees develop a sense of accountability (Elenkov, 2002). Bhargavi and Yaseen (2016) also examined how democratic leadership impacts organizational performance. According to (Longe, 2014), transactional leadership has a positive effect on the performance of an organization.

Employees are always rewarded for their hard work because of transactional leadership's ability to create a framework in which structural and humanoid competences can get the most out of. When it comes to creating a work environment that encourages productivity, this leadership style is particularly beneficial. In addition, this type of leadership helps to articulate a compelling vision that improves overall organizational performance. According to (Sofi et al., 2015), transactional leadership does not directly affect an organization's performance. This leadership style discourages employee creativity and innovation, and as a result, employees fail to meet the firm's hopes. (Tannenbanum et al., 2012) define democratic leadership as "leadership that is decentralized and shared by all subordinates.

Additionally, (Bhargavi & Yaseen, 2016) examined the effect of democratic leadership on organizational performance. According to their findings, democratic leadership benefits an organization's performance by allowing workforce members to share and implement their innovative strategies in policymaking. Additionally, this leadership style develops future leaders and helps the organization in the long run. (Choi, 2007) also stated that a democratic leader emphasizes group discussion and participation, which positively affects the followers' performance.

As a result, democratic leadership can be used to boost both organizational performance and efficiency. Thus, democratic leadership has a positive effect on organizational performance.

(Elenkov, 2002). Autocratic leaders are, by definition, traditional and bossy. Autocratic leaders expect their subordinates to work in their favor. Typically, autocratic leaders retain decision-making authority after leaving office (Obiwuru et al., 2011).

Autocratic leaders compel their followers to carry out their services and strategies in a prescribed manner. (Iqbal et al., 2015) conducted research on the effect of leadership styles on organizational performance.

The study notes that leadership activities are also referred to as strict leadership. Autocratic leaders are less imaginative and promote only one-sided dialogue. This has a disadvantageous outcome on employee motivation and satisfaction. Despotic headship smothers the necessary socialization and communication within organization. Moreover, authoritarian headship outcomes in Corporate conflicts, which have a harmful effect on overall performance (Iqbal et al., 2015). According to (Bhargavi & Yaseen, 2016) an autocratic leadership style positively impacts organizational performance. This type of leadership is better when the projects must be done by a given deadline (Bhargavi & Yaseen, 2016). They also looked into how leadership styles affect the performance of businesses. The author said that an autocratic leader sets the rules for the employees and expects them to follow them. They also don't have much faith in their followers.

Administrative bests sway their underlings to follow their policies and procedures. Leaders are adamant about their processes and procedures but not about their people. This is why they appear aloof. The method is unproductive because it does not result in underling growth or inspiration. These leaders are solely concerned with completing their tasks systematically (Germano, 2010). Additionally, (Ojukuku et al., 2012) stated that bureaucratic leadership has a detrimental effect on organizational performance. According to them, bureaucratic leaders do not motivate their organization's employees to work expectedly, resulting in increased organizational performance (Ojokuku et al., 2012). (Sougui et al., 2015) also presented similar findings, stating that bureaucratic leadership styles have a negligible effect on employee and organizational performance.

This method is advantageous only when tasks must be completed more often by following a stated process (Sougui et al., 2015).

Hypothesis: Leadership style dimensions significantly impact how well an organization does.

3. Research Methodology

This study used a quantitative approach to response the investigation query. Qualitative, quantitative, and mixed research methods are used. The reading purposes to establish a link between organizational performance as a dependent variable and leadership style as an independent variable.

4. Sampling & Data Collection

This study's leadership scale was adapted from Zhu's work (2002). Defendants insights of their company's recital compared to their opponents were used to measure its overall performance. Employees from twenty different companis were the subjects of the research. The questionnaires were used to collect the data. The bank authorities granted us all the necessary permissions to conduct the survey. Likert scales were used to measure responses from participants, with the frequency of their actions being broken down into five categories: never, minor, occasionally, frequently, often, and always.

5. Data Analysis

Cronbach's Alpha reliability coefficient was used to determine the data's reliability. Cronbach's alpha coefficient values were 0.813, 0.780, 0.087, 0.790, 0.753, and 0.650 for headship styles, respectively. Administrative recital gauge was used to determine the effect of the leadership styles on their performance. The scale measures banks' performance in comparison to their competitors. The scale's reliability and credibility were assessed using item analysis, and a reliability alpha value of 0.76 was obtained, which is considered practically consistent.

6. Result and Argument

Under this piece of the study summarised significant findings from the secondary study are presented. The table demonstrates a positive and negative relationship between the selected leadership dimensions and organizational performance. The results indicated that transactional

leadership, charismatic leadership, and bureaucratic leadership were negatively associated with corporate performance (r = -0.174, -0.432, and -0.292; P0.001, respectively). This demonstrates that these leadership styles do not motivate employees to perform better and promote a high turnover rate. While charismatic and bureaucratic leadership styles are effective for short-term or small projects, they are detrimental to long-term prospects because they do not promote employee development and thus do not bring out expected employee performance. However, democratic leadership, transformational leadership, and autocratic leadership styles positively correlate with organizational performance (r = 0.156, 0.265, and 0.064, respectively; P0.001). This demonstrates that these three leadership styles motivate employees to perform better and follow established standards. Organizations must promote these leadership styles.

Table 1: Pearson Correlation: Relationship Between Dimensions of Leadership Style and Organisational Effectiveness

Variable	Mean	SD	1	2	3	4	5	6
Organisational Recital	20.054	1.894	1.000					
Transactional Headship	3.123	1.143	-0.174**	1.000				
Transformational Headship	3.998	0.398	0.256**	0.123*	1.000			
Autocratic Headship	2.005	1.542	0.064	-0.343	-0.165	1.000		
Democratic Headship	4.598	6.545	0.156**	-0.121	0.123	-0.092	1.000	
Charismatic Headship	3.732	1.285	-0.432**	0.234	-0.321	-0.031	-0.276	1.000
Bureaucratic Headship	2.454	0.756	-0.292*	0.265*	-0.299	0.312	-0.093	-0.171

The study shows that the types of leadership styles, transformational, transactional, democratic, and autocratic, played a role in how well the organization did together (F (5, 42) = 2.542, R2 = 0.252, and P 0.05). If you want your organization to be more successful, you need charismatic, transactional, and bureaucratic leadership to make it happen. These three types of leadership all harm how well your organization does. If you want your organisation to do well, you need to have leaders who are transformational (= 0.032; t=0.276; P) and democratic (t= 0.09; P 0.05). Results show that leadership styles impact how well an organization

does. Three types of leadership are good for businesses: democratic leadership, transformational leadership, and autocratic leadership style. It was found that the other three leadership styles, which were democratic and transformational, and autocratic, had a positive effect on the company's performance.

Table 2: Model Summary

Model	R	R Square	Adjust R Square	Std. Error of the Estimate	Durbin Watson
1	0.493[a]	0.252	0.173	1.46543	1.031

Table 3: Annova

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	32.765	5	5.123	2.542	0.54a
Residual	109.876	59	2.152		
Total	142.987	64			

Table 4: Coefficient

Model	Unstandardized coefficients B	Standard Error	Standardized Coefficient Beta	t	Sig.
Constant	23.042	3.132		6.544	0.000
Transactional	-0.076	0.423	-0.421	-0.272	0.021
Transformat-ional	0.123	0.465	0.032	0.276	0.041
Autocratic	0.076	0.191	0.041	0.581	0.521
Democratic	0.000	0.065	0.003	0.09	0.018
Charismatic	-0.354	0.174	-.391	-2.432	0.023
Bureaucratic	-.453	0.321	-.352	-2.143	0.029

Organizational performance is influenced by leadership styles, according to these findings. It was found to be correct, proving the hypothesis' validity. This study's findings (Wang et al., 2010) (Obiwuru et al., 2011). When it comes to establishing a value system, transformational leadership allows employees to grow their skills and

abilities. In a democratic workplace, employees' creativity and decision-making abilities are enhanced. According to a survey, employees in an autocratic leadership structure are forced to work or follow the orders of their boss, which is suitable for the organization.

On the other hand, charismatic and bureaucratic leadership styles harm organizational performance, comparable to the literature review findings. However, a literature review indicates that transactional leadership also positively affects organizational performance, contradicting the survey findings. The area can be further examined in the forthcoming by accruing additional substantiation.

7. Findings & Conclusion

Organizational performance is examined in this study to see how different leadership styles affect it. Leadership styles that found to impact organizational performance positively were transformational, authoritarian, or democratic; those were found to hurt organizational performance in the study organizations were transactional, charismatic, or bureaucratic. This study found that headship has an optimistic and undesirable effect on an organization's performance. For a leadership style to be effective, employees must be given a chance to grow and be included in decision-making.

We've learned a lot about the subject from this research. The analysis was based on complex numbers. The use of this method should be the focus of future studies. Appropriate investigation and quantifiable techniques are used to determine how leadership style affects a company's success and the organization's success.

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Social Media as an Emerging Tool for Destination Weddings in India

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Abstract

A destination wedding is the latest trend that has grabbed the attention of Indians. The role of social media marketing in destination weddings is very crucial and different from other types of marketing mainly because the product is usually a service. Social media is a phenomenon that has become the most important part of the marketing mix. Underpinned by technological improvements, the impact of social media, evolving consumption, and marketing paradigm, this paper is an attempt to explore the impact of such change in relation to the current state of destination weddings. Traditional Indian wedding celebrations include couples and their families and friends preparing and running the entire show. However, in the last few decades, the industry has witnessed a major drift over relation to emerging trends in recruiting wedding planners selecting various wedding destinations, using technology and social media. A destination wedding is the latest trend in the Indian wedding industry. No matter in which manner we may present this phenomenon but we cannot ignore this recent trend in the tourism industry. Globalisation is one of the major factors that have been a driving force in the increase in destination weddings across the globe. It appears that there is a great potential for increasing further its economic importance through social media marketing. This paper attempts to examine the emerging position of social media as an effective tool in promoting India as a wedding destination. The study comprised the use secondary data for the collection of facts and figures.

Keywords

Social media, Social media marketing, Destination wedding, Wedding tourism, Indian wedding destinations, and Indian wedding.

1. Introduction

The advancement of information and communication technology, particularly the internet, has had a significant impact on the evolution of marketing tools. The internet's existence and credibility have

profoundly altered how customers obtain information, how they plan and execute their activities, and how they share their experiences with others. A huge increase in the prominence of social media platforms that allow internet users to interact, connect, and produce creative content has marked a major step forward in the evolution of the internet (Popesku, 2014).

In today's technology-driven world, social networking sites have become a way for businesses to reach a wider audience with their marketing initiatives. A connection between brands and consumers, delivering a personal channel and currency for user-centered networking and social engagement is basically what constitutes social media marketing. With the advent of social media, the tools and tactics for connecting with customers have changed dramatically, and as a result, businesses must learn how to use social media in a way that is compatible with their business strategy. This is especially true for a business looking for a competitive advantage (Paquette, 2013).

The world has changed as a result of social media, and as result, the world has also changed what it expected from social media platforms. Businesses of all kinds and sorts are frantically trying to figure out how to take advantage of this new and constantly expanding technology. It is critical to figure out the best ways to incorporate social media into the planning process. Businesses that wish to succeed cannot afford to ignore the digital and social media revolution (Martin, 2019).

The internet has become the backbone of our civilization today. We refer to the current version, which allows users to interact with senders, like Web 2.0. We have progressed from a very simple one-way communication device (Web 1.0) to an interactive social system that is open to all of us 24 hours a day and 7 days a week. Consumers in practically any region of the world may create and share content because of the widespread access to technologies such as personal computers, digital video, and audio recorders, webcams, smartphones, and wearables such as smartwatches (Tuten & Solomon, 2016).

The progressive advent of print, film, televised and computer-generated media has greatly expanded the ability to structure, create and recreate the meaning of weddings as well as the manner in which these weddings take place. This basically suggests that the media has impacted the way in which people plan their weddings and, to some extent, the meaning of weddings.

In relation to computer-generated media, in 2015 it was reported that almost half of the world's population had access to the internet compared to 2000 when only 6.8 percent of the population had access. This demonstrates how fast technology is expanding (Aakansha, 2018). According to a study by (Cradduck, 2018), two in five people show suppliers features they want at their destination wedding from posts they have seen on Pinterest. In another of Smith's reports, she discovered that more than half of brides are sharing progress updates throughout their wedding day, while also sharing regiGstry information and pictures of the planning process in the lead-up to the big day. This leads to a report by (Zolfagharifard, 2015) which revealed that more than 75 percent of people admitted to making their lives seem more exciting through social media.

It is becoming more of a trend to make the public aware of people's personal events online through social media platforms. A study by (Donnellan, 2016) identifies that this is becoming more evident in modern-day weddings including destination weddings. They suggest that people have become reliant on sharing something as intimate as someone's wedding day, over numerous accounts on social media.

Social media has made it easier for people to do this which can be seen in the current social media trends. These include; Setting up a hashtag for a wedding to make it easier for people to find information and photos from the day. Creating a bespoke geofilter that only appears on a phone if guests are in the wedding location, which can then be shared on picture-based social media sites such as Snapchat and Instagram. People also live to stream their wedding online through social platforms such as Facebook for all their online friends to watch whilst the ceremony takes place.

2. Review of the Literature

A wedding is seen as a concrete indicator of a family's social position in India. As a result, families spend a small fortune on their weddings, and parents begin arranging their child's wedding years in advance. The wedding market in India is booming, with an estimated 10 million weddings taking place each year (Aegon Life, 2018).

Weddings in India differ according to geography, religion, culture, and the bride and groom's personal tastes. Weddings are a joyful celebration in India, and are usually marked by elaborate decorations, colour, music, dancing, costumes, and customs that vary according to the bride and groom's community, area, and religion. Every year, around 10 million marriages are held in India, with Hindu weddings accounting for about 80 percent of the total (Yee, 2008).

According to a report by KPMG, the large Indian wedding market, which is typically considered recession-proof, is worth roughly $40-50 billion. It continues to expand at a high rate of 25-30 percent per year. The annual cost of a luxury wedding is estimated to be between $20-250 million. The luxury wedding market is largely served by a slew of high-profile planners who come up with concepts and then hire or subcontract the various operations, from flower arrangements to entertainment, from food to photography. The way the unorganized market works is that there are planners strewn about large cities which employ contractors and service providers like photographers and caterers (Nandwani, 2018).

When weddings are considered, social media has aided wedding planners in promoting their businesses via social media reviews, tagging, and comments. Wedding planners who tag there are clients on social media posts are more likely to be seen and promoted through digital word of mouth. Rather than spending money in professional services, many couples, particularly those who are on a tight budget are increasingly turning to internet services, websites, social media, and mobile applications to find solutions to their wedding needs and budget (Edwards, 2020).

With the new power of social media, weddings are becoming shaped by Facebook statuses, Instagram snaps and Twitter updates right from the proposal to the wedding day. A study recognises that more and more people are taking advantage of social media websites to help them with virtually every aspect of their wedding from choosing the destinations to the caterers, decorators, photographers, and so on (Desai, 2020).

Consumer vacation travel habits are largely influenced by social media, but destination weddings may be the most affected. The reach and effect of sumptuous visual imagery are leading more couples to seek out increasingly unique experiences that will make their destination wedding extraordinary. Couples want to brag to their friends and family about their unique wedding destination. "Very unusual places" are what social-media-savvy wedding clients seek. The traditional beach areas are well-known to most people. The couples are looking for nature preserves and parks, as well as tropical gardens and other venues that will add to the uniqueness of a wedding (D'Ambrosio, 2018).

Social media has a far-reaching consequences. People vacationing habits have shifted as a result. It has changed the way we search for new jobs. In recent years, it has become evident that wedding planning has evolved as well. The ideal wedding of today differs significantly from the ideal wedding of the pre-social media era. Wedding costs have also been affected, as one might assume. Over the last five years, the average wedding expenses has risen steadily. And it is easy to understand how social media has played a part in this (Arnold, 2018).

Social media, especially for destination weddings, is a terrific way for attendees to get to know one another before the wedding day. People start by introducing folks who plan to come on Facebook or Twitter so that there is more camaraderie during the real party. On the route to the wedding, people share milestones on social media. Pictures of the dress fitting, the location, and other details add to the thrill of the occasion (Destify, 2017).

People are married to digital when it comes to wedding planning. Wedding planning is now done in 83 percent of cases. 62 percent of couples design their own wedding website. A wedding planning app is used by 52 percent of people. A wedding hashtag is used by 54 percent of people. According to a research, newly engaged couples are increasingly using social media to help prepare their special day each year. Wedding Instagram influencers will continue to have a significant presence in the industry hotbed as long as brides and grooms continue to plan weddings (Saraidari, 2019).

People are now organizing destination weddings for their once-in-a-lifetime vacation, and posting content that shines a spotlight on destinations. Social media influencers have played a key role in supporting destination weddings online (Pooley, 2022)

3. Objectives of the Study

This research paper is infact an outcome of a broader study conducted by the researcher. The objectives of the present research paper are the following:

3.1. To analyze the use of social media as a marketing tool for the promotion of India as a wedding destination.

3.2. To investigate the influence of social media on the decision-making process of the consumers while selecting the wedding destinations and accommodations.

4. Research Methodology

The research method adopted in the present research is the descriptive literature review method. The study comprises the use of secondary data for the collection of facts and figures. The researcher has reviewed and analyzed the available literature in the related articles, research papers, conference proceedings, books, reports, blogs, and other online sources for the conduct and analysis of the research purpose.

5. Social Media

The phrase "social media" has become quite popular over the last few years. It can be defined as the collective online communication channels dedicated to community-based input, interaction, content sharing, and collaboration. Internet-based websites and mobile-based applications are used to create and share content or to participate in social networking. Websites and programmes dedicated to forums, micro-blogging, social-networking, social bookmarking, and wikis are among numerous sorts of social media (Roy, 2017).

In simple terms, social media refers to any website that allows users to share their material, thoughts, and viewpoints while also encouraging contacts. Facebook, YouTube, Twitter, Digg, MySpace, Reddit, Pinterest, LinkedIn, Google+, Stumble Upon, Delicious, Scribd, Instagram, Whatsapp, Flikr, Tumblr, and others are some of the major social media platforms. Social media facilitates meeting new people and forming relationships. It operates on advanced internet-based platforms. It aids in the formation and dissemination of knowledge or any piece of

information to a large audience. Low-cost tools that mix technology and social contact with the use of language are referred to as social media. People use social media to communicate and interact online. While social media has been there since the beginning of the internet, there has been a surge in the quantity and popularity of social media sites in the previous ten years. It is termed as social media because users interact with and around it in a social setting, which might include chats, commentary, annotations, and engagement exchanges created by the users. Over the last few years, creating material has grown exponentially easier, result in in a surge in social media usage. Non-technical web users can now create content on an ever-increasing number of platforms (Singh, 2019).

Social media are the online means of communication, collaboration, and cultivation among interconnected and interdependent networks of people, communities and organizations, facilitated by technology and mobility. Like traditional media, social media includes several channels, each of which has specific vehicles. Social media's main channels include social communities, social publishing, social entertainment, and social commerce, and an e-channel in business networking for communication and sharing among linked people (Tuten & Solomon, 2016).

To sum up, social media refers to a group of new types of internet media that have the following features:

5.1. Participation – Everyone who is interested is encouraged to participate and give feedback via social media. The distinction between media and audience is obfuscated.

5.2. Openness – The majority of social media platforms want input and involvement. They encourage voting, comments, and information, and exchange. There are almost never any obstacles to accessing and using content.

5.3. Conversation – Traditional media, for the most part, is about broadcasting (which involves the transmission or distribution of content to the audience), social media is viewed as two-way communication.

5.4. Community – Social media enables communities to form fast and efficiently communicate. Communities share common interests such as photography, political news, a favourite reality show, a favourite TV show, and so on.

5.5. Connectedness – The majority of the social media networks survive on their interconnectedness, utilizing ties to other networks and individuals as well.

Even for individuals who are not actively involved in social media, the social media revolution is visible all across the world. Initially, social media was mostly utilized by individuals for peer-to-peer contact, but, as time passed, professionals began to use social media for business communications.

6. Destination Weddings

When it comes to wedding planning, the venue is crucial. If a couple wants to tie the knot somewhere special, they might want to consider a destination wedding. Weddings held distant from the couple's hometown are known as destination weddings, and they frequently necessitate travel for the wedding party and guests (Lake, 2022).

A destination wedding is a wedding that takes place outside of the couples' hometown. The couple along with their families travel to the location and get married. The destination weddings are becoming popular and the couples are getting more involved in the planning process and choosing the special locations as per their dreams and aspirations (Nichols, 2017)

With the introduction of destination weddings, weddings are no longer the same. This type of wedding takes place in the middle of nowhere, which is neither the bride's nor the groom's home. The couple and their guests go to a specific place for the wedding ceremony in a destination wedding. The setting is one of the most important parts of any destination wedding. This is why resorts surrounded by soul-pleasing natural displays and the scent of calm are often the most popular choices for this type of weddings. A destination wedding combines a theme wedding with panoramic views from all sides (Country Roads, 2018).

A destination wedding in India would be a fantastic experience that combines culture, customs, and liveliness, with gorgeous sites and stunning architectural marvels to pick from. It would undoubtedly make each of the weddings functions a one-of-a-kind experience that the couple, their families, and their guests would remember for the rest of their lives. The deserts, beaches, mountains, and palaces that formerly housed royalty are ideal locations for a wedding in India. In reality, golf courses, resorts, and gardens and are equally places to hold the destination wedding in India (Das, 2022).

7. Social Media as a Tool of Marketing Wedding Destinations

When it comes to attracting destination weddings, social media marketing is crucial. Aspiring couples want to learn everything there is to know about a location before deciding on it as their wedding destination. They also want a personal connection with the location, which is particularly important for millennials. This generation is looking for authentic experiences that it wants to learn more about and share with the rest of the world via the internet. Businesses that want to engage in to this market should build a strong online presence through their websites, social media channels, blogs, mobile applications, electronic marketing, and partnerships with wedding portals and related businesses (Mobar & Thadani, 2018).

Marketers can use social media to rethink their marketing messages traditional one-way communication flow and how it can help them add a new interactive communication flow into their plan. For businesses, the emergence and extension of social media, as well as its function in marketing, has been extremely beneficial. Communities, social networks, blog marketing, and other methods are used by a corporation. It is the most recent "buzz" and is currently fashionable. A large number of businesses have a presence on the social media marketing platform, which they use with unique ideas to effectively maximize and globalize their campaigns.

Until recently, organizing a destination wedding required an additional trip or a lot of phone time. In either instance, it was difficult to predict whether everything would go according to the plan. But with the advent of the internet and social media, engaged couples may now communicate in person with anyone involved in the planning process. Virtual tours of the select places are also available. Social media helps in being a planning tool thereby making planning easier, bringing people together, and generating great ideas (Arnold, 2018).

(Preston, 2014) identifies that social media can be beneficial as a destination wedding marketing tool. She lists three ways that social media can prove itself to be useful;

7.1. Vendor Search – Platforms such as Facebook, Instagram and Twitter allow people to search for potential destination vendor companies. These platforms act as a virtual portfolio for companies to show off what they can do.

7.2. Group Chats – This is a feature available on most social media platforms. They are a convenient form of communication between people, such as a bride and her bridesmaids. Group chats can help to speed up the planning process as it helps questions to be answered quicker.

7.3. Group Pin Boards – These are boards created on Pinterest that people can share with their friends and where friends can add ideas too.

The use of social media by destination marketing organizations has grown to the point where it has become more than just a marketing tool. Businesses have devised new strategies for utilizing social media to their benefit. Travel companies use social media to deliver customer support to their customers. Hotels, on the other hand, are embracing Whatsapp and other chat systems to provide concierge services. So that is the evolution of social media, and we will almost certainly see further changes in the years to come (Bechte, 2020).

8. Conclusion

According to the findings, technology advancements and social media have revolutionized the way consumers connect with products and services, as well as businesses. Customers today are more powerful than

ever before, requiring marketers to create a plan that incorporates a diverse mix of online, mobile, and social media marketing to encourage consumer involvement, brand dialogue, and advocacy. The shift may be seen in connection to destination weddings in India, and the study's focus was on the adoption and rate at which social media has, is, or will influence the whole destination wedding sector. The findings of the study provided sufficient data to explain and support the study's major topic. These data support the notion that social media can be an effective tool for the promotion of destination weddings in India. Sharing experiences with others on social media plays an essential role in influencing people who live in other regions or notions to choose a specific wedding destination. Though the role of social media as a marketing tool has surged over the last few years, still there is a long way to go for most of the businesses to effectively use social media as a marketing tool for the promotion and development of destination weddings in India.

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Sentiment Analysis of Tweets on Vaccination Vaxxers or Anti-vaxxers - Who is Creating More Noise on Twitter?

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Abstract

Covid-19 has changed our world like never before. Covid-19 was first declared a global pandemic in March 2020 by The World Health Organization (WHO) (Cucinotta & Vanelli, 2020). Since then, we all have witnessed a different life, a life full of uncertainty and no philosophy or history books to help us sail through. The time spent online increased exponentially, and like-minded people started generating, watching, and sharing information/misinformation. The conspiracy theory crept in; regarding the origin, vaccination, and treatment of the virus and has led to the creation of vaxxers (believers in vaccination) and anti-vaxxers (non-believers in vaccination). This research paper attempts to analyze the social buzz and sentiments of the tweets on vaccination. The analysis of the 15622 tweets has been done with the help of Nvivo-12, by interpreting the word cloud and performing sentiment analysis. This would help the policymakers understand what is being discussed online, since that is where people talk and curb the side effects.

Keywords

Covid-19, Covid Vaccine, Vaccination, Anti-vaxxers, and Pandemic.

1. Introduction and Literature Review

Covid-19 pandemic that started in early 2020, has changed the outlook of many. Physical interactions that have been the norm since the birth of civilization, but the pandemic changed that Covid protocol required people not to interact socially (physically) and so the only way was to stay connected socially and that is what people did-social media usage increased by 61 percent (globally) during the first wave of the pandemic (Fullerton, 2021). During the early days of the pandemic,

social media apps were used as cruches to navigate through the uncertain time, sharing the pics of zoom family/friends meetings, home-cooked food videos, etc gave the feeling that everyone was together in it. The natural extensive use of social media to gather information about the virus, its origin, and vaccination, proved to be a double-edged sword. It lead to the grouping of people into two different categories-vaxxers, those who believe that vaccinations can help eradicate or control disease, and anti-vaxxers are the people who are against the administration of vaccinations (Khandola, 2020).

The pandemic has been discerning for the virtual citizens and the government alike. The Indian government has started talking tough with the social media giants on curbing fake news in India, stressing that if the content is taken down, it becomes the act of taking away the freedom of speech (Reuters, 2022). It is time to take cognizance of the fact that the pandemic fuelled the association of like-minded people who got together and started discussing what they felt was the flip side of vaccination, creating a tribe called anti-vaxxers, sometimes also referred to as vaccine-deniers (Benoit & Mauldin, 2021; Ullah et al., 2021).

In the study, "Prevalence of Health Misinformation on Social Media: Systematic Review" the study of 69 related studies found out that across the six identified categorises of health information, Vaccines were the top of the pack, followed by drugs and smoking which was the highest on twitter (Suarez-Lledo & Alvarez-Galvez, 2021). Another study, "Systematic Literature Review on the Spread of Health-related Misinformation on Social Media" confirms the high prevalence and popularity of health misinformation on social media, especially vaccines with the help of content analysis and social network analysis (Wang et al., 2019).

The classic example of vaccination confusion and discussion has been the Australian Open Tennis Tournament 2022 and Novak Djokovic, who was deported for the vaccine fiasco. He did not share his vaccination status but shared that he tested positive on Dec 16, 2021, the next day of which he was seen unmasked presenting awards to young kids and traveling to Spain for training while infected. And now as on Feb 2, 2022, the reports that he might be deciding to get vaccinated are doing rounds (Biswas, 2022).

The studies have been enumerating the various conspiracy theories and the reasons for the same (Douglas, 2021; Podgorica, 2021; van Prooijen & Douglas, 2017) have been explained by various extensive studies prior to Covid-19 and also post the beginning of the pandemic. The most suitable explanation for the development of the anti-vaxxers is that the reliance on conspiracy gives solace to human beings when they encounter extreme situations. Covid-19 has been one of the sharpest attacks on civilization (Douglas, 2021).

2. Research Methodology

Twitter Analysis by using NViVo 12 was done to understand the discussions around Vaccinations. Qualitative analysis is practical and used extensively through specialized softwares like NVivo (Shahzad, 2020), Computer-Assisted Qualitative Data Analysis Software (CAQDAS), and similar ones. The data-rich lives result from the virtual world interactions the netizens are so used to now. The pandemic has increased the volume of these interactions beyond anyone's imagination. The reason for this explosion of the expressions on social media during the pandemic is the confinement to home during the pandemic, the social or physical distancing and the queer nature of the virus, Covid-19, the less researched (but life-saving) vaccines, etc. The tweets with the word "Vaccination" (Jan, 2022) were captured through NCapture and exported to NViVo 12, to analyze the buzz and discussions around the topic. In total, 15622 tweets were captured discussing the topic of vaccinations. An effort was made to remove the objectionable (abusive) words, only English tweets were captured, and any declared promotional posts were also not considered.

RQ1: What are people discussing around the word "Vaccination" during the pandemic?

RQ2: Can we analyze the sentiments around the topic of Vaccination? The following figure explains the data methodology adopted in this research paper using NViVo.

The following figure explains the data methodology adopted in this research paper using NViVo.
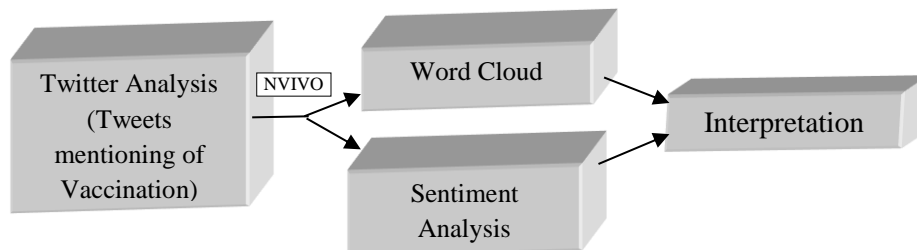

Figure 1: Data Methodology Adopted

3. Data Analysis

Nvivo 12 has been extensively used to add meaning and rigour to the qualitative research on one of the most trending topics of discussion on social media, i.e., vaccination. Vaccinations have been the point of debate ever since the pandemic started-starting with the wait for it, to whether it is safe or has efficacy, etc.

a. Word Cloud

"A picture speaks more than words", the word cloud and treemap are excellent tools of data visualization made possible with precision through Nvivo.

RQ1.What are people discussing around the word "Vaccination" during the pandemic?

The word clouds help decipher the qualitative data, like open-ended questions in an interview (Jackson & Trochim, 2016) or tweets. In these cases, the data to be analyzed is non-structured, and the word cloud highlights the words that are used more frequently; hence it would be wise to conclude that these are the points of discussion. Word clouds give the researcher an overview of the content of a group of words, where the word size (as in font size) reflects how frequently the term appears in the text collection (Sinclair & Cardew-Hall, 2007; Tessem et al., 2015). It is imperative that the stop words (words which bear little or no significance to the research question).

Figure 2: Word Cloud 1

Figure 2, highlights the most used words amongst the 15622 tweets. The word clouds are especially recommended for huge qualitative data analysis else it is not humanly possible to pick the most used words to analyse what is being discussed on one of the most used social media platforms (Anger & Kittl, 2011).

The most frequented word is naturally "Vaccines" (n=27466), followed by Covid-19(n=8097), covid (n=6208), and coronavirus (n=3961), covid vaccines (n=3400+*1523) all implying that the words captured are indicators of all of the above. Hence, the query is yielding a fruitful result. (*vaccine covid)

The focus of the discussion on Twitter regarding the vaccination is on

a. **insanity (n=3004):** highlighted by both the vaxers and anti-vaxers. Pro-vaccination people call out people against the vaccines as insane following fake news/ teachings (n=3034). And anti-vaxxers are discussing the insanity of the people who opt to get vaccinated.

b. **children (n=1602):** The recent focus of discussion has moved to children, with debate regarding whether the sickness caused by covid is severe enough to be vaccinated; why the vaccination is not given to the younger children, leading to the opening of schools; the discussion is also around how hospitalization of the children has increased after the onset of omicron (n=1581).

c. **Omicron (n=1581):** The vaccinations have been discussed more due to omicron, evading the vaccine-created immunity. The debate is whether the people who took the vaccine are still dying or lower hospitalization rates due to vaccination. The whole new discussion around booster (n=934) doses to combat every new variant (including the omicron) are important or not.

The rest of the discussion is focused on specific locations discussion including India (n=910), Punjab (n=1949), and Haryana (n=477) where religious sects (pious n=2993; teachings n=3034) have been evoked to get the vaccination done. Some have ignored science (n=564), and claim that governments are using scientific explanations to misguide people. The deaths (n=593) amongst vaccinated vs non-vaccinated people are being discussed with enthusiasm.

The RQ1 that people are discussing the vaccination has been highlighted with the help of the word cloud and the treemap. The vaccines of Covid-19 are discussed concerning the scientific teachings and the conspiracy and insanity around it. The new variants, the booster doses, immunity, and its effect on children and adults all form integral discussion points in the Twitter world.

b. **Sentiment Analysis**

Sentiment analysis is the automated extraction or categorization of sentiments from the text, whether tweets or customer reviews, or interviews, using natural language processing (NLP), text analysis, and computational approaches. (Agarwal et al., 2015; Panda et al., n.d.).

RQ2: Can we analyze the sentiments around the topic of Vaccination?

The dependence of the online world to form their opinions and take decisions based on the online buzz, reviews, etc has made an important case for sentiment analysis (Ainin et al., 2020). Sentiment analysis is justified to extract and understand the opinion of a huge group of people, and in sentiment analysis the (Panda et al., n.d.) The analysis takes into account the theory that negative opinions are voiced louder on social media than positive ones. The following table 1 shows the distribution of tweets into Very Negative, Moderately negative, Moderately positive and Very Positive.

Table 1: Sentiment Analysis of Tweets on Vaccination

Sentiment	Number of Tweets
Very negative	2470
Moderately Negative	3348
Moderately Positive	1849
Very Positive	1037

The vaccination debate is not a novel phenomenon (Salathé & Khandelwal, 2011), especially driven by the pandemic of Covid-19; the issue has been fuelled by ideas, influencers, fake news, etc. The vaxxers and anti-vaxxers have held their ground, and as researchers caught in the pandemic, an effort in this research paper is to analyze how Twitter is discussing the topic of vaccination (sentiment analysis).

Negative opinions are voiced louder than positive ones as revealed by the sentiment analysis of 15622 vaccination related tweets (18.1.2022-26.1.2022) around the time when booster shots and vaccination/ health passes were made mandatory in most parts of the world.

Very Negative Tweets: The 2470 tweets are categorized as "Very Negative" with the statements as enlisted below:

- "Whoever mandates (*this vaccination) are murderers."
- "I am however more disturbed that the 750+ deaths reported after #vaccination."
- "Millions of careers destroyed."
- "Travel to and within Europe to become more difficult for persons holding Expiring Vaccination Passes."

The anti-vaxxers are mainly tweeting and re-tweeting the fact that making vaccines mandatory is a malicious act and would be disastrous to people's health. The conspiracy theories are a result of various psychological facts and can be explained as a frustrated action in an unexplainable or difficult situation and Covid-19 has been one good example of a very unpredictable situation (Van Prooijen & Douglas, 2017).

The conspiracy theorists (Douglas, 2021) regarding Covid-19, include the vaccine angle as well believed that the whole conspiracy theory is being led by SA(48 percent) and least by Denmark (14 percent) (Podgorica, 2021).

Moderately Negative Tweets (3348): Some moderately negative tweets are mentioned below.

- "The singular focus on Covid-19 vaccinations has disrupted routine immunization programs around the world."
- "The vaccine obsession is waning…… and rightly so."
- "Mandatory vaccination is a mistake."
- "In the USA allegedly, 17000 doctors say Fauci lied about the vaccines and they are protesting the mandate."

The moderately negative tweets are focused on the netizen's objection to the mandatory vaccination and too much focus on Covid vaccination at the expense of the routine immunizations which are tested and tried. The negativity is also aimed at vaxers since the tweets emphasize that the vaccine obsession that is enriching the pharmaceutical industry has been waning now and the anti-vaxer netizens are celebrating that.

Moderately Positive Tweets (1819): Some Moderately positive tweets are enlisted below:

- "Clearer thinking about the merits of vaccination mandates is needed."
- "DOT says "No Vax, no ride" is required to ensure safe travel."
- "Jab and feel freed."
- "#vaccination is the safe and effective way of fighting all the new variants of Covid-19."
- "I do not have time to listen to people crying for the freedom to keep covid going by refusing vaccination."

The people supporting the vaccination are rooting for more information to be shared with the world on the merits of how vaccinated people are better at fighting the pandemic. The netizens supporting the vaccine .mandate are happy that certain public places, including public transport, made the vaccine pass. The focus of the vaccinated or vaxers is to ignore the anti-vaxers who are keeping the pandemic going.

Very Positive Tweets (1037): The very positive tweets are lesser in number but are significantly strong; some are enlisted below:

- "Get your vaccination done (if not done yet), stay safe."
- "It has never been so critical and important as demonstrated now that vaccination protects human lives, from any long-term infection."
- "The figures provide more compelling evidence that Covid Vaccination saves life."
- "The next variant will be called Pi, an irrational number, but the emergence of the variant is quite rational, given the millions of dimwits refusing to get vaccinated."

The focus of the very positive categorized tweets is that the only way to stay safe is to get vaccinated; the data supports, the observations support it but because of people who refuse to get vaccinated, the variants would keep emerging and vaxers will keep suffering for no fault of their own.

4. Implications of the Study

The main focus of the study has been to highlight the buzz around the vaccinations which have been discussed rampantly across the globe and to suggest ways to use the analysis to suggest to the authorities the way to deal with it. The negative sentiments are focused on the mandate and vaccination is being of no use whereas the positive sentiments support the view that the vaccination will help the people fight the pandemic and thoughtful comments for anti-vaxers.

If the Vaccine passes are to be made a reality, the more precise picture of the advantages it has given the vaxed needs to be highlighted to the anti-vaxxers through the people they listen to. Like claimed that the variants would keep coming till all of us are not vaccinated, needs to be explained well and by influencers.

The mandate may be a good idea, but the misinformation needs to be checked at the root. The ssocial media companies have revenue models that sometimes thrive on the fake news being propagated. The Indian government is taking the initiative by admonishing and asking the social media companies to share their plans to check and root out fake news or misinformation. The media would have to build its

reputation of being free from the government's influence; the netizens would keep treating the social media feeds as the real news. The deteriorated media reporting is the primary fuel to the reliance on social media where a typical user cannot verify the posts, videos or pictures. It is not the first or the last time vaccines are being debated. The research paper attempts to decipher the buzz and the sentiments around Covid-19, when new variants are becoming the norm.

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A Deep Learning Architecture for Intelligently Trading Cryptocurrencies

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Abstract

This paper proposes an architecture that utilizes a deep learning for building a cryptocurrency trading platform driven by software robots. The challenge in cryptocurrency trading is the inherent volatility in their price making it harder to predict future trends. The proposed architecture aims to address this problem by continually updating the learning parameters used by the software bots in making their predictions enabling the bots to effectively utilize recent price fluctuations and historic patterns in making a buy, sell or hold recommendations. The bots generate a trading statistic that lends itself for use by a spectrum of portfolio management strategies ranging from those looking for aggressive growth to those that seek wealth preservation.

Keywords

Deep neural networks, Cryptocurrencies, Portfolio management, Market volatility, Algorithmic trading, and Auto encoders.

1. Background

Deep learning is a sub-field of artificial intelligence that aims at creating large neural networks that can make accurate data-driven decisions. This is particularly appealing in situations where we may have access to large quantities of data but lack an understanding of relationships between data components either because of data being complex, or because of its sheer volume, or both [7].

The generalized architecture of a deep-learning system is inspired by the organization of the brain. In a manner similar to our brain learning from the experiences and associated rewards, the deep learnings system associate a reward when the system produces a correct response corresponding to a training input data. As a larger number of training data sets are fed into the deep learning system, it learns a set of model parameters that maximize its reward [7].

Of late cryptocurrencies have gained considerable prominence and have begun to be a part of many robust investment portfolios. The last decade has witnessed a boom in the cryptocurrency market. Cryptocurrencies are decentralized and differ from fiat currencies in many important ways. Most significantly, cryptocurrencies utilize a new distributed payment system based on block-chains. And cryptocurrencies have a basis in cryptography that ensures anonymity, security, and low cost of transactions.

Currently in the cryptocurrency market, the most notable currency is Bitcoin, which was created by Satoshi Nakamoto in 2009. By 2018, the total market capitalization of Bitcoin surpassed 116 Billion US Dollars (USD) according to coinmarketcap.com.

Over a thousands of other new cryptocurrencies have emerged since then most notable being including Ethereum (ETH) and Ripple (XRP).

Cryptocurrencies are subject to extensive volatility and fluctuations. Many factors, including market uncertainty, investors' expectations, and emotion are generally responsible for such extreme cryptocurrency fluctuations. Analysis of the performance of cryptocurrencies such as Bitcoin fails to establish any relationships, especially volatility connectedness or spill overs, between the prices of cryptocurrencies. [12].

The rapid generation and volume of cryptocurrency transactions make it very difficult to apply any traditional forecasting models to cryptocurrencies. In order to overcome this problem, this paper proposes a framework that utilizes deep learning for predicting trends in cryptocurrency prices. Deep learning systems offer an advantage that the exact relationship between data elements need not be well understood a-priori. This in turn is considerably appealing from the standpoint of predicting concurrency volatility particularly when the casualty of these changes is not understood.

An architectural framework is proposed for building an autonomous predictive framework that continually learns model parameters to track this price volatility.

2. Data Management Framework

At the core of the system is a database which is populated by a continuous scraping of cryptocurrency transactional data. Presented below in Fig. 1 is a schema of this database.
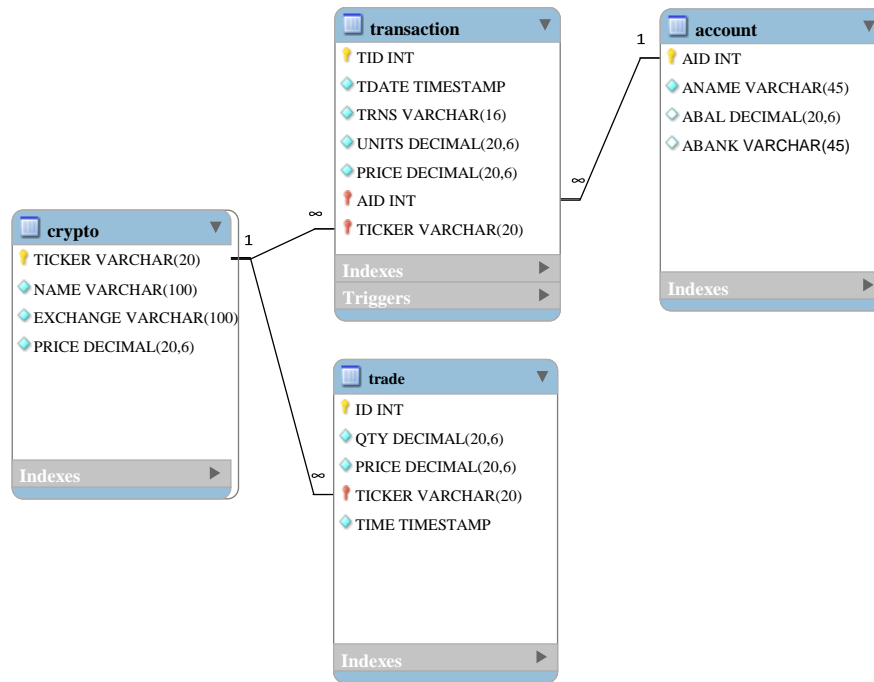
Figure 1: Database Schema

As illustrated in Fig. 1, the specifics of the cryptocurrency being are being tracked in the table crypto which is indexed on the specific exchange as well as the symbol of the cryptocurrency. Generally, however, regardless of the exchange being used for the purposes of tracking in the database, the actual cryptocurrency trades are recorded in a blockchain and therefore are not dependent on the specific exchange being used to capture the data.

The table trade is where the data of the specific cryptocurrencies of interest is being tracked. Specifically, every time there is a trade placed for a cryptocurrency and recorded on the blockchain, a record is created in this table. This table is primarily used for driving deep learning models. Details of the trade, including its timestamp, cryptocurrency ticker, the quantity exchanged, and the price at which the exchange occurred is recorded.

The other two tables, namely transaction, and account are not directly related to building the deep learning model being developed for unraveling and tracking the volatility in cryptocurrency prices. Rather,

these are designed to effectively track and evaluate the performance of robot - driven portfolio management strategies. Since their role in the current discussion is rather limited, these will not be discussed further.

2.1 Automated Downloads of Historical Trading Data

The frequency of downloading trade data will depend upon the restrictions imposed by the exchange being utilized. Our system is constrained by the Kraken exchange which limits the number of records that may be downloaded at a time to be 720. Consequently, a frequency of downloading every 8-hours works well for our robots. The following Python code performs such a download using a script that wakes up every 8-hours, bulk downloads the transactions at a resolution of 1 minute, and imports these transactions into the database.

```
1   interval_list = [1, 5, 15, 30, 60, 240, 1440, 10080, 21600]
2   max_lookback_entries = 720
3
4   for interval in interval_list:
5       first_ts, last_ts = get_first_last_timestamp (db, 'BITCUSD')
6
7       lookback_in_sec = int (max_lookback_entries * interval * 60)
8       since = xchng.get_timestamp () - lookback_in_sec
9       if since > first_ts:
10          since = last_ts
11
12      df, lst = get_ohlc (xchng, 'BITC', 'USD', interval, since)
13      write_dataframe_to_db (db, df, 'BITCUSD')
```

The automated script listed runs as a cron-job every 8-hour hours and downloads the latest trading data into our database shown in Figure 1. Most exchanges limit the quantity of information they allow software bots to download at a time. The script will therefore need to modified to match the specific restrictions of an exchanged being used.

Given that there is a limit on the number of records that the exchange allows to be downloaded, the automated download script in this case downloads these records at various resolutions. At the finest level of granularity, trading information is available at an interval of 1

minutes. And, at the coarsest level of granularity, trading information is available at 21,600 minutes. The following table lists the extent of trading data look-back possible if the data is downloaded directly from the exchange.

Table 1: Kraken Crypto Exchange: Look-back Time Intervals for Various Granularity Levels

Interval Granularity (minutes)	Block Size (fixed)	Duration
1	720	12 hours
5	720	60 hours (2.5 days)
15	720	180 hours (7.5 days)
30	720	15 days
60	720	30 days
240	720	120 days
1,440	720	720 days (1.97 years)
10,080	720	5,040 days (13.8 years)
21,600	720	10,080 days (29.6 years)

Cryptocurrencies being a rather new phenomenon, the data points at two coarsest levels of granularity – 10,080 and 21,600 minutes are not very relevant for our models since that historical data did not exist at this time. As a practical matter, since we don't want to miss any data points, the automated download robots initiate trade data downloads every 8 hours and remove any duplicated records from the database. Also, as a practical matter, all trades are indexed using the UNIX timestamp which is effectively what is utilized by the blockchain to make the process uniform across the globe.

3. Deep Neural Network Architecture

Deep learning is a study of artificial neural networks (NNs). A conventional neural network (NN) requires real-valued activation where we can change the weights to make NNs perform the desired task [3]. However, training a neural network is the lengthy process. Back-propagation is a prominent gradient descent strategy in neural networks since 1980. However, because back-propagation employs local gradient information with a random start point, it can get stuck in local optima. Also, if the training data is too small, NNs may overfit.

With an algorithm for layer-wise greedy learning, Hinton launched the era of deep learning [4]. Hinton recommended unsupervised learning before layer-by-layer training. Before exporting features to the next tier, features from the inputs are deleted. Using features collected from the inputs, the data dimension is thus reduced. In the following layer, all samples are labeled and the network is fine-tuned using the labeled data. Second, the pre-training technique preceding unsupervised learning assigns the network non-random initial values. As a result, the convergent rate is increased.

In 2016, Google's DeepMind team staged a Go game in South Korea between AlphaGo and Lee Se-dol, one of the world's greatest players. AlphaGo defeated Lee Sedol 4:1 using deep learning techniques [1]. Deep learning algorithms have also shown great performance in predicting the activity of potential medicinal drugs and the effect of non-coding DNA mutations on gene expression.

Neural networks with deep architectures have built a robust foundation for supervised learning. A deep learning method is built of many layers, each representing a non-linear information processing unit. Deep Neural Networks or DNNs can represent more complex functions by increasing the number of layers and units in a single layer. Deep learning can help people construct mapping functions with enough labeled training data and correct models [9].

There are four main deep learning architectures: Restricted Boltzmann Machines (RBMs) [4], Deep Belief Networks (DBNs) [2], Autoencoders (AE) [8], [11], and Convolutional Neural Networks (CNNs) [6]. RBMs are generative stochastic artificial neural networks that can learn a probability distribution from their inputs. RBM can be used in deep learning. Stacking RBMs and fine-tuning the resulting deep network using gradient descent and back-propagation creates deep belief networks proposed by Hinton in 2006. DBN may be used to tackle unsupervised learning problems to reduce feature dimensionality and supervised learning problems to develop classification or regression models. A DBN is trained in two stages: layer-by-layer and fine-tuning. After unsupervised training, the parameters of DBN are fine-tuned using error back-propagation methods.

An autoencoder (AE) is an unsupervised learning technique that codes a dataset to reduce dimensionality. The AEs have been at the forefront of ANN research for decades. Bourlard and Kamp discovered in 1988 that a multi-layer perceptron (MLP) in auto-association mode might compress data and reduce dimensionality in information processing [5].

The encoder function first converts the input data to an abstract representation, which is subsequently transformed back to the original format. It is taught to encode input into a representation that can be recovered from its representation. In this procedure, the AE tries to approach the identity function. The AE may filter out irrelevant information and extract useful features continually throughout propagation. Also, because the input vector is reduced in size during coding, the learning process is more efficient.

Raw Feature Vector
(Trade Prices)

Autoencoder Neural Network

Reduced Non-Redundant
Feature Vector

DEEP BELIEF NEURAL NETWORK

Figure 2: Deep Neural Network Architecture

4. Robot Learning and Trading

As illustrated in Figure 2, our cryptocurrency framework is designed to combine the use of Autoencoders and Deep Belief Networks to learn price predictions. This is different from the proposed stochastic models which process cryptocurrency data as a neural network with Long Short Term Memory (LSTM) [10]. The approach utilized in our framework does an unsupervised gathering of long and short-term price variations and combines them using an autoencoder and then trains a Deep Belief Network. A large volumes of data historical trade data in multiple resolutions are combined into a linear N-dimensional vector: $\{P_K^R\}$ where there are K price data points for resolution R, and $\Sigma R \Sigma K = N$. For example, we can create a 120-dimensional vector by combining data elements from historical price trading information.

Table 2: Composition of Price Vectors

Resolution (R)	Price Data Samples (K^R)	Look Back Period
1 minute	60 samples	1 hours
5 minute	24 samples	2 hours
15 minute	12 samples	3 hours
30 minutes	8 samples	4 hours
60 minutes	6 samples	6 hours
240 minutes	6 samples	24 hours
1440 minutes	4 samples	96 hours
	120 samples	136 hours = 5 days and 16 hours

As may be observed in this formulation, more samples are taken from the recent trading trends where the DNN will be trained to capture more the fluctuations in the trading price within a backdrop of the longer-term pricing trends. The idea will be to let the neural network learn the weights of how the current price is influenced by (i) the short-term price fluctuations, and (b) the longer-term changes in price.

4.1 Target or Predicted Variable

The training process for a DNN takes in an input vector such as the one described above and tries to predict a target variable. This can be tricky since there is considerable volatility in cryptocurrency prices. Our system adopts an idea of look-ahead for a Price Trend Duration (T_D) where the price of the cryptocurrency is looked ahead for this predefined period of time to determine its average value, P_{LA}. This is compared with a look back for the same period (T_D) to compute its corresponding average value, P_{LB}. The differential in the two average values is used to determine the overall trend in pricing. Thus, if the Price Trend Duration of T_D has been chosen, and the D_{NN} is being trained at time t, the two prices P_{LB} and P_{LA} are calculated as follows:

$$P_{LB} = \frac{\sum_{i=t}^{t-T_D} P_i}{T_D} \qquad (4.1)$$

$$P_{LA} = \frac{\sum_{i=t}^{t+T_D} P_i}{T_D} \qquad (4.2)$$

The predicted or target variable is used as signum function which aims to evaluate the overall change being upward or downwards in the price. That is, an average trend will be deemed as *upward* if the average difference between the P_{LA} and P_{LB} is above a predefined threshold. This could then the tantamount to a decision to **Buy.** Conversely, a negative value for the difference between the P_{LA} and P_{LB} below a threshold value indicates a *downward* tend and tantamount to a Sell decision. Otherwise, the decision will be to **Hold.** Equation (4.3) below mathematically provide a formulation for a trend statistic **O** that is used for comparing to a portfolio goal driven threshold τ_α.

$$O = \frac{P_{LA} - P_{LB}}{P_{LA} + P_{LB}} \geq \tau_\alpha \implies \textbf{Sell} \qquad (4.3)$$

$$O = \frac{P_{LA} - P_{LB}}{P_{LA} + P_{LB}} \leq -\tau_\alpha \implies \textbf{Buy}$$

While Equation (4.3) offers a strategy for robot-based management of portfolios, the exact actions taken for a specific portfolio will be further determined by the portfolio management strategy adopted for that portfolio. Such as strategy is adopted by setting an appropriate value for τ_α. For example, a specific portfolio rules will translate the value of τ_α into how much and whether to buy or to sell at all. These decisions can now be tied to a uniform variable and managed as another set of rules based on the aggressiveness and wealth preservation objectives of a given portfolio.

5. Tuning the Learning Algorithm

We utilize the parameter **O** as the target variable for prediction by the DNN. The process of training utilizes the sample generation as shown in Figure 3. Samples are generated by selecting a time points and selecting a set of trading prices as configured by the price vector illustrated in Table 2. Next, the value of **O** is computed as specified by Eq. 4.3. The price vector and the corresponding **O** values are computed for large number of overlapping samples where neighboring samples overlap by a predetermined time unit, typically 1 hour. In this manner, each sample comprises 60 new price values. The new price values are the high granularity values corresponding to 1 hour of trading data captured at 1-minute interval.

As the system goes online, it can continually learn to adapt to changes encountered in trading prices. Such a relearning process is initiated at predetermined intervals, typically every 24 hours. This ensures that emerging trends that have not been seen by the D_{NN} before are used to adjust the model weights and which will continue to become a better predictor of the statistic **O** continually as new trading data becomes available.
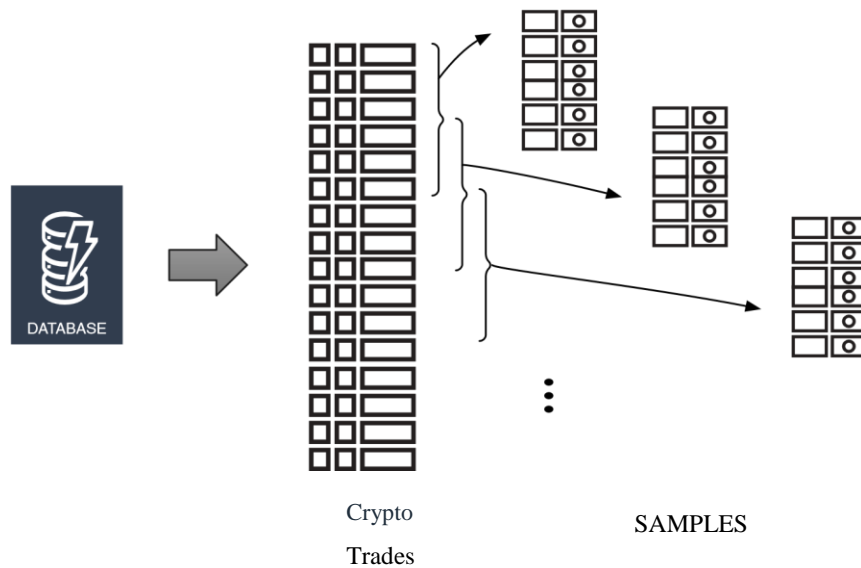
Crypto

Trades

SAMPLES

Figure 3: Generating Training and Test Samples from Database

6. Conclusions

The paper provided a framework for developing a bot-driven autonomous platform for trading cryptocurrencies. The system is designed to be self-learning and continually improves its performance by adjusting the parameters of DNN utilized so that the system can accurately predict the value of the statistic **O**. The system may be adapted to generate other statistics, in addition to the statistic **O**, that are used by a downstream portfolio management systems which make a decisions tied to specific objectives for managing portfolio conservatively, or aggressively, as desired by the end user.

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A Study on Women Domestic Workers of Mysore District

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Abstract

There are several women domestic workers who have worked for long years under the same employer, without any hike in pay. Hence, this has led to economic and social exploitation of these workers, The economic exploitation further has extended that they do not have bargaining power in terms of wages. They do not have any organisation of their own which can protect their rights. This paper makes an attempt to look into the socio economic conditions of women and also tries to give suggestions to improve the socio-economic conditions of women domestic workers in the case study area.

Keywords

Exploitation, Social, Economic, Women, and Domestic workers.

1. Introduction

In the modern trend, the demand for domestic workers has increased mainly because of the lack of time and the physical inability of the housewives and also due to the emerging modern lifestyle among the city habitants. Nowadays, people are very much in need of the help of these domestic workers, but recognition is not given to them and to their job. Thus, there is importance of these domestic workers in an economy, but their value is not recognized in society.

2. Review of the Literature

In ancient times, domestic work, in India, was largely performed by "serfs" who generally belong to the lower category and were denied to access education (Gothoskar, 2005).
Domestic maid servants are better known in the feudal ages as "Dasis", are not new to the country (Mahadevan, 1989).

3. Research Methodology

The present study is on empirical investigation based on a sample interviews of women domestic labourers in Mysore city. Mysore is a mid-sized south Indian city with a population of about 7.8 lakh and spanning an area of 128 sq kms. This is the second largest city in Karnataka after Bangalore, the capital city of Karnataka. This city is 140 kms away from the state capital Bangalore. The present study is based on both primary and secondary data and a systematic random sampling method has been adopted for the survey.

The primary data has been collected from 5 extension areas of Mysore city. Where large numbers of female domestic labourers are preferred by the home-makers as well as working women. The 5 extension areas are Vijayanagara, Kuvempunagara, Saraswathipuram, Gokulam, and Siddarth Layout. Firstly majority of the people of this area are economically well off and can afford to manage maid servants secondly, the number of apartments are also more in the study region. The survey has been conducted by taking 50 women domestic labourers of these areas and 10 respondents are randomly selected from each extension mentioned above. Simple tables, and percentage methods are used to analyse the result and have been depicted by simple bar graphs and pie charts.

4. Result and Discussion

Table 1: Age Composition

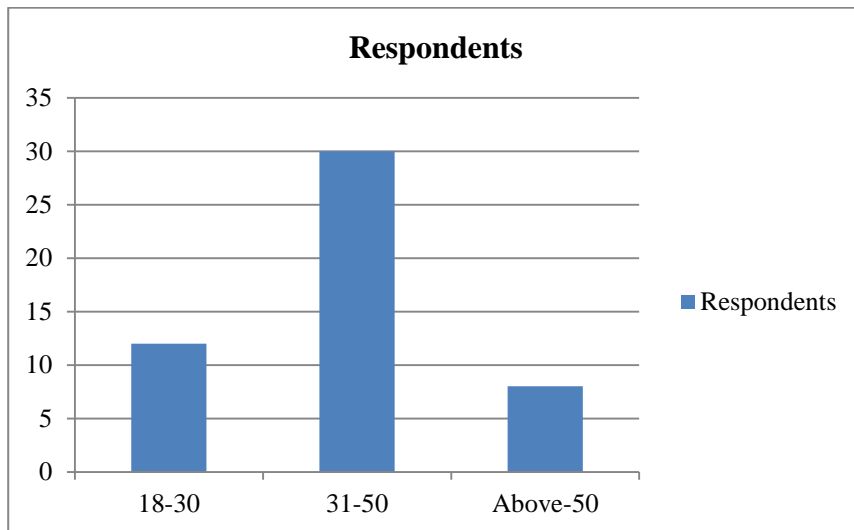| Age	Respondents	Percentage (%)
18-30	12	24
31-50	30	60
Above – 50	8	16
Total	**50**	**100**

Source: Field Survey

Table 1 explains that out of 50 respondents 30 of them belong to the age group of 31-50 years followed by 12 respondents belonging to 18-30 years and 8 respondents coming under the group of above 50 years.

Table 2: Educational Status

Educational Status	Respondents	Percentage (%)
Illiterate	5	10
1-10	38	76
PUC	7	14
Total	**50**	**100**

Source: Field Survey

Table 2 analyses the educational status of the respondents, out of 50 respondents 38 of them have studied between 1 - 10th standards of their schooling followed by 7 respondents who studied PUC, and 5 are illiterate.

Table 3: Type of House

Type	Respondents	Percentage (%)
Kaccha	10	20
Pacca	40	80
Total	**50**	**100**

Source: Field Survey

Table 3 highlights that out of 50 respondents 40 of them live in pacca houses and only 10 of them still live in kaccha houses.

Table 4: Access to Potable Drinking Water

Access	Respondents	Percentage (%)
Yes	40	80
No	10	20
Total	**50**	**100**

Source: Field Survey

Table 4 explains that 40 respondents have access to potable drinking water and hardly 10 of them do not have access to potable drinking water.

Table 5: Access Sanitation

Access	Respondents	Percentage (%)
Yes	40	80
No	10	20
Total	**50**	**100**

Source: Field Survey

Table 5 reveals that 40 respondents have access to sanitation facilities and 10 respondents do not have access to sanitation.

Table 6: Access TV

Access	Respondents	Percentage (%)
Yes	20	40
No	30	60
Total	**50**	**100**

Source: Field Survey

Respondents

Table 6 explains that 20 respondents have access to TV and 30 respondents do not have access to TV.

Table 7: Income per Month

Income Level	Respondents	Percentage %
< 5000	15	30
5001-8000	20	40
8001-10000	10	20
> 10000	5	10
Total	**50**	**100**

Source: Field Survey

Table 7 explains that 15 respondents have income less than 5000 per month and 20 respondents earn between 5001-8000 rupees every month followed by 10 respondents with between the income of 8001-10,000 and only 5 of them have monthly income above 10000.

Table 8: Savings Level

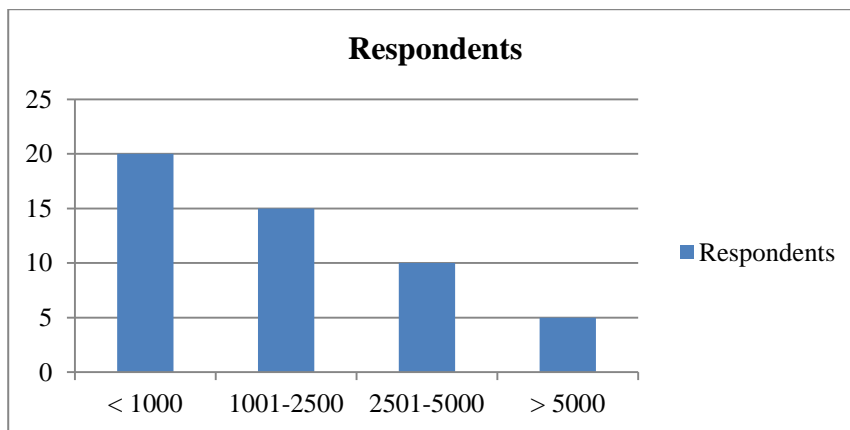| Savings	Respondents	Percentage (%)
< 1000	20	30
1001-2500	15	40
2501-5000	10	20
> 5000	5	10
Total	**50**	**100**

Source: Field Survey

Table 8 examines the savings of the respondents, 20 respondents have less than 1000 rupees of savings every month, similarly, 15 of them have between 1001-2500 savings followed by 10 respondents having savings between 2501-5000 rupees and 5 of them have above 5000 monthly savings.

Table 9: Sources of Loan

Sources	Respondents	Percentage (%)
Loan from Bank	10	20
Loan from Employer	28	56
Money Lenders	04	08
Loan from Finance	08	16
Total	**50**	**100**

Source: Field Survey

Table 9 explains that 10 respondents have taken loans from banks, 28 of them have taken as advance amount from their employers, 8 of them have taken loans from some private finances, and followed by 4 respondents have taken loans from money lenders for a huge amounts of monthly and weekly interest.

Table 10: Reasons for Accepting this Job

Reasons	Respondents	Percentage (%)
Easy to do	19	38
Less tedious than casual labourers	12	24
No other skill	19	38
Total	**50**	**100**

Source: Field Survey

Table 10 reveals that 19 of the respondents have adopted this job mainly because that it is easy for them to pursue and similarly other 19 respondents said that they do this job since they do not know other skills and followed by 12 respondents considered this job as less tedious compare to casual labour.

Table 11: Travel Distance

Distance	Respondents	Percentage (%)
Near	5	10
< 1 km	11	22
1-4 km	26	52
> 4 km	8	16
Total	**50**	**100**

Source: Field Survey

Table 11 explains that 5 respondents work near by their dwelling areas, 26 of them travel between 1 to 4 km every day to their work places followed by 11 respondents who travel less than 1 km every day, and 8 of them travel more than 4 km every day from their living places.

5. Findings

1. The majority of the respondents belong to the age group of 31-50 years because it is the core age for earning and contributing to the income of the family.

2. 38 respondents have studied between 1-10th standards of their schooling because of free schooling facilities they have gone up to 10th standard and due to various sociological, and economic issues they are not able to go beyond 10th standard.

3. The majority of them live in pacca houses because of various governmental schemes.

4. The majority of them have access to potable drinking water and sanitation facilities.

5. The majority of them have a monthly incomes between 5001 - 8000 rupees and most of them have savings of less than 1000 rupees per month.

6. 28 Respondents have borrowed loans from their employers.

7. 38 respondents have the opinion that they adopted this job because it is easy and few of them do not have other skills than this job

8. A large number of respondents travel to their working places between 1-4 km everybody.

6. Suggestions

1. This paper makes an attempt to suggest suitable measures to improve the socio-economic conditions of women domestic workers.

2. Non-Governmental Organization must organize general health camps once in 6 months for these women domestic workers.

3. Education plays an important role in the life of every individual to lead a successfully life, but in the case study many of them are illiterates, there is a need for making these domestic workers educated which in turn contributes for them to get better employment and good health. Therefore meticulous efforts are all necessary to bring the measures, which are already on paper to practice.

4. Central Social Welfare Board, and National and State commission for women should take proper measures for improving the socio economic conditions of women domestic workers.

5. NGO's and volunteers have to educate the members of the family about the problems faced by the women domestic workers in their working places to make their work secure.

6. They should also maintain a Registered Welfare Association of these women which in turn helps them to get secure in their job places.

7. Registered Welfare Associations has to register the homes of domestic workers along with their phone numbers so that if any employer wants the service of domestic servants can approach this association for booking the domestic servants.

7. Conclusion

They themselves are not aware of the importance and value of their job. So the necessary steps have to be undertaken by the Government regarding their job as a respectable one. It is also in the hands of the general public in the country to respect these domestic workers with humanitarian concerns.

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Corruption in International Business

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Abstract

We duly anatomized the composition of corruption in transnational business for the last seventeen times from 1992 and 2019. We linked seven exploration aqueducts in this literature:1) the legislation against corruption, 2) the determinant of corruption, 3) combating corruption, 4) the effect of corruption on enterprises, 5) the political terrain and corruption, 6) corruption is the a big issue for the old systems of operation, and 7) the impact of corruption on foreign direct investment and trade. Grounded on this analysis, we suggest that the transnational laws should reduce the rear effect of corruption on transnational business. Enterprises should also make consideration for corruption when creating strategies to enhance functional-effectiveness/ performance. Corruption challenges have some crucial factor of being systems of operation. Scholars must test and increase the area of these systems by considering corruption as an important problem in transnational business.

Keywords

Corruption, Bribery international business, Politics, Bibliometric analysis Meta-literature review, and Firms content analysis.

1. Introduction

Corruption is a multi-disciplinary issue that scholars from a different areas or fields & disciplines have examined/ anatomized. These are some studies about corruption in several disciplines that's a law (Mijares, 2015), finance (Pantzalis, Chul, & Sutton, 2008; Rose, 2002), economics (Brada, Drabek, 2012; Accounts (Everett, Neu, Rahaman, 2007), and transnational business (Cuervo, Cazurra, 2016). Still, analysis of corruption in transnational business did completely not live before the globalization of business in the 1980s and the 1990s. Globalization urged transnational business experimenters to probe and bandy the environment, confines, models, and propositions about corruption as well as its association with foreign direct investment. The first paper on corruption in transnational business was published in

1992, and an applicable quantum of literature has accumulated on the content during the last 17 times. Still, much of this literature is scattered in multitudinous areas and directions. Thus, we maintain that a methodical, in-depth review that summarizes our rearmost knowledge is essential.

This literature review is unique in its terms & objects and styles, and explores several exploration questions (1) What's the sphere of corruption in transnational business? (2) What are the leading exploration aqueducts? (3) What are the most effective perspectives in the literature in terms of crucial journals, papers, systems, data sources, measures, & theoretical fabrics? (4) How does the literature synthesize corruption in transnational business? (5) What's the direction for the unborn exploration? As an outgrowth of the same analysis, we plant 7 exploration aqueducts, 6 areas in which there are gaps in our knowledge, and 14 unborn exploration questions.

2. A Taxonomy of Corruption in International Business

2.1 The Description of Corruption

Synthesizing the literature, we can define corruption as an illegal exertion (Bribery, Fraud, Financial crimes, Abuse, Falsification, Favoritism, Nepotism, Manipulation, etc.) Conducted from abuse of authority/ power by the government) or private (enterprises), Workers for particular gain in the term of finance or else. Our description of corruption is catching 3 manual characteristics of corruption in the transnational business environment. The first one is that the person/ the establishment is going to conduct some illegal exertion. The alternate bone is that the person/ establishment is misused their power/ authority in breaking of being rules/ regulations or doing the work and crossing the legal limits. The third and last one specific is that the person/ establishment uses their power to get particular benefits not making benefit to the country/ the company.
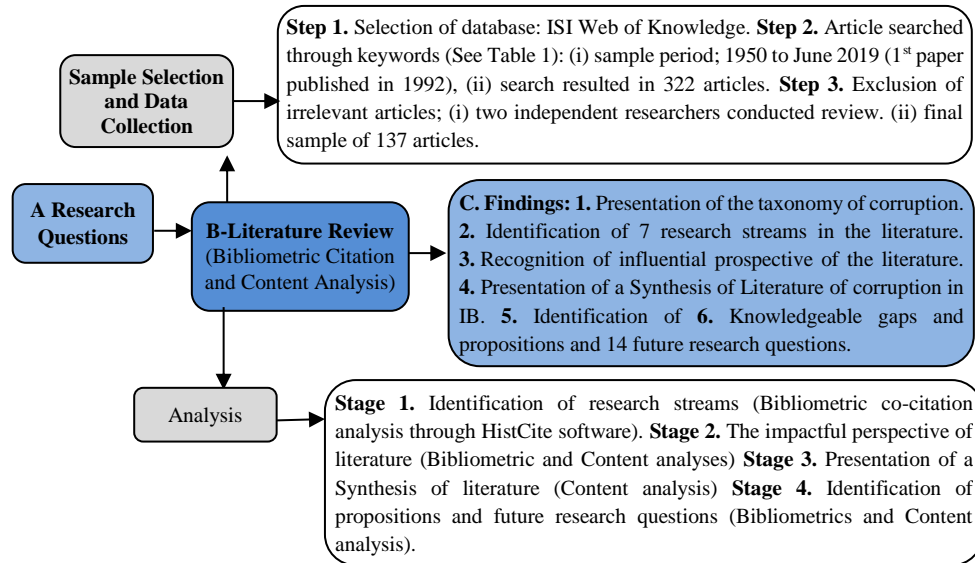
2.2. Types and Causes of Corruption

Different types of corruption are proved and include public corruption (Pontell, Geis, 2007), private corruption (Argandona, 2003), pervasive corruption/arbitrary corruption (Rodriguez, Uhlenbruck, & Eden, 2005). Public corruption Plant in four types pettyv/ sgrand corruption (Elliott, 1997) and organized v/s unorganized corruption (Shleifer, Vishny, 1993).

Public corruption can be named as an illegal exertion conducted by a government functionary, mandarin, or politician that involves the offer or damage of fiscal or non-financial benefits by other government or private persons. Public corruption is classified as petty when small gifts or favors are changed, and as grand when a large quantum of plutocrats is changed. Public corruption is classified as organized when it's planned, and individualities/ enterprises involved must pay a lump sum, and as unorganized when it's unplanned, and the individualities/ enterprises involved pay an unidentified sum at every step of the illegal exertion. In discrepancy to public corruption, private corruption can be named as an illegal exertion conducted by a hand, director, or establishment that include the offer/ damage of benefits by other private or government persons. Private corruption is classified as pervasive when the hand or director can be certain of the necessity for bribery when dealing with government officers and as arbitrary else (Cuervo-Cazurra, 2016, p. 38]
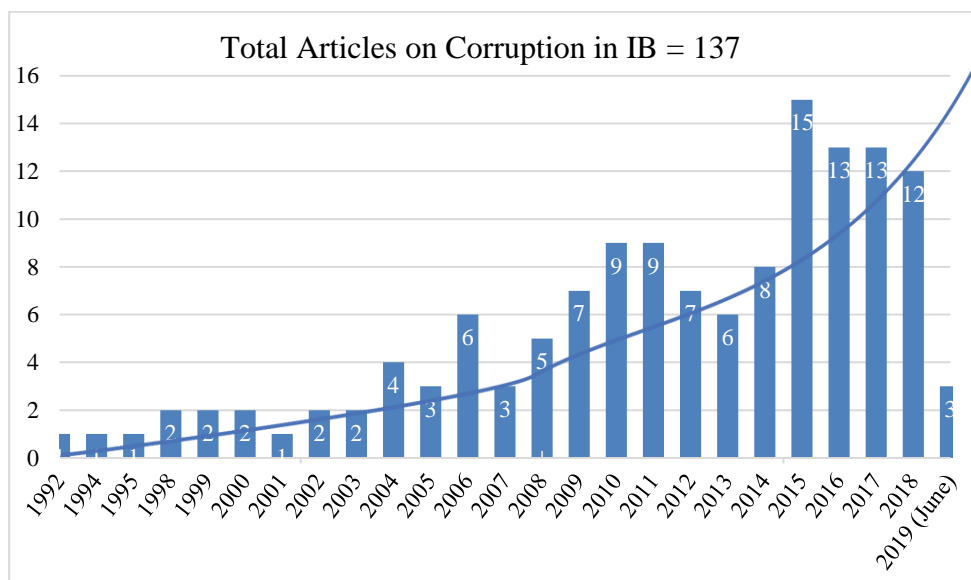
3. Research Methodology

Styles to perform this analysis, we make a unique approach that bibliometric citation analysis (Bahoo, Alon, Paltrinieri, 2019; Fetscherin et al., 2010; Iddy & Alon, 2019; Naatu & Alon, 2019; White et al., 2019) & content analysis (Paul, Benito, 2018; Paul & Rosado, Serrano, 2019; Paul & Singh, 2017; Paul et al., 2017; Rosado-Serrano, Paul, & Dikova, 2018). Price (1965) first supported bibliometric analysis to expose the connections between papers which is dependent on the numbers of citations (Kim & McMillan, 2008), using the composition as the main unit of reserach (Alon, Anderson, Munim, 2018). We used HistCite software for the bibliometric analysis. We present the crucial terms related to the bibliometric analysis in Table 1. Content analysis is an accepted methodology in the social lores (Ahmed, Bahoo, Aslam, and Qureshi, 2020; Bahoo, Saeed, Iqbal 2018; Gaur and Kumar, 2018), classified material by dwindling it to further affiliated, available bits of data (Weber, 1990). Our system, illustrated in Fig. 1, involves 3 way sample selection & data collection, analysis, and results (Gomezelj, 2016).

Source: HistCite Software

Figure 1: Methodological Approach

Source: HistCite Software

Figure 2: Publications on Corruption in IB between 1950 to June 2019*

* The first article on the subject published in 1992.

3.1. Sample Selection and Data Collection

Sample selection and data collection our data collection are include 3 ways. First, we named the journals from which we've to collect papers and citation data on the subject. To avoid selection bias we're considering only top-ranked or transnational business journals (Terjesen, Hessels, & Li, 2013), we searched all journals that are listed on the ISI Web of Knowledge (hereafter WoS) database. The WoS consists of five databases which are covering several disciplines and provides citation data about papers dating back to 1950 (Alon et al., 2018).

The alternate bone step was to choose the sample period and the hunt fashion. We reviewed all the papers for corruption in transnational business published from 1950 to June 2019 using lots of keywords by following (Alon et al., 2018), (Fetscherin et al., 2010), and (White et al. 2016), we used seventeen keywords for corruption along with combination of words similar to transnational business, transnational enterprise/ transnational pot, MNCs to cover the complete exploration on the content. Table 1 lists the 17 keywords for corruption and crucial factor applied to plant the exploration.

In the third step, two independent experimenters read through and critically examined the 322 papers using the following criteria the composition must explicitly state that it's about corruption in transnational business and it must address the subject in anon-trivial and non-marginal way. Except for inapplicable papers, our performing dataset included contains for 137 papers. The first paper to address corruption in transnational business explicitly was published in 1992. As Fig. 2 illustrates, there has been continuous development in the literature.

- **Key terms and process of selecting the sample.**

Table 1: Key Terms Entered into the HistCite software

Term	Sign	Concept/Definition
Total Global Citation	(TGC)	TGC is the number of times an article is cited by any other articles that are available on the WoS database.
Total Global Citation	(TGC)	TLC is the number of times an article is cited by the same literature sample (in our case, the 137 articles mentioned above).
Total number of Articles Published on the Subject	(PCIB)	PCIB is the total number of articles published on corruption in international business.

Source: HistCite - Glossary, 2018

Table 2: The Process of Selecting the Sample from the ISI Web of Knowledge

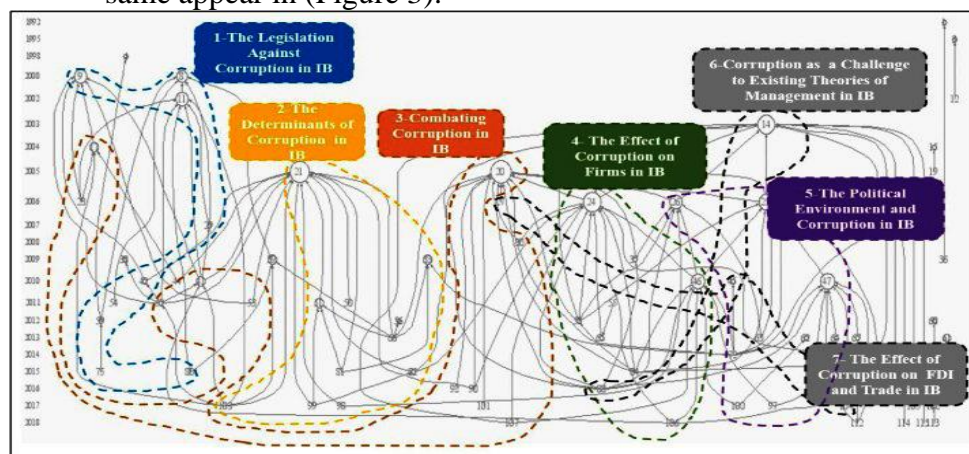| S.No.	Seventeen Keywords for Corruption	Search in Combination with the Following words
1	Corruption	International Business
2	Bribe	International Business
3	Bribery	International Business
4	Abuse	International Business
5	Crime	International Business
6	Criminal	International Business
7	Degradation	Multinational Enterprise
8	Extortion	Multinational Enterprise
9	Falsification	Multinational Enterprise
10	Fraud	Multinational Enterprise
11	Graft	Multinational Corporation, MNEs
12	Manipulating	Multinational Corporation, MNEs
13	Manipulation	MNCs
14	Misconduct	MNCs
15	Misconduct	MNEs
16	Misrepresentation	MNEs
17	Wrongdoing	MNEs

Table 3: Filters Applied to Search in the ISI Web of Knowledge

Search filters	Topic (Search keywords in "Title, Keywords, and Abstract")
Paper type and language	Articles and English
Period of search	1950 to June 2019 (1st paper published in 1992 on the subject)

4. Results

4.1 Co-citation Mapping: Research Streams in the Literature on Corruption in International Business

Co-citation mapping is the mapping of top-cited papers in relation to the papers that cite those (Alon et al., 2018). Co-citation mapping is conducted with the help of HistCite software. We established the criteria to identify the mapping by following (Alon et al., 2018), Apriliyanti and Alon (2017), and Øyna and Alon (2018). However, the criteria are based on the subject's nature and the development of the research so we used two-step procedures. First one to be included in the mapping, a journal should have a minimum of 1 total local citation (TLC = 1). We plant 37 influential papers as a sub-sample. Also, we included all papers that cited these 37 influential papers in the mapping. As a result, we added 39 further papers to the sub-sample. Therefore, the co-citation chart has 76 papers, details for the same appear in (Figure 3).

Source: HistCite Software

Figure 3: Citation Chart of the Exploration on Corruption in Transnational Board. (Chart.76 Papers)

In Fig. 3, papers, represented by bumps, are deposited with the vertical axis, and details of times of publication are deposited with the perpendicular axis. Co-citation liaisons are depicted by lines that connect the bumps, and the arrows are indicated citing vs cited papers. The size of the knot reflects the magnitude of influence of a composition grounded on total original citations entered (TLC). In our citation chart, the biggest bumps are 20 (i.e., Rodriguez et al, 2005), 21 (Sanyal, 2005), 24 (Uhlen bruck, Rodriguez, Doh, & Eden, 2006), and 14 (Doh, Rodriguez, Uhlen Bruck, Collins, & Eden, 2003).

Also, we asked two independent experimenters to conduct the detailed content analysis of the sub-sample of 76 papers. The detailed content analysis corresponds to a deep review of each composition's title, author, journal, exploration questions, proposition/ data sources, variables, order, & crucial findings (Ahmed, Bahoo, & Ayub, 2019; Bahoo, Hassan, Paltrinieri, & Khan, 2019; Salipante, Notz, & Bigelow, 1982).

As a result of content analysis, along with our bibliometric analysis, we were planted in seven distinctly but inter-related exploration areas in the same analysis on corruption in transnational business (1) the legislation against it / it is determinant / combating it/ its impact on enterprises/ the political terrain and corruption in transnational business, (6) corruption as a challenge to being system of their operation in transnational business , and (7) corruption's impact on foreign direct investments and trade. We can bandy these papers in their affiliated analysis area. The no. relates to Fig. 3. Still, there are 2 papers were cited by another composition but their factor doesn't fit in any of the analysis areas (102 and 115) (Jiménez & Bjorvatn, (2018). Lord and Levi (2017) (no. 102 in Fig. 3) and Karhunen, Kosonen, Mccarthy, and Puffer (2018) (no. 115 in Fig. 3) bandy the fiscal aspects of corruption related to plutocrat laundering and loose exchanges in Chinese Guanxi/ Russian Blat/ Svyazi, independently. We now bandy the seven exploration aqueducts.

4.1.1 The Legislation against Corruption in International Business

In the 1990s, corruption linked as nationalize political issues along with dire counteraccusations for transnational business (Kaikati, Sullivan, Virgo, Carr, 2000) of transnational legislation to control it (Nichols, 2012). (Everett et al., 2006) (no. 23 in Fig. 3) argue that being anti-corruption laws must

to streamlined by all applicable nonsupervisory bodies. The US was the 1st bone who were pass laws that confined corruption by individualities/ enterprises, name, that 1977 Foreign Corrupt Practices Act (Hotchkiss, 1998) (no. 4 in Fig. 3). (Still, Klaw, 2012) (no. 60 in Fig. 3) maintains that the FCPA is unfit to help/ discipline demand/ side corruption in business deals. (Kaikati et al., 2000) (no. 9 in Fig. 3) has suggested that the OECD increased the compass of the Foreign Corrupt Practices Act and borrow the full interpretation of correction. In 1997, for the first time, the UN, OECD, and EU convened to discuss passing legislation against bribery and corruption (Mijares, 2015) (no. 80 in Fig. 3). The guidelines of the UN's 1996 declaration, the OECD's 1997 convention and the EU's 1997 convention were the foundations of current anti-corruption laws (Gantz, 1998). Under these guidelines, many developed and emerging economies have established national anti-corruption laws in international business, including Canada (Mijares, 2015) (no. 80 in Fig. 3), the US (Spalding, 2011) (no. 54 in Fig. 3), and the EU (Pacini, Swingen, & Rogers, 2002) (no. 11 in Fig. 3). Moreover, the OECD convention provides guidelines for member states to establish uniform laws and policies (Pacini et al., 2002). Implementation of the OECD's 1997 convention is compulsory for the 36 signatory countries.

4.1.2 The Determinant of Corruption in International Business

The analysis stream in the literature is the determinant of corruption in international business. Carmichael (1995) found 3 common situations in which a multinational firm becomes involved in corruption in a host country. The first one is when the company is unfit to engage in a new sale for a new business sale or complete a being one without offering a fix. The alternate bone is that when the legal institutions are weak. The third and last bone is when the transnational establishment is involved in corruption in it is home- country itself. One group of studies début with against the disquisition that the determinant of corruption is the establishment. Chen, Cullen, and Parbo teeah (2015) (no. 82 in Fig. 3) expose the involvement between culture to

operation shareholder control, & an establishment propensity to buy. The plant that director-controlled enterprises are more involves in comparison than the shareholder-controlled enterprises making the sale in bribery. The 2nd group of studies debut that artistic factors are determinants of corruption. Depending on the same check they conducted, Guvenli and Sanyal (2012) (no. 56 in Fig. 3) expose whether stations toward bribery are different between men and women in transnational business. They plant that men are largely involved in bribery compared that women. Lately, Tuliao and Chen (2017) (no. 99 in Fig. 3) anatomized gender as a determinant of bribery among CEOs and probed that manly CEOs are maximum involved in corruption. Affiliated, Frei & Muethel, 2017 (no. 103 in Fig. three) the comment that the parentage ground provides by the country for transnational enterprises for corruption has been routed through weak values & laws. Thus, indigenous factors are the main determinants of corruption (Sanyal, Samanta, 2017) (number 98 in Fig. 3). At last, the 3rd group of studies claimed that the profitable factors are the determinant of corruption. Sanyal (2005) (no. 21 in Fig. 3) suggests that countries where income is a law and poor income distribution, and those that score grandly on Hofstede's scales of power distance and virility are more interested in bribery. Also, Sanyal and Guvenli (2009) (no. 33 in Fig. 3) show that those enterprises from countries where the power distance or the long-term exposure is low and existent are high are less involved in corruption. Baughn, Bodie, Buchanan, and Bixby (2010) (no. 41 in Fig. 3) confirm that some enterprises from separate countries that's having high-score on power distance are more interested to be involved in bribery. Mazar and Aggarwal (2011) (no. 51 in Fig. 3) find that bribery varies with the degree of collectivism. Huang, Liu, Zheng, Tan, & Zhao, (2015) (no. 81 in Fig. 3) argue that concern about evaluations plays a big part in collectivism and corruption collectivism facilitates shows corruption in countries where there's little concern about evaluations.

4.1.3   Combating Corruption in International Business

Laws and regulations against corruption live but are largely ineffective due to weak judicial systems and the incuriosity of governments Cuervo-Cazurra (2008). The main exploration question in the same area is related to the practical effectiveness of laws, the relinquishment of ethical norms, and the perpetration of legal fabrics to combat corruption.

Hotchkiss, (1998) (no. 4 in Fig. 3) comments that 1977 Foreign Corrupt Practices Act was considered only a moral obligation till the US government did not begin administering it in 1998. Kaczmarek and Newman (2011) show that redundant territorial intervention by Unites countries prosecutors to drop corruption and bribery in main countries is effective. Weber and Getz (2004) (no. 17 in Fig. 3) review the sweats of the EU, US, and Organization for Economic Co-operation and Development to combat corruption. Cuervo-Cazurra (2008) (no. 30 in Fig. 3) part of lawyers are an improvement in the compass of perpetration of current anti-corruption laws and a drop in investment in those countries which has been involved in corruption by signatories to the Organisation for Economic Co-operation and Development convention.

Rose-Ackerman (2002) (no. 12 in Fig. 3) considers abstention from corruption to be the complete responsibility of the enterprises and comments that the ethical norms can be the format for redundant help in this regard. Kaptein (2004) (no.15 in Fig. 3) review the business and their norms of 200 of the largest enterprises and finds that 46 of them have ethical canons against corruption. Osuji (2011) (no. 52 in Fig. 3) some highlight of the significance of ethical commercial social responsibility (CSR) to combat corruption. (Rodriguez et al., 2005) (no. 20 in Fig. 3) dissect the impact of public corruption on transnational enterprises in terms of organizational legality, strategic decision- timber, and entry choice. (Cleveland et al., 2010) (no. 39 in Fig.3) Make a model which is grounded on hard and soft laws, and enforcement and compliance mechanisms to assess progress in grounded the position of bribery.

4.1.4 The Impact of Corruption on Firms in International Business

How does corruption affect the entry strategy of a company, transnational common gambles, and the performance of accessories? (Uhlenbruck et al., 2006) (no. 24 in Fig. 3) examine the effect of corruption on enterprises' original strategies in foreign requests and plant that enterprises in the telecommunication assiduity face pressure to involve in loose practices for the timing of short term contracts & common gambles. Kouznetsov, Dass, and Schmidt, 2014 (number 70 in Fig. 3) confirm the rear effect of weak laws against corruption on small to medium-sized foreign manufacturing companies in Russia. Roy and Oliver (2009) (no. 37 in Fig. 3) show that they have a strong effect of the rule of law and control of corruption on the selection of mates for common gambles. Krueger (2009) (no. 38 in Fig. 3) argues that transnational enterprises are presently doing business with China is facing ethical issues due to the authoritarian government, weak translucency, and the high position of corruption. Jensen, Li & Rahman, 2010 (no. 46 in Fig. 3) report that where freedom of the press is confined or false exposure option as a tone-protection strategy. In a political terrain, enterprises use a no-comment Lambsdorff (2013) (no. 65 in Fig. 3) comment that enterprises need to be liable for the illegal conditioning of the loose interposers along with whom they involve in business deals. Petrou (2014) (no. 84 in Fig. 3) find that arbitrary corruption effects the performance of accessories. Eventually, Gomes, Vendrell-herrero, Mellahi, Angwin, and Sousa, 2018 (no. 106 in Fig. 3) we plant substantiation that the tone-selection proposition works only in surroundings with low corruption.

4.1.5 The Political Environment and Corruption in International Business

This analysis area examines the relation between major issue corruption, transnational business, and the political terrain in both countries. Rodriguez, Siegel, Eden, and Hillman (2006) (no. 25 in Fig. 3) reviewed papers on the relation between

politics to corruption to commercial social responsibility and propose some unborn exploration directions. Luo (2006) (no. 26 in Fig.3) uses a structured model to show that in largely loose terrain, transnational enterprises along with a huge position of ethics bargain with governments, while lower ethical enterprises use social and political relation to engage in fix-giving. Chen, Ding, and Kim (2010) (no. 47 in Fig. 3) plant that corruption has further influence on the income cast of largely politically connected enterprises comparison than less politically connected bones. Boubakri, Mansi, and Saffar (2013) (no. 64 in Fig. 3) the document that sound political institutions have a positive effect on commercial threat taking when government involvement is high, also the position of corruption is low. Yim, Lu, and Choi (2017) (no. 100 in Fig. 3)

4.1.6 Corruption as a Challenge to Existing Theories of Management in International Business

The 6 analysis areas are relatively new and at the fact finding. It frequently provides counter examples to numerous being system of operation in IB because of the unethical, felonious nature of corruption challenges certain hypothetical of those propositions. For illustration, Gomes et al. (2018) (no. 106 in Fig. 3) plant that contrary to the tone selection proposition, if productivity doesn't show a positive effect on the quantum of exports if the position of corruption is high, after reviewing all the analysis related to the establishment's response to government corruption, Galang (2012) (no. 58 in Fig. 3) summary of the crucial studies which support its strategies, like as institutional economics/ institutionalism, resource dependence, public choice, social network, and stakeholder proposition. (Doh et al., 2003) (no. 14 in Fig. 3) Explore the effect of government corruption on transnational enterprises. They give a frame grounded on two confines of government corruption pervasiveness and arbitrariness. The frame proposes several strategies that enterprises need to borrow to respond to corruption avoidance, confirming their entry mode, commercial canons of conduct, training, development and public education, social benefactions and public donations, and laws and agreements. Cuervo-Cazurra (2016)

(no. 88 in Fig. 3) proposes expanding this approach by considering corruption as a laboratory. He reviews and recommends extensions of several propositions agency/ sale cost/ economics, the resource-grounded view, resource dependence, and neo-institutional proposition. He also argues that the agency and resource-dependence propositions are stylish for explaining the causes of corruption, whereas the resource-grounded view and neo-institutional proposition are more applicable for exploring the consequences of corruption. The sale cost proposition is stylish for determining how to control corruption in transnational business.

4.1.7 The Effect of Corruption on Foreign Direct Investment and Trade in International Business

The 7th review area is in the fact-finding/evaluation stage. It examines the impact of home-host both the country corruption on foreign direct investment/ trade. Habib and Zura wicki (2002) finds that corruption has a rear effect on FDI & operation effectiveness. Cuervo-Cazurra (2006) (no. 27 in Fig. 3) shows that business enterprises from the countries with a huge quantum of corruption are more involved to invest in host countries along with a huge quantum of corruption than enterprises from lower loose countries. Driffield, Jones, and Crotty (2013) (no. 63 in Fig. 3) argue that Business conglomerate from countries along with a huge quantum of corruption, weak legal institutions, and lower concern about commercial social responsibility are more involved to invest in host countries with a huge quantum of corruption. Sambharya and Rasheed (2015) argue that if the position of corruption is low, profitable and political freedom has a positive impact on foreign direct investment/ trade. Jiménez, Marcelus, Guoliang, & Jiang, (2017) (no. 104 in Fig. 3) show that host-country corruption is appreciatively related to a high failure rate of private participation systems. Still, Egger, and Winner (2005) demonstrate that corruption stimulates foreign direct investment. Driffield, Jones, and Crotty (2013) (no. 63 in Fig. 3) comment that enterprises from loose countries are veritably involved in investment in spoiled locales and countries.

4.2 Influential Aspects of the Literature on Corruption in International Business

We linked the crucial journals, studies, styles, data sources, measures, and theoretical fabrics in the literature (Alon et al., 2018; Paul & Benito, 2018; Paul et al., 2017). In Section 6, we also point out the route-gaps in our knowledge and posited many propositions.

4.2.1 Key Journals

The 137 papers in our sample came from 85 journals with 3059 total global citations. Table 2 lists the thirty-four leading-journals having an ABS ranking (4 *-4-3-2-1). We couldn't be suitable to report the remaining fifty-one journals due to a Deficit of space. 61 of our sample reckoned for 2685 of the citations. The biggest no. of papers was published by the Journal of Business Ethics (JBE) (18 papers), Journal of International Business Studies (JIBS) (13 papers), International Business Review (IBR) (6 papers), and Journal of World Business (JWB) (6 papers). This ranking is given by logical review that's 1st journal is the most prominent publication outlet in the field of ethics and business, and the 2nd bone is the oldest and most prominent journal. The fact is that we plant papers on this content in journals devoted to backing and law confirms its multidisciplinary nature.

4.2.2 Key Studies

Through bibliometric citation analysis, we plant crucial empirical and theoretical papers that had minimal 10 global citations (TGC = 10). In Table 3, and Table 4, give a summary of these empirical and theoretical papers, independently, route from content analysis. Note that in former exploration, empirical papers have entered more citations comparison to theoretical bones. The most cited papers relate to the impact of corruption on enterprises in transnational business (Hearn, 2015; Jensen et al., 2010; Jiménez 2010; Keig, Brouthers, & Marshall, 2015; Lee & Hong, 2012; Meschi, 2009; Mazar & Aggarwal, 2011; Muethel, Hoegl, & Parboteeah, 2011; Pantzalis et al., 2008; Roy & Oliver, 2009; Tunyi & Ntim, 2016; Uhlenbruck et al., 2006), attesting that the establishment is the content of utmost interest.

4.2.3 Key Methods

The experimenters employed qualitative & quantitative styles in the literature to explore corruption in transnational business. Out of 137 papers, 35 (40) used content analysis, 37 (48) used retrogression analysis, and 12 (8) used document analysis. Analyzer used environment review to borrow generalities, theoretical backgrounds, and model applicable to corruption (Cuervo- Cazurra, 2016; Everett et al., 2006; Kaptein, 2004; Krueger, 2009; Rodriguez et al., 2006). They employed simple and panel content to examine the effect of corruption (Cuervo-Cazurra, 2008; Boubakri et al., 2013; Jimenez, 2010, Jimenez, 2011; Sanyal, 2005). Eventually, they borrow the document review approach to test comment on the effect of laws on corruption in transnational business (Kaikati et al., 2000; Kaptein, 2004; Pacini et al., 2002).

4.2.4 Data Sources and Measurement of Corruption

Thirty-six papers were used a corruption indicator, which is a country-position variation, to measure corruption in transnational business. Out of these 36 papers, 22 used the indicators of Translucency International, 9 used World Governance pointers, and five used the International-Country-Risk-Guide as a deputy for corruption in transnational business. Veritably many analyzer is using the corruption indicators of Germany exporters (Hung et al., 2018), the public check or the World Competitiveness Yearbook (Pajunen, 2008). Tuliao, Chen, 2017 and Yim et al., 2017 were used for bribery checks of the enterprises from the World Bank as a deputy for corruption.

4.2.5. Theoretical Underpinnings

We linked several theoretical fabrics within the literature. Of the 137 papers, only 39 (29) examined and bandied any operation proposition. Of those 39 papers, 17 used institutional Proposition, 5 applied agency proposition, and three papers examined the neo-institutional proposition. The employment

of institutional proposition is logical because experimenters consider corruption a deputy for institutional quality at the country position. Likewise, just a few papers used the resource-based view, sale bring proposition, or the resource dependence proposition. Other propositions that appeared named structuration (Luo, 2006), socialization (Muethel et al., 2011), diversification and portfolios (Jimenez, 2010), Stakeholders (Roy & Goll, 2014), property rights (Driffield, Mickiewicz, & Temouri, 2016), tone-selection anomie proposition (Chen et al., 2015), and legality proposition (Blanc, Cho, Sopt, & Branco, 2019). Utmost papers failed to specifically mention the theoretical frame the authors employed. They will have didn't do so because corruption could even be a country-position index, and also the dimension of corruption at the firm position is kind of delicate and un-standardized. We also bandy the crucial propositions within the literature within the approaching section.

4.2.5.1. Institutional Theory

The institutional proposition deals with nonsupervisory structures, government laws and regulations, courts, and professions (Oliver, 1991). These institutions establish the social/ political & legal morals that affect the decision-timber and conduct (Meyer & Rowan, 1977). The institutional proposition depends on the legal pressure on enterprises to borrow the beliefs, values, and morals of their terrain (Roy & Goll, 2014). This proposition also read the establishment's geste. The institutional frame affects the strategies of enterprises and subventions them legality (North, 1990; Scott, 1995). The power of the host country's institutional terrain in terms of its control of corruption and the rule of law shapes and impact the enterprises' entry strategy (Uhlenbruck et al., 2006), opinions about engaging in transnational common gambles (IJVs) (Roy & Oliver, 2009), the combination of the board of these common gambles (Hearn, 2015), the appointment of public directors (Muellner, Klopf, & Nell,

2017), and bribery geste (Baughn et al., 2010; Yi, Teng, & Meng, 2017) in cross-national deals. The institutional terrain of both countries, of which the quantum of corruption is main factor, that affects an establishment's import position (Krammer, Strange, & Lashitew, 2018), earnings' operation (Lewellyn & Rosey, 2017), junction and accession conditioning (Tunyi & Ntim, 2016), and position of foreign direct investment (Dikova, Panibratov, Veselova, & Ermolaeva, 2016)

4.2.5.2. Neo-Institutional Theory

Neo-institutional proposition reflects the sociological view of institutions. It suggests that isomorphism, which is a process to forces one unit tore-assemble another unit in the population because they're facing the same type of surroundings, plays a pivotal part in corruption (Hawley, 1968). Isomorphism consists of 3 mechanisms coercive and unoriginal, & normative (DiMaggio & Powell, 1983). Presently, the neo-institutional perspective is relatively popular in the organizational field and transnational business. They've maintained that enterprises have responded to the cognitive and normative, & nonsupervisory pressures on other enterprises which have been considered licit (DiMaggio & Powell, 1983). Gao-2010 used the neo-institutional frame to examine the impact of unoriginal isomorphism on bribery in those enterprises which is working in China. He confirms that the establishment's bribery nature are reflect the nature of other enterprises in China. Agency proposition explains that this behavior creates investment risks and produces the agency problem in international business. In addition to agency problems, Stulz (2005) argues that there is a potential relationship in political institutions & the managers' choice of investment risks.

4.2.5.3 Agency Theory

Political institutions are managed by governments, which has been play a vital role in the firm managers' decision making through the strict rule of law, over-regulation, and level of corruption. Political institutions & the level of corruption affect corporate risk-taking decisions, & politically-connected firms take more risks, which is the reason for the main problems (Boubakri et al., 2013). This theory discloses the potential conflict relation between the firm's head offices to its foreign subsidiaries in cases of bribe offer raised due to political connections. Firms have two options: lobbying or bribery in the main country. This theory discloses the potential conflict relation between the firm's head offices to its foreign subsidiaries in cases of bribe offer raised due to political connections. Firms have two options: lobbying or bribery in the main country. The impact of lobbying in the host country is a more positive comparison than offering bribes (Yi et al., 2017). Agency theory suggests that manager-controlled firms offer more bribes comparison than shareholder-controlled firms due to conflict of goals, a theory that (Chen et al., 2015) confirmed empirically. There are associates between bribery and the corrupt nature of firms and the nature of boards of governance like CEO duality (Das-Gupta, Wu, 2008), manager/shareholder-controlled firms (Chen et al., 2015), & gender (Tuliao, Chen, 2017). Studies also used agency theory to review corruption at the country's status.

4.2.5.3. Other Theories

The greatest cause of most of the systems used to investigate corruption in international business is the reducing amount of the clarity in disclosing the multidisciplinary and complex dynamics of corruption at the country and firm levels. Therefore, we call for the extension of these theories by considering corruption as the main fact.

5. A Synthesis of Corruption in International Business

In the 1990s, corruption noticed the serious global political problem effecting IB (Mijares, 2015). To this day, corruption and bribery' remain perplexing problems in investment and trading (Nichols, 2012). Therefore, one of the central questions is: what are the antecedents/consequences of corruption in international business? Fig. 4 illustrates our synthesis of the literature that we used to explore the answer to this question. We utilized our 7 found review areas to synthesize the antecedents/consequences of corruption in the international business literature.

5.1. Country Level Antecedents: Host and Home Country

Country-level play a crucial role as determinants of corruption in both countries. (Everett et al., 2006). The main reason found in analysis area one (legislation against corruption in international business) is the lack of international laws (Everett et al., 2006; Nichols, 2012) and non-enforcement of the OECD convention and FCPA in non-member countries (Kaikati et al., 2000; Klaw, 2012). Therefore, it is necessary to enhance the bilateral implementation of anti-corruption rules route through groups like the World trade organization & The WB (Cuervo-Cazurra, 2008).

In review area 2, scholars found 3 factors that increase corruption economic factors (Chen et al., 2015; Lopatta, Jaeschke, Tchikov, and Lodhia, 2017; Sanyal, Samanta, 2017; Sanyal, 2005), cultural factors (Roy & Goll, 2014), and other factors (Gao, 2011; Sanyal & Samanta, 2017). (Sanyal, Guvenli, 2009) & (Baughn et al., 2010) document the significant impact of economics & global culture factor on the likelihood of individuals/firms to involve in bribery (can see Hofstede, 1980). Gelbrich, Stedham & Gathke, 2016 found and resolve many issues in the measurement of cultural factors and place them as determinants of corruption. (Frei, Muethel, 2017, Sanyal, 2005 & Sanyal & Guvenli, 2009) show that national culture and economic factors are leaders of corrupt activities in both countries.

5.2 Corruption

Country-level corruption leads to a high level of corruption. Corruption has 2 main causes: the demanding & the supplying (Everett et al., 2006). Corruption is also divided into many types, like public (Pontell, Geis, 2007), personal (Argandona, 2003), pervasive, and arbitrary (Rodriguez et al., 2005). Public corruption

is segregated into 4 subtypes: petty and grand (Elliott, 1997) & organized/unorganized (Shleifer, Vishny, 1993). Review analyzer measure corruption from structured interviews/surveys, & indexes like those of the WB and Transparency International.

5.2.1 Controlling for Firm-Level Antecedents

Scholars have explored the country-level antecedents of the firm level consequences of corruption by controlling for firm-level antecedents (see Fig. 4).Their goal is to determine how corruption impacts the firm, which is the main subject of discussion in IB. Hence the scholars control for multiple firm-level factors such as size, age, sales, volume, asset growth, industry, international experience, ownership, loss frequency, leverage, length of operating cycle, earnings volatility, profitability, and number of subsidiaries (Chen, et al., 2010; Driffield et al., 2013; Hung et al., 2018; Luo, 2006; Roy & Oliver, 2009).

5.2.2 Extending the Concepts of Corruption

Cuervo-Cazurra (2016) proposes extending the five important firm theories—agency, transaction cost economics, the resource-based view, resource dependence, and the neo-institutional theory—by considering corruption as a laboratory. Doh et al., 2003 also presents a frame for a transnational establishments that deal with corruption in transnational business.

6. Research Agenda

The literature on corruption in transnational business is growing continually and covers multiple exploration areas. Nonetheless, there are still numerous aspects of corruption in transnational business that are essential to explore. To give recommendations for the unborn exploration docket, we employed a four-step methodology. First, we linked 79 influential papers through bibliometric citation analysis. Second, we anatomized the content of these influential papers through content analysis to determine an unborn exploration docket. Third, we converted the exploration docket into exploration questions and propositions. Eventually, we vindicated and remove linked exploration questions that scholars have formerly addressed. The procedure redounded in 14 unborn exploration questions, and 6 gaps in our knowledge and propositions for addressing them.

6.1. Future Research Questions

6.1.1. Legislation against Corruption in International Business

This analysis area builds on the papers about the European Union, Foreign Corrupt Practices Act, & Organization for Economic Co-operation and Development conventions to make transnational and public laws against corruption in transnational business. Thus, it's necessary to expand the real impact of these conventions on corruption in fix-demanding and fix-supplying countries (Darrough, 2010). Likewise, the area of the review of anti-corruption legislation should be broadened to the country position to decide the part of public laws like the 1999 Australian Criminal Act and the 1998 Canadian Corruption of Foreign Public Officers Act in combating corruption in both the countries (Mijares, 2015; Pedigo, Marshall, 2009).

6.1.2. The Determinants of Corruption in International Business

In the same area, this review focus on the profitable (Roy, Goll, 2014; Sanyal, Guvenli, 2009) and culture factors (Armstrong, 1992; Tsalikis, Latour, 1995) that prompt the position of corruption in transnational business. Still, that all factors are multi-face. Thus, we must examine their link with the sustainability pointers of a country including the avoidance of corruption) (Roy & Goll, 2014). Gender also impacts an establishment's nature about bribery, but it's relatively intriguing to bandy the part of gender in CEO-plurality enterprises (Tuliao, Chen, 2017). The reality of a previous social relationship between the UK and India between fix to demanding and fix to supplying countries may impact the propensity to involve in bribery (Baughn et al., 2010).

6.1.3. Combating Corruption in International Business

This exploration principally focuses on a practical analysis of anti-corruption measures and styles. A deep examination of the effect of the extra-territorial powers of the Unites countries, European countries, and Organization for Economic Co-operation and the Development of corruption in both the countries includes numerous diligence is essential (Kaczmarek & Newman, 2011; Pacini et al., 2002). Cultural-profitable & individual- factors may total this effect. Still, the inter-dependence between the public, firms, might affect the process of combating corruption in transnational business (Frei & Muethel, 2017).

6.1.4. The Effect of Corruption on Firms in International Business

The effect of corruption on enterprises in transnational business This exploration area consists of studies on the challenges facing enterprises and the influence of corruption on them (Cuervo-Cazurra-2008; Roy, Oliver, 2009; Uhlenbruck et al., 2006). Enterprises should expand the cost & effect of corruption on their character/ productivity, and import capability. Scholars should determines whether other factors similar to the entrepreneur-boat, inventions, & marketing capacities intervene in the relation-boat between corruption and an establishment's character/ productivity.
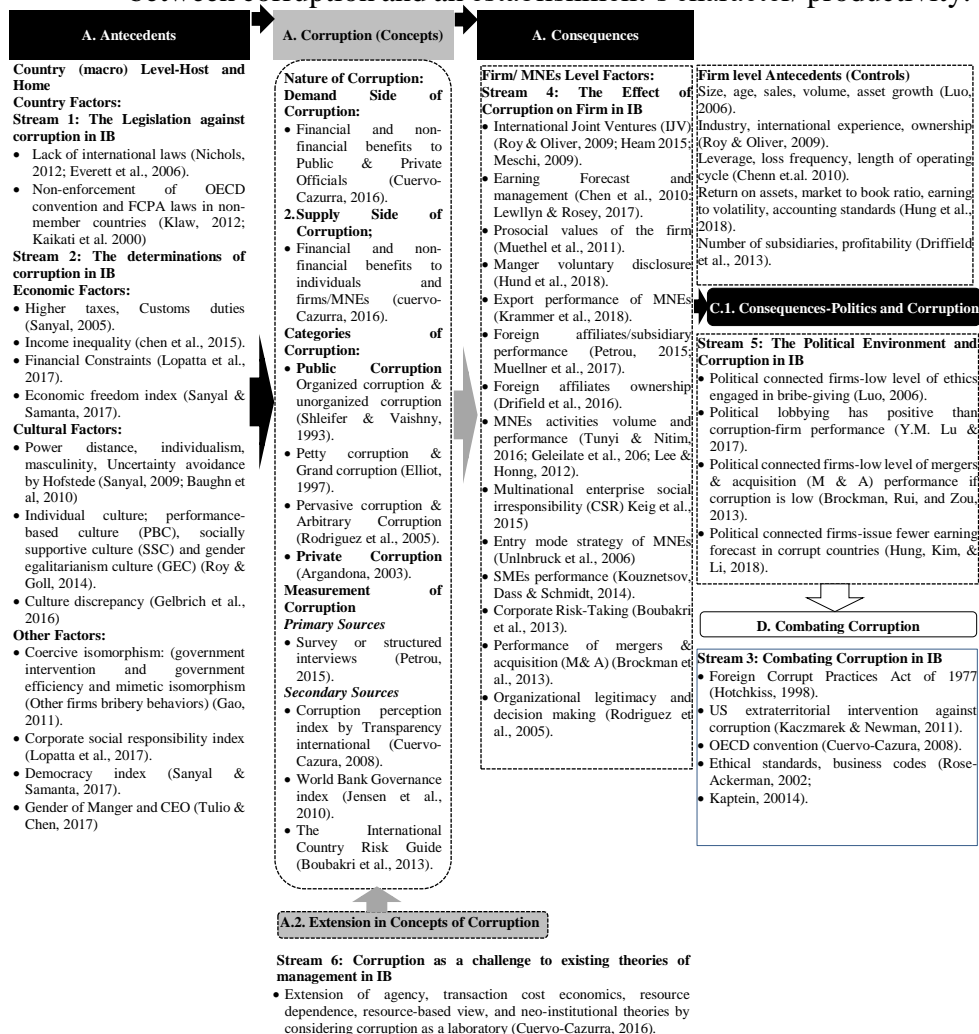

Figure 4: A Short Review of Corruption Process

7. Conclusion

Depending on our deep review of corruption in transnational business, we've several policy recommendations. First, the transnational laws/ rules are demanded to reduce the rear impact of corruption on foreign direct investment, trade, business, and enterprises. Second, enterprises are crucial players in IB. Thus, directors and policymakers need to consider corruption when making the enterprises/ organizational structure and creating strategies to enhance functional-effectiveness & performance.

Third, the establishment of an organizational anti-corruption armature system in enterprises is essential to overcome corruption in transnational business. Eventually, corruption challenges have numerous crucial factors of old propositions of operation. Scholars should enhance their examine areas in this current system by considering corruption as an important problem in IB.

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Impact of COVID-19 Epidemic in the Progress of Pradhan Mantri Awas Yojana

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Abstract

Pradhan Mantri Awas Yojana Gramin (PMAY) is an initiative by the Government of India which focuses on providing affordable housing to the poor sections of the country facing a housing shortage. The scheme which is a flagship basic infrastructure development programme of the Indian Government aims to provide pucca houses to all the eligible citizens of the country and eliminate kutcha or temporary housing, slum housing, as well as households which are houseless in the nation and the scheme has a goal of constructing 29.5 million affordable houses across the nation by 31st March 2022. However, it is to be considered that since December 2019, the Covid-19 epidemic has taken the grip of the whole world. Nations across the world including India have imposed various measures to tackle the waves of disease transmission among the population which include physical lockdowns, restricted travel mandates, vaccination drives, shift towards work from-home culture, etc. It is also to be considered that the target date for reaching the goal of the scheme is already near. Covid-19, an unprecedented epidemic of such scale and magnitude which is still ongoing, has impacted the socio-economic progress of every region of the world, and its impact extends to the building industry which is dependent on materials, labour, logistics, and monetary support. In the wake of this, the paper attempts to assess the progress of the PMAY scheme during the Covid-19 epidemic era, and study the impact of the epidemic on the progress of the scheme vis-à-vis the prescribed target set for the scheme by the government.

Keywords

Pradhan Mantri Awas Yojana (PMAY), Affordable housing, Welfare scheme, Covid-19, Epidemic, Progress, Growth, and Target.

1. Introduction

The Pradhan Mantri Awas Yojana (PMAY) scheme is an initiative by the Government of India which focuses on providing affordable housing to the poor sections of the country facing a housing shortage. The PMAY scheme has two components based on the regions being catered by the scheme. The urban areas of the country are catered by the Pradhan Mantri Awas Yojana-Urban (PMAY-U) scheme where problems of slum housing and houselessness are major issues, while the rural areas of the country are dealt with by the Pradhan Mantri Awas Yojana-Rural (PMAY-R) where problems of kutcha or temporary housing are of major concern. The PMAY-R scheme is a successor to the Indira Awas Yojana (IAY) scheme which was launched in 1985 to construct houses for the below poverty line population in the village.

The scheme which is a flagship basic infrastructure development programme of the Indian Government aims to provide pucca houses to all the eligible citizens of the country and eliminate kutcha or temporary housing, slum housing, as well as households which are houseless in the nation. The primary objective of this scheme is to achieve "Housing for all" by 31st March 2022, the 150th birth anniversary year of Mahatma Gandhi. The scheme has a target of constructing 29.5 million affordable houses across the nation by the target date and fulfilling the housing needs of the poor population of the country.

However, the Covid-19 disease which is caused by a novel coronavirus named SARS-CoV-2 emerged from the Chinese city of Wuhan in December 2019 and since has taken the world by storm. In wake of this dire situation, countries across the world have imposed various measures to tackle the waves of disease transmission among the population which includes physical lockdowns, restricted travel mandates, vaccination drives, shift towards work-from-home culture, etc. These steps have been adopted to cut the possibility of disease transmission among the population, and minimize disease infections in order to help the health institutions in managing a load of hospitalizations due to the disease, as well as reduce fatalities arising due to acute symptoms. This list includes India which is the second most populous nation, and boasting a plethora

of overcrowded and densely populated cities, is already a platter for a humongous epidemic load. These various measures taken in wake of the epidemic have a serious impact on the social and economic progress of the country. This impact of the epidemic also automatically extends to the building industry which is dependent on materials, labour, logistics, and monetary support.

It is to be considered that the target date for reaching the goal of 29.5 million affordable houses of the PMAY-R scheme is 31st March 2022 which is already near. In this scenario, it is imperative to study the progress of the PMAY-R scheme during the Covid-19 epidemic era, compare the growth of the scheme in pre and post-epidemic times, and assesess its growth versus the prescribed goal of the scheme. For the purpose of simplicity, the PMAY-R scheme shall be abbreviated to PMAY in the following document.

2. Objectives of the Study

- To study the financial and physical progress of the PMAY scheme before the Covid-19 epidemic.
- To study the financial and physical progress of the PMAY scheme during the Covid-19 epidemic.
- To assess the growth of the PMAY scheme and its performance in the wake of the target date.

3. Research Methodology

The study is based on the geographical region of India and focuses mainly on the national-level data. The study relies on gathering and assessing data from secondary sources such as news reports, articles, and official websites of the government, and the methodology of the study is to observe and assess the physical and financial progress of the PMAY scheme during the Covid-era and infer if there is any impact on the scheme's progress because of the epidemic.

4. Review of the Literature

In July 2021, **Shephali. K** writes that only 75 percent of houses had been constructed under the PMAY-G scheme until the end of FY-2021. She states that as per Mr. Niranjan Jyoti, Minister of State for Rural

Development, only 1.50 crore houses had been completed under PMAY-G against the allocated 2.02 crore houses. As per a report by **Abhishek L.** in January 2022, in FY-2022 only about 8 lakh homes had been completed. Various hiccups had been witnessed due to the epidemic with only about 50 percent of sanctioned homes being completed in urban areas, and only 65 percent homes being completed in rural areas.

Another report by **Yogima S. S.** in March 2022 stated that in response to a question regarding the progress of the PMAY scheme in Lok Sabha, Rural Development Minister Narendra Singh Tomar said that there is delay in the construction of houses allocated under the PMAY scheme. As per his statement, out of 111 lakh houses sanctioned for urban India under the scheme, only 43.2 lakh had been completed or delivered which is only 38.57 percent of the total targets while 83.71 percent or 97.62 lakh houses were completed under PMAY-G against a target of 116.1 lakh houses.

5. Hypotheses

H_1 – There is a negative impact of the Covid-19 epidemic on the financial progress of the PMAY scheme.

H_0 – There is no impact of the Covid-19 epidemic on the financial progress of the PMAY scheme.

H_1 – There is a negative impact of the Covid-19 epidemic on physical progress of the PMAY scheme.
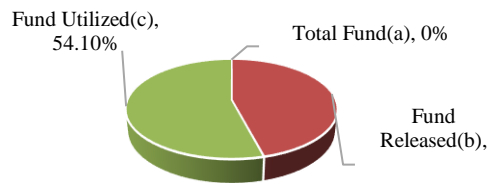
H_0 – There is no impact of the Covid-19 epidemic on the physical progress of the PMAY scheme.

6. Financial Progress of PMAY Scheme

The Rural Diksha portal of the Ministry of Rural Affairs is the body which aggregates and publishes various data pertaining to rural schemes, and reports the year-wise distribution of finances for PMAY scheme, since 2016-17. According to the portal, as on the date 18.02.2022, the total fund allocation for the scheme was reported to be Rs. 2,64,902 crores, the total fund released was Rs. 1,96,241 crores, while total fund utilized was Rs. 2,31,034 crores. This figure implies that out of total allocation, only 74 percent of the funds were released for implementation till date. However the utilization stands at 87 percent which is significant, considering the

funds released during the period are less than utilized, which goes to show that unused funds released before the year 2016-17 (i.e during the Indira Awas Yojana tenure), have been cumulatively utilized during the PMAY tenure.

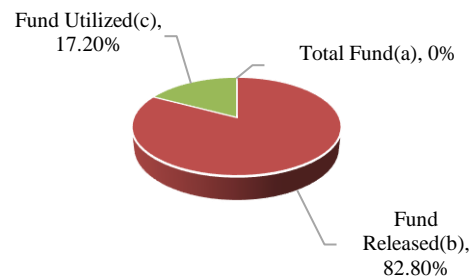| Key Parameter Indicators	Value
a. Total Fund Allocation	₹ 26,49,02,25,59,600
b. Total Fund Released	₹ 19,62,41,81,32,100
c. Total Fund Utilized	₹ 23,10,34,06,97,000

Source: PMAY Dashboard, Rural Diksha, Ministry of Rural Development

Figure 6.1: Financial Progress of the PMAY Scheme – FY 2016-17 to FY 2021-22

However, during 2016-17, the total fund allocation stood at Rs. 54,337 crores while only Rs. 23,386 crores were released, and out of which a dismal Rs 4,654 crores were utilized for the scheme. The utilization of funds for this period was only 8.5 percent of total allocation, and only 21 percent of total fund released. The performance for the initial year of the PMAY scheme turns out to be extremely dismal in financial terms.
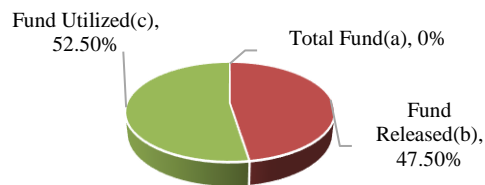
Key Parameter Indicators	Value
a. Total Fund Allocation	₹ 5,43,37,28,52,400
b. Total Fund Released	₹ 2,23,86,27,91,500
c. Total Fund Utilized	₹ 46,54,53,12,800

Source: PMAY Dashboard, Rural Diksha, Ministry of Rural Development

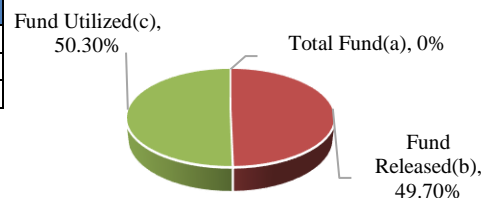**Figure 6.2: Financial Progress of the PMAY Scheme – FY 2016-17**

Key Parameter Indicators	Value
a. Total Fund Allocation	₹ 4,01,39,83,34,000
b. Total Fund Released	₹ 4,87,33,23,32,700
c. Total Fund Utilized	₹ 5,37,57,95,37,900

Source: PMAY Dashboard, Rural Diksha, Ministry of Rural Development

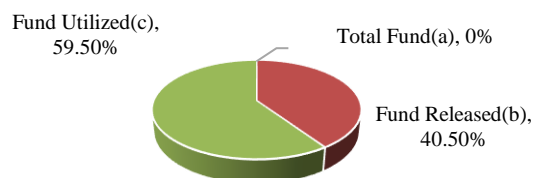**Figure 6.3: Financial Progress of the PMAY Scheme – FY 2017-18**

Key Parameter Indicators	Value
a. Total Fund Allocation	₹ 3,20,16,00,46,900
b. Total Fund Released	₹ 4,62,66,50,32,100
c. Total Fund Utilized	₹ 4,67,41,98,70,400

Source: PMAY Dashboard, Rural Diksha, Ministry of Rural Development

Figure 6.4: Financial Progress of the PMAY Scheme – FY 2018-19

Key Parameter Indicators	Value
a. Total Fund Allocation	₹ 7,40,29,47,29,300
b. Total Fund Released	₹ 2,88,60,74,06,700
c. Total Fund Utilized	₹ 4,24,87,79,56,900

Source: PMAY Dashboard, Rural Diksha, Ministry of Rural Development

Figure 6.5: Financial Progress of the PMAY Scheme – FY 2019-20

In later years before the epidemic, i.e 2017-18, 2018-19, and 2019-20, the utilization of funds vs release of funds for the PMAY scheme stabilized, while also getting significantly more utilized than released in the year
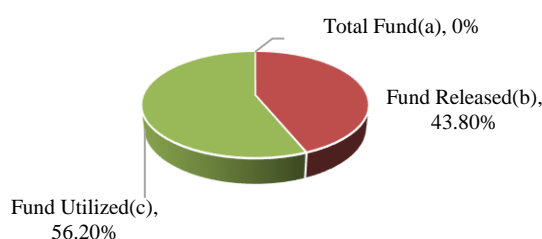
2019-20, just before the onset of the Covid-19 epidemic. Based on the above data, a combined chart of fund distribution for years before the epidemic may be tabulated as follows:

Table 1:Distribution of Funds for PMAY Pre-epidemic (FY 2016-2020)

Distribution of Funds (In Crores) for PMAY Pre-epidemic (FY 2016-2020)			
Year	Fund Allocated	Fund Released	Fund Utilized
2016-17	₹ 54,337.00	₹ 22,386.00	₹ 4,654.00
2017-18	₹ 40,139.00	₹ 48,733.00	₹ 53,757.00
2018-19	₹ 32,016.00	₹ 46,266.00	₹ 46,741.00
2019-20	₹ 74,029.00	₹ 28,860.00	₹ 42,487.00
Total	₹ 200,521.00	₹ 146,245.00	₹ 47,639.00
Percentage of Allocation		73%	74%

This chart showcases that during the pre-epidemic years, although the funds released for the scheme were only about three-fourths of the funds allocated (73 percent), the utilization of funds surpassed the funds released by a minute margin (74 percent), which indicates that the financial utilization also covered unutilized funds from the pre-2016 period (IAY scheme). The financial performance with regards to utilization of funds may be considered satisfactory for this period, i.e FY 2016-2020.
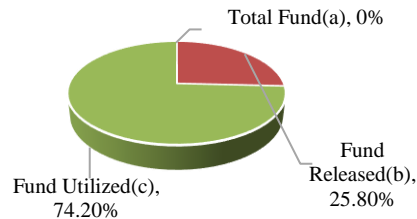
Key Parameter Indicators	Value
a. Total Fund Allocation	₹ 6,43,79,65,97,000
b. Total Fund Released	₹ 3,78,64,58,54,000
c. Total Fund Utilized	₹ 4,85,45,16,14,200

Total Fund(a), 0%

Fund Released(b), 43.80%

Fund Utilized(c), 56.20%

Source: *PMAY Dashboard, Rural Diksha, Ministry of Rural Development*

Figure 6.6: Financial Progress of the PMAY Scheme – FY 2020-21

Key Parameter Indicators	Value
a. Total Fund Allocation	₹ 0
b. Total Fund Released	₹ 1,21,30,47,15,100
c. Total Fund Utilized	₹ 3,48,46,64,04,800

Total Fund(a), 0%

Fund Released(b), 25.80%

Fund Utilized(c), 74.20%

Source: PMAY Dashboard, Rural Diksha, Ministry of Rural Development

Figure 6.7: Financial Progress of the PMAY Scheme – FY 2021-22

In the years during the epidemic, the total funds allocated for the scheme stood at Rs. 64,379 crores in 2020-21. A total of Rs. 37,864 crores were released for utilization in the year 2020-21, while Rs. 12,130 crores were released in the year 2021-22. The utilization of funds surpassed the release of funds in both years with Rs. 48,545 crores being utilized in the year 2020-21 and Rs. 34,846 crores being utilized in the year 2021-22. It is to be noted that funds allocated for the scheme in the year 2021-22 has been shown as zero. The end of the financial year is 31st March 2022 (the target date for 29.5 million affordable housing units for the PMAY scheme), and this may be the reason why no fund allocation figure has been reported yet for the year 2021-2022.

However, a study of the Union Budget 2021-22 reveals that a total of Rs. 19,500 crores were allocated by the Central government for the PMAY scheme. Considering the ratio of 60:40 prescribed for the allocation of PMAY funds for the Central Vs State government, an estimate of Rs. 13,000 crores can be attributed to State governments' allocation. This brings the estimated figure of total allocated funds for the FY 2021-22 to be Rs. 32,500 crores. Based on the above data, a combined chart of fund distribution for years after the epidemic may be tabulated as follows:

Table 2: Distribution of Funds for PMAY Post-epidemic (FY 2020-2022)

Distribution of Funds (In crores) for PMAY Post-epidemic (FY 2020-2022)			
Year	Fund Allocated	Fund Released	Fund Utilized
2020-21	₹ 64,379.00	₹ 37,864.00	₹ 48545.00
2021-22	₹ 32,500.00	₹ 12,130.00	₹ 34,846.00
Total	₹ 96,879.00	₹ 49,994.00	₹ 83,391.00
Percentage of Allocation		52%	86%

The above chart indicates that during the post-epidemic years, the funds released for the scheme were 52 percent of the funds allocated, but the utilization of funds far surpassed the funds released by a good margin (86 percent of the total allocated), which may indicate that the financial performance with regards to utilization of funds has been satisfactory despite the epidemic. Although, the ratio of funds released vs funds allocated stood at 52 percent, which is not a desirable figure in terms of the government's budget promises. This difference is especially apparent during the year 2021-22 when the ratio of funds released vs estimated funds allocated stood at 37 percent. This may indicate that the post-epidemic years have taken a huge toll on the treasury of the government and the willingness of the government to implement the scheme by a target date.
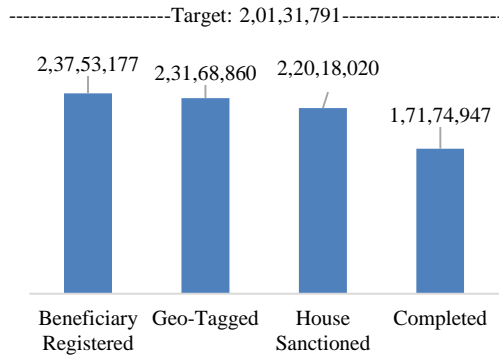
7. Physical Progress of the PMAY Scheme

According to the PMAY booklet, housing deprivation data of Socio Economic Caste Census (SECC)-2011 survey, 2.95 crore beneficiaries were identified to be provided with houses by March, 2022. However, as per their recent assessment, 82 lakh households have either constructed their houses during the intervening period or are found non-eligible. This leaves only 2.13 crore eligible beneficiaries on the Permanent Wait List. According to the Rural Diksha portal as on date 18.02.2022, since 2016-17, the total target of housing units for the scheme stood at 2,01,31,791 units, total houses sanctioned stood at 2,20,18,020, while total houses completed stood at 1,71,74,947.

This figure implies that during this period, more houses were sanctioned for construction than the target prescribed by the scheme. This goes to show that beneficiaries left out before the year 2016-17 (i.e during the Indira Awas Yojana tenure) have been included in the sanctioned houses

list. However, the data of total houses completed stood at 1,71,74,947 which is only 85 percent of the target number of units, and only 80 percent of the total target of the PMAY scheme i.e 2.13 crores.

Key Parameter Indicators	Value
a. Total Target	2,01,31,791
b. Total Beneficiaries Registered	2,37,53,177
c. Total Geo-Tagged	2,31,68,860
d. Total House Sanctioned	2,20,18,020
e. Total House Completed	1,71,74,947

Source: PMAY Dashboard, Rural Diksha, Ministry of Rural Development

Figure 7.1: Physical Progress of the PMAY Scheme – FY 2016-17 to FY 2021-22

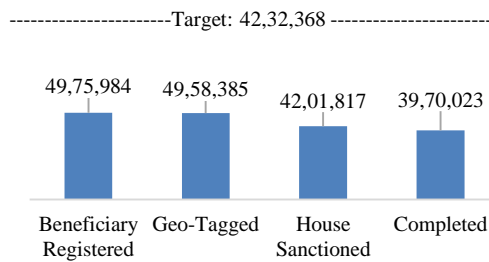| Key Parameter Indicators	Value
a. Total Target	42,32,368
b. Total Beneficiaries Registered	49,75,984
c. Total Geo-Tagged	49,58,385
d. Total House Sanctioned	42,01,817
e. Total House Completed	39,70,023

Figure: 7.2: Physical Progress of the PMAY Scheme – FY 2016-17

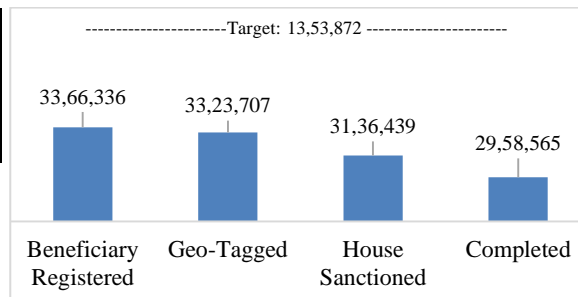| Key Parameter Indicators	Value
a. Total Target	31,53,872
b. Total Beneficiaries Registered	33,66,336
c. Total Geo-Tagged	33,23,707
d. Total House Sanctioned	31,36,439
e. Total House Completed	29,58,565

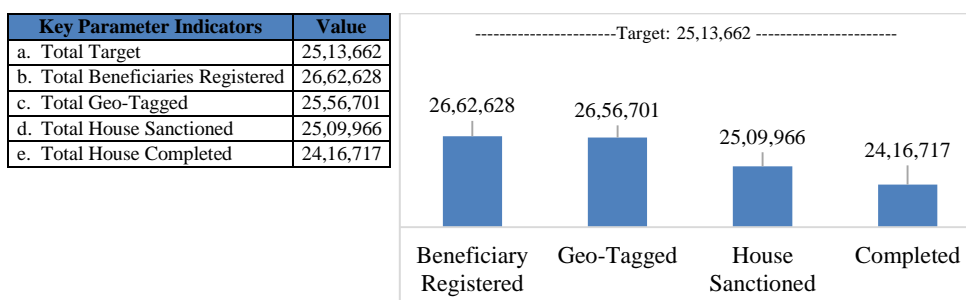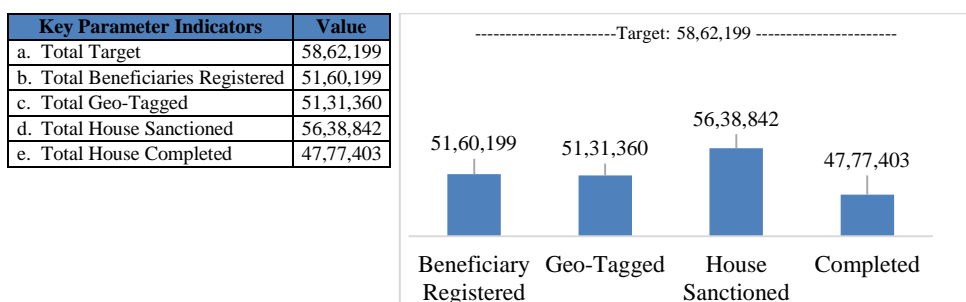**Figure 7.3: Physical Progress of the PMAY Scheme – FY 2017-18**

Key Parameter Indicators	Value
a. Total Target	25,13,662
b. Total Beneficiaries Registered	26,62,628
c. Total Geo-Tagged	25,56,701
d. Total House Sanctioned	25,09,966
e. Total House Completed	24,16,717

Figure 7.4: Physical Progress of the PMAY Scheme – FY 2018-19

Key Parameter Indicators	Value
a. Total Target	58,62,199
b. Total Beneficiaries Registered	51,60,199
c. Total Geo-Tagged	51,31,360
d. Total House Sanctioned	56,38,842
e. Total House Completed	47,77,403

Source: PMAY Dashboard, Rural Diksha, Ministry of Rural Development

Figure 7.5: Physical Progress of the PMAY Scheme – FY 2019-20

As per the above charts, in years before the epidemic, i.e 2016-17, 2017-18, 2018-19, and 2019-20, house construction was achieved at a fairly good completion ratio with respect to the total target each year with 94 percent, 94 percent, 96 percent, and 81 percent respectively. The year 2019-20 saw a decline in terms of the ratio of target no. of houses to completed houses which may be attributed to the onset of the Covid epidemic, as well as a greater target no. in comparison with previous years. As per the above data, a combined chart of physical progress for the years before the epidemic may be tabulated as follows:

Table 3: Physical Progress of PMAY Pre-epidemic (FY 2016-2020)

Physical Progress of PMAY (In no. of Houses) Pre-epidemic (2016-2020)			
Year	Total Target	Houses Sanctioned	Houses Completed
2016-17	4232368	4201817	3970023
2017-18	3153872	3136439	2958565
2018-19	2513662	2509966	2416717
2019-20	5862199	5638842	4777403
Total	15762101	15487064	14122708
Percentage of Target		98%	90%

This chart showcases that during the pre-epidemic years, the total target no. of houses to be constructed were 1,57,62,101 out of which 1,54,87,064 houses were sanctioned which is a commendable 98 percent ratio, while a total of 1,41,22,708 houses were completed which places the completion ratio at 90 percent. The physical completion percentage of the scheme and thus, the physical progress during the pre-epidemic years may be found satisfactory at 90 percent, with only a perceived drop during the FY 2019-20.

In the years during the epidemic, the total target no. of houses for the scheme stood at 43,69,690 in 2020-21. A total of 41,37,971 houses were sanctioned for construction in the year 2020-21, while 27,51,187 were sanctioned in the year 2021-22. The total houses completed in the year 2020-21 were 27,18,627 and 3,41,129 houses were completed in the year 2021-22. It is to be noted that the total target for the scheme in the year 2021-22 has been shown as zero. However, the overall target of the scheme as stated by the PMAY booklet is 2.13 crores while 2,01,31,791 houses have already been targeted till the year 2020-21. This leaves the remaining houses to be targeted for the scheme at an estimated 11,68,209 houses by the year 2022.
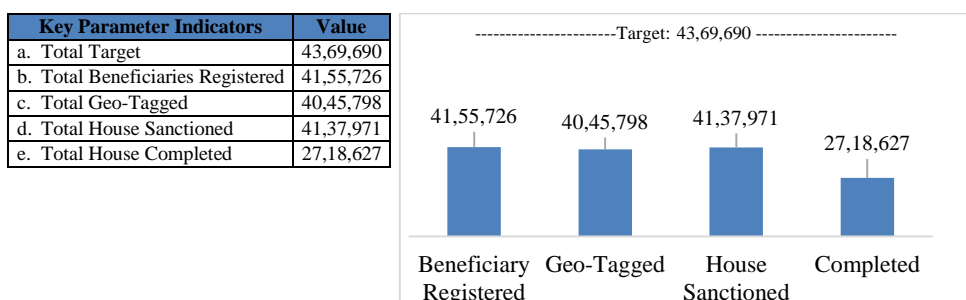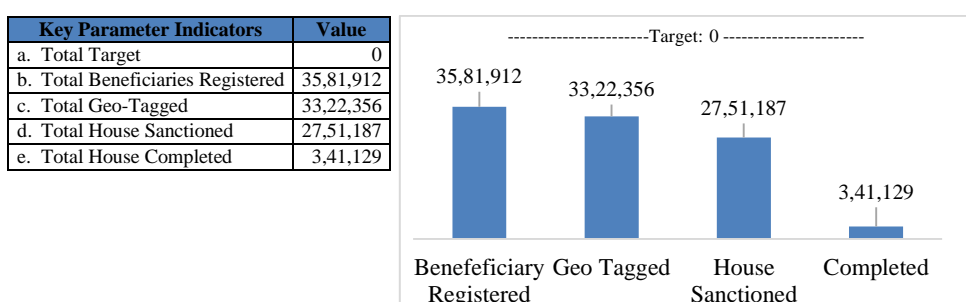
Key Parameter Indicators	Value
a. Total Target	43,69,690
b. Total Beneficiaries Registered	41,55,726
c. Total Geo-Tagged	40,45,798
d. Total House Sanctioned	41,37,971
e. Total House Completed	27,18,627

Figure 7.6: Physical Progress of the PMAY Scheme – FY 2020-21

Key Parameter Indicators	Value
a. Total Target	0
b. Total Beneficiaries Registered	35,81,912
c. Total Geo-Tagged	33,22,356
d. Total House Sanctioned	27,51,187
e. Total House Completed	3,41,129

Source: PMAY Dashboard, Rural Diksha, Ministry of Rural Development

Figure 7.7: Physical Progress of the PMAY Scheme – FY 2021-22

Based on the above data and estimate, a combined chart of physical progress for the years during the epidemic may be tabulated as follows:

Table 4: Physical Progress of PMAY Post-epidemic (FY 2016 2020)

Physical Progress of PMAY (In no. of Houses) Post-epidemic (2020-2022)			
Year	Total Target	Houses Sanctioned	Houses Completed
2020-21	4369690	4137971	2718627
2021-22	1168209	2751187	341129
Total	5537899	6889158	3059756
Percentage of Target		124%	55%

As is evident from the table, the houses sanctioned for the scheme during these years surpassed the total target no. of houses, which may indicate that sanctioned houses during the period also include the backlog from

previous years, especially from the pre-2016 period (IAY scheme). Thus, the progress in terms of on-paper approvals for the scheme may be termed good during this time. However, the no. of houses completed for the scheme stood at a significantly lesser number than the houses sanctioned for both the years 2020-21 and 2021-22. The ratio of houses completed to the estimated target stood at only 55 percent, which is a very dismal number for the physical progress of the scheme during this period. This number is especially low for the FY 2021-22, with only 3,41,129 houses being completed against a total of 27,51,187 houses sanctioned (only 12 percent) and against 11,68,209 estimated target houses (only 29 percent). This may indicate that the post-epidemic years have taken a huge toll on the construction work progress of the scheme. This may directly be attributed to various slowdowns and halts due to the Covid epidemic on the supply of building materials, labour, and logistics which are the most essential components of construction work and drive the physical progress of the PMAY scheme.

8. Analysis and Inference

Based on the above data, the following discussions are in order:

a) It is evident that the financial performance for the initial year of the PMAY scheme i.e 2016-17 was extremely dismal in terms of utilization of funds vs release of funds. The pace of financial progress stabilized during the later years before the Covid-19 epidemic, with a stable fund utilized vs released ratio, which is satisfactory. However, the ratio of funds in circulation hovered at about three-fourths of the funds allocated, which questions the intent of the government in terms of budgetary promises for the scheme.

b) During the epidemic, the utilization of funds surpassed the release of funds in both years, which indicates that the financial performance with regard to utilization of funds has been satisfactory despite the epidemic. However, the ratio of funds released vs fund allocated stood at almost half, which is a big drop from where it stood in the pre-epidemic years, and further deepens the deficit in government's promises vs. delivery. Based on the above discussion, it is evident that while there is no significant impact of the Covid-19 epidemic on the financial progress of the PMAY-scheme in terms of funds utilization, there is a significant drop in the circulation of funds with respect to fund allocated by the government body. This implies that

the post-epidemic years have taken a toll on the treasury of the government and/or the willingness of the government to implement the scheme by the target date. Thus, hereby the null hypothesis is rejected, and the alternate hypothesis is accepted that there is a negative impact of the Covid-19 Epidemic on the financial progress of the PMAY scheme.

c) It is observed that house construction for the PMAY scheme was achieved at a fairly good completion ratio with respect to the total target each year in the pre-epidemic period, with a perceived drop only in the year 2019-20, which was the onset of the epidemic. During this period, overall houses sanctioned out of target houses stood at 98 percent and overall houses completed stood at 90 percent of the total target which is satisfactory in terms of physical progress.

d) During the epidemic, total houses sanctioned for the scheme during the period surpassed the total target no. of houses which indicates that progress in terms of on-paper approvals for the scheme was good. However, the no. of houses completed for the scheme stood at a significantly lesser number at 55 percent of the total houses sanctioned. This figure especially dropped for the FY 2021-22, with a completion percentage of 12 percent against houses sanctioned, and 29 percent against the estimated target. This clearly implies that the post-epidemic years have taken a huge toll on the construction work progress which is a direct result of various slowdowns and halts due to the Covid epidemic on the supply of building materials, labour, and logistics required for construction work. Based on the above discussion, it is evident that although the progress of the PMAY scheme in terms of on-paper approvals during the Covid-19 epidemic was good, there is a huge negative impact of the epidemic on the physical progress of the scheme. This implies that the post-epidemic years have taken a huge toll on the progress of construction work, and the ability to complete the target no. of houses during the period. Thus, hereby the null hypothesis is rejected, and the alternate hypothesis is accepted that there is a negative impact of the Covid-19 Epidemic on the physical progress of the PMAY scheme.

9. Future Prospects and Conclusion

It is abundantly evident from the study that there has been a significant negative impact of the Covid-19 epidemic on the progress of the PMAY scheme. The no. of total houses completed as well as funds released for the scheme have fallen significantly short in terms of achieving the target of providing affordable "Housing for all" eligible citizens of the country. As per the Press Information Bureau of Delhi, the Union Cabinet in its meeting held on 8th December 2021 has approved the continuation of Pradhan Mantri Awaas Yojana- Gramin (PMAY-G) till March 2024 for completion of remaining houses within cumulative target of 2.95 crore houses under PMAY-G. It is proposed to complete the total target by March 2024. Towards this purpose, the government has allocated Rs. 48,000 crore for the completion of 80 lakh houses under the PMAY scheme in the financial year 2022-23.

It is to be observed that in terms of fund release, the overall financial progress stood at only three-fourths of fund allocated for the PMAY scheme till date. This number does not differ much for the pre-epidemic period, which implies that even before the Covid-19 epidemic, the financial progress in terms of government's promises vs delivery was not up to the mark. The same may be remarked about the physical progress which although was good during the initial years of the scheme, started declining since FY 2019-20. The underlying issues with the progress of the scheme only got aggravated during the period of the epidemic. In conclusion to the overall study, it can be observed that the Covid-19 epidemic has had a negative impact on the overall progress of the PMAY scheme, due to which the scheme has not only been unable to achieve its goal by the target date, but even the target date has been pushed by further two years to accommodate this lag. However, it is also observed that the issues with the progress of the scheme were apparent even before the epidemic in terms of financial release and physical completion, which in retrospect would surely have hampered the scheme's achievement of completion by the target date. Thus, there is a need of enhanced injection of funds, perceived quantitative and qualitative growth and better intent to be exhibited by the government, for a sustained success of the PMAY scheme.

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Emerging Research on Consumer Readlines for Digital Payment: Learning from Literature Review Narratives

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Abstract

The proliferation and use of the internet and mobile phones on a global scale have contributed to the growth of digital payments. Despite the enormous potential of digital payment systems, there is a paucity of research that provides a complete synthesis and analysis of the elements that influence their use, adoption, and acceptance. This research intends to solve this deficiency by conducting a thorough analysis of the relevant literature gathered from the Scopus and Web of Science databases. Furthermore, we discuss the tactics by which the use of digital payment can be increased. The review provides the rapidly growing literature on the digital payment technology. Following a systematic method, a final sample of 93 research articles was identified and analyzed. The 67 empirical articles identified suggest that eight different factors have been identified that affect consumer readiness for digital payment. Further, we list generalized types of factors that are involved. The results demonstrate that no single explanation accounts for the complexity of electronic payment adoption. Furthermore, we provide a comprehensive model of factors affecting consumer readiness. While literature reviews are a common activity in business studies, narrative reviews that gather knowledge using well-defined methodologies and criteria are uncommon. This is the first narrative review on the adoption of electronic payment methods that organizes the existing knowledge and suggests paths for future research. It is suggested that a unified policy making framework is recommended in this domain. Finally, we suggest that digital education should be expanded for the widespread acceptance of digital payment at the lowest levels. It is possible for selective assessment of articles to be biased. The full potential of advanced technology has not yet been realized in the Indian setting. In addition, the educational system

must be modernized to include these technologies' potential benefits on a broader scale. Existing theories are severely limited by their failure to account for the impact of social and cultural factors in the acceptance of modern technologies.

Keywords

Digital payment, Consumer readiness, Electronic payment adoption, Systematic review, and Integrated framework.
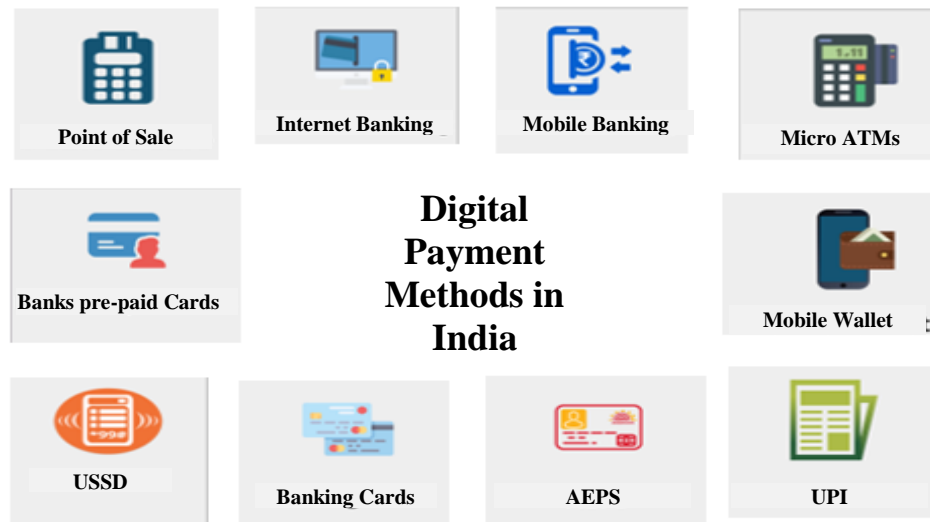
1. Introduction

The ubiquitous penetration of mobile devices, along with unmistakable advancements in wireless telecommunication, has fuelled widespread acceptance of mobile technology and a major increase in e-commerce, particularly e-commerce via mobile devices or m-commerce. This development was followed by the introduction of new payment methods, such as digital payment, which refers to the use of wireless communication technologies and electronic devices to facilitate the purchase of goods and services. Digital payment may help both businesses and customers by facilitating quick, secure, and convenient financial transactions.

The term "Digital Payment" has recently gained popularity (Pea & Brajkovi, 2016). Because all digital payment transactions are conducted online, global payment systems have undergone significant changes between 2015 and 2017. It is a quick and simple method of payment. Cashless transactions and cashless economies have grown exponentially in the last ten years. Cashless transactions have increased dramatically not only in developed countries but also in many developing countries. Most of the market is currently undergoing transformation. Given the current economic situation, cashless transactions are growing rapidly. Cashless transactions are a method of purchasing without the use of physical cash, and they are a means of advancing technology in the global economy. Customers can now perform a vast array of operations, including mobile payments (m-payment), and the purchase of products and services at the point of sale via proximity payments. The flexibility, mobility, and efficiency provided by mobile services make it easier for clients to live stress-free life. Our economic environment has been characterized by continuous technological advancement, particularly since the last decade of the twentieth century; furthermore, such changes

have not only been numerous but have also occurred at a breakneck speed, causing significant changes in how we go about our daily lives. Cashless transactions, such as supermarkets, hypermarkets, electronic markets, and other advanced consumer-serving products and services, can be seen emerging from each market segment. Plastic card use, online shopping, and mobile payments are gaining traction that extends beyond traditional payment systems. Customers are motivated to switch from cash-based to cashless systems because of the government's initiative to deliver high-tech services with the assistance of other organizations. As a result, the concept of a cashless, futuristic society has emerged.

The vast majority of the world's population has mobile phones and is becoming acquainted with the Internet (R. Tiwari et al., 2006). Most internet users nowadays access the internet through mobile devices. As a result of the widespread use of high-tech, low-cost smartphones, mobile internet services have evolved into a kind of necessity. The technologies in these devices are extremely useful for digital payment. As a result, the smartphone allows for new payment capabilities, revolutionizing digital payments.

2. Digital Payment

Digital payment is a method in which both the payer and the receiver use a cashless digital payment mode. India is digitizing its operations and interfaces. The government of India is taking numerous steps to promote and encourage digital payment systems, such as the Digital India campaign, which aims to make India digital to realize the vision of a faceless, paperless, and cashless India. The RBI's digital payment Index, which measures the depth of payments in India via digital mediums, increased by 39.64 percent to 304.06 in September 2021, up from 217.74 the previous month (RBI, 2021). Following the arrival of covid in the country in March 2020, the government and the Reserve Bank of India (RBI) announced a slew of initiatives to improve the country's digital payment system. The ever-increasing number of mobile phone users, for example, the internet's accessibility and government programmes. Digital payments are expected to grow at one of the fastest rates in 2020. In 2019–2020, the total number of digital transactions was 3,434 crore, representing a 44.1 percent annual growth rate. (NPCI, 2020).

Source: Digital payment Methods, 2015

Figure 1: Digital Payment Methods

However, the rise in electronic payments has resulted in a high number of failed payments due to infrastructure issues, network outages, and server downtimes, among other things. Several large banks experienced such issues throughout 2020, negatively impacting consumer confidence and satisfaction and impeding the growth of online payments. In 2020, five of the top ten banks had a 1.8 percent technical decrease rate, with public sector banks taking the top three positions (NPCI, 2020).

3. Consumer Readiness

Customer readiness is defined as the state or condition in which a consumer is ready and likely to adopt a new invention for the first time (Meuter et al., 2005). Customer readiness is like technology readiness, a concept that computer information systems and innovation diffusion researchers are familiar with. Technology readiness is defined by (Parasuraman et al., 2005) as people's proclivity to embrace and use the latest technologies for achieving goals in home life and at work. The attitude of a customer toward a product is determined by his willingness to use it. People who lack knowledge, comprehension, motivation, or skill in internet banking may never become potential users of this technological banking innovation product (Poushneh & Vasquez-Parraga, 2018). According to the findings of (Meuter et al., 2005), When

compared to the other variables, consumer readiness has a greater influence on consumer acceptance of self-service technologies (SST).

In recent years, an increasing number of research on digital payments have been published due to the rapid spread of e-banking and payment systems and the complexity of the factors that influence their use and adoption. A significant number of these publications have examined the factors that influence the outcome, customer acceptance, and adoption of digital payment, including stakeholders' expectations, cultural orientation differences, customer satisfaction, security and privacy risk, design attributes, and innovation, according to previous research. Despite the increasing number of papers on digital payments, there is a paucity of peer-reviewed research on their impact and antecedents.

Dahlberg et al., noted that a comprehensive literature assessment and suggestions for future studies on industrialized nations are still required. In addition, Dahlberg et al., noted that the number of publications in the field had increased, but that a comprehensive assessment of current work was still lacking. Existing research, such as that conducted by Taylor, was limited to mobile payments in retail sectors. Similarly, Alkhowaiter restricted their review to the literature on banking uptake in Gulf nations. Covid-19 and similar lockdown methods of social separation have contributed to a significant change in the payment behaviour of customers. Kraenzlin et al., revealed empirical evidence of a substantial decline in retail card payments, and this crisis underscores the necessity to facilitate and safeguard the settlement of electronic payments. Covid-19 gave insight into the significance of the external environment on the digital payment adoption behaviour of individuals, highlighting the need for future research. To now, the research appears fragmented and devoid of a roadmap or purpose. Consequently, the purpose of this paper is to summarize data from prior mobile payment studies and to identify potential future research areas.

The current study's goal is to determine the impact of consumer readiness for digital payments in India. Digital payment and mobile banking are both intangible and innovative mediums of service that use cutting-edge technology. Consumers can access these service channels via technology-based payment services. From this vantage point, it is necessary to examine two areas of literature. The first is consumer readiness and adoption literature, and the second is digital payment literature. The first section of this literature review begins with the term digital payment and then moves on to consumer readiness, the adoption process, and previous (CA) customer approach research on m-payments.

The author studied existing literature and highlighted the key findings after conducting research on contemporary literature surrounding the study's subject to gain deeper insights and elucidate the gap identified. It was discovered that some people are ready to use digital payment while others are not because they may encounter issues when using digital payment. The review of these research works allowed the researcher to collect and analyze the data required for the current study. These reviews provide numerous variables relevant to the current research field and assist the researcher in applying them for the purpose of producing valid research work.

In summary, the present paper aims to address the following broad research questions. To produce more specific recommendations that mobile payment service providers and researchers can use, the adoption factors may be investigated in depth. Reviewing the existing literature clarifies the present status of the study in the field and identifies trends in the evolution of the field itself. In conclusion, a study of previous works prevents researchers from duplicating efforts and reveals significant gaps in the area. In other words, it draws a line across locations where there is already an abundance of studies while highlighting areas where there is a paucity of study, which may be considered another addition to the current literature review. This review represents comprehensive digital payment knowledge in the context of readiness. The review suggests future research directions following the pandemic to assist individuals and societies in dealing with long-term consequences.

4. Research Methodology

This research intends to solve this deficiency by conducting a thorough analysis of the relevant literature gathered from the Scopus and Web of Science databases. Furthermore, we discuss the tactics in which the use of digital payment can be increased. The review provides the rapidly growing literature on digital payment technology. Following a systematic method, a final sample of 93 research articles was identified and analyzed. The 67 empirical articles identified suggest that in eight different factors have been identified that affect consumer readiness of digital payment. Further, we list generalized types for factors that are involved.

5. Research Objectives

The current study is a systematic review approach to achieve our primary research goal, which emphasizes to understand briefly, the various means of digital payment options available in the market currently. The study also employs a narrative review to gauge consumer adoption of these options and their expectations regarding the same in the post-pandemic times. Lastly, the study seeks to derive a meaningful qualitative analysis of the results that provide a base for future findings in the realm of consumer adoption towards digital payments.

6. Literature Review Process

This structured review of smart technology applications in digital payments draws on both published and unpublished literature. The four steps in our literature search are depicted in Fig. 2. To identify research literature, searches were conducted on Google Scholar, Science Direct, Scopus, and other platforms. Certain studies are included or excluded according to a set of rules. Fig. 2 depicts the predetermined inclusion criteria. The techniques described led to the stages used in this review, which included a search strategy, study selection (inclusion/exclusion criteria), research eligibility, and quality assessment. The authors provided the initial level of coding to code the elements for each article, based on the research objectives stated above.
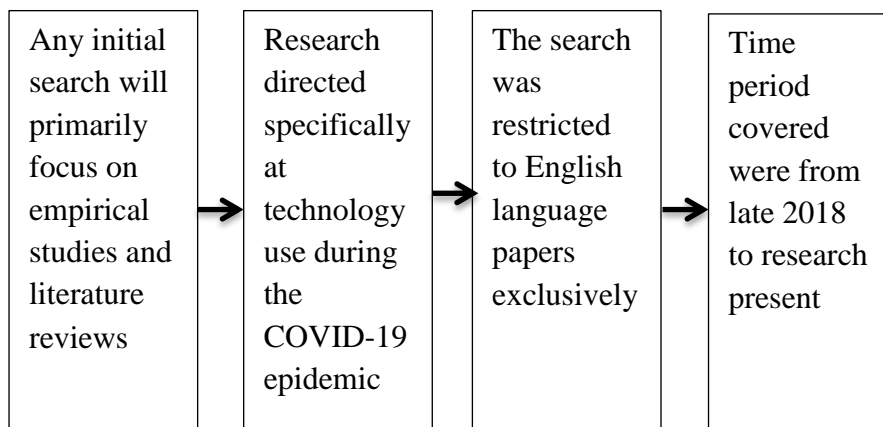
| Any initial search will primarily focus on empirical studies and literature reviews | → | Research directed specifically at technology use during the COVID-19 epidemic | → | The search was restricted to English language papers exclusively | → | Time period covered were from late 2018 to research present |

Figure 2: Pre-determined Study Selection and Inclusion Criteria

The techniques outlined by (Kitchenham, 2004) led to the stages used in this review, which included a search strategy, study selection (inclusion/exclusion criteria), research eligibility, and quality

assessment. The authors provided the initial level of coding to code the elements for each article, depending on the research objectives provided above. Digital payment, e-payment, online payment, consumer adoption, and consumer readiness was not all present in every article. Following an initial keyword search in databases such as Google Scholar, Science Direct, Scopus Institute of Electrical and Electronics Engineers, and Xplore Digital Library, the studies were chosen. The references of relevant articles were manually searched for relevant studies. Study eligibility is determined by synthesizing the literature based on a theoretical model for analyzing four fundamental elements of technology behaviour, namely technologies, users, activities, and effects. We also talk about current issues and potential future directions. The literature search and selection process is described in figure 3.
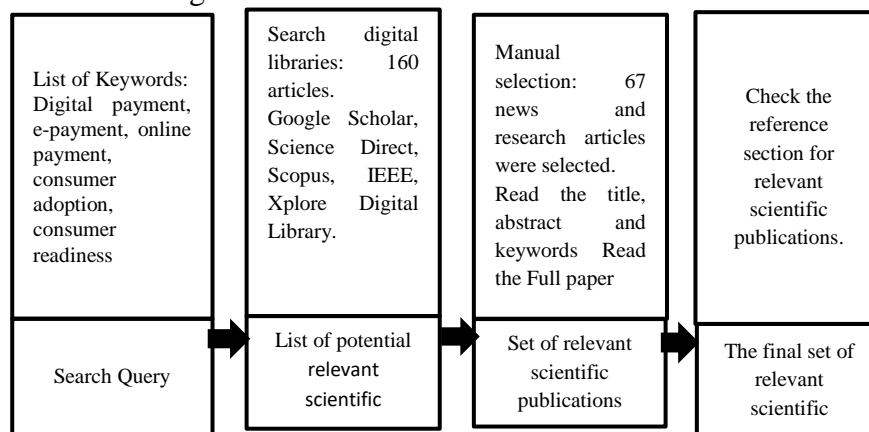

Figure 3: Process of Searching and Selecting Relevant Literature

7. Research Gap

Despite the availability of various types of digital payment systems, cash continues to be a prominent and dominant player in the payments industry. Despite studies on the emergence of the digital economy, including its benefits and drawbacks, as well as the reasons why this technology will replace cash usage, there have been very few studies that focus on the primary demand-side stakeholders, such as consumers, at this stage and their intentions to adopt digital modes of payment. Some research focuses more on m-payment adoption and the factors that influence acceptance. However, as of this writing, no review research exists that provides insight into all types of digital payments and the

factors that influence their widespread adoption. In comparison to other developing economies, India's digital payment transaction value is expected to grow at a CAGR of 20.2 percent by 2023 (Gopakumar, 2019). Customer readiness has already received considerable attention in technology adoption studies (Al-Omari & Al-Omari, 2006). Throughout the world, numerous studies are either underway or in the planning stages. There is, however, little evidence of research conducted in our country's cosmopolitan cities. This study creates a searchable void for the previously mentioned stakeholder issues. It proposes to investigate customer readiness for digital payment systems to smooth the transition from a cash economy to a less cash-based economy. As a result, while the role of customer readiness in determining consumer preparedness in relation to digital payment system adoption has been thoroughly examined, the role of customer readiness in determining customer participation and its impact on digital payment has been overlooked.

8. Results

We followed the methodology employed by a number of studies and concentrated on evaluating four areas: research topics, theories, research techniques, and journal outlets. These topics were chosen due to their demonstrated capacity to conduct extensive reviews and their shared exclusivity.

In this narrative analysis of the electronic payment literature, the authors convincingly identified several significant gaps in the literature: (a) a lack of widely accepted theoretical frameworks and the development of theory; (b) ineffective, and several approaches were used to operationalize the concept; (c) absence of generalizable findings in previous studies; and (d) a lack of consensus on definitions. The information was compiled and analyzed in consideration of these three key issues. These three concerns will shape the remainder of the paper's discussion.

Table 1: Organizations Providing Digital Payment Methods

Organization	Description	Examples
Bank	The majority of banks have their own mobile wallets	HDFC, Axis, SBI
Telecommunications	Communication service providers offering mobile payment applications	Vodafone mPesa (Closed with effect from 01 Oct 2019)
Prepaid wallets	Prepaid payment instruments	Mobi Kwik, Oxigen , Payu Phonepe
Payments bank	5 out of the 11 payment bank licensees have closed down operations. Lack of incentivization and patronage forcing closure of payment banks	Airtel Payments bank, Idea Payments Bank (Closed)
Mobile banking	Mobile based applications	13 banks have been approved by RBI for providing Mobile banking service in India
Cards payment network	Credit, debit, pre-paid cards	American Express, Diner's Club, Master Card , NPCI, Visa
Tech		Amazon pay Google tez

(Goel et al., 2019) investigated citizens' awareness, challenges, and benefits of cashless transactions Primary data was gathered for the study, and the results were calculated using mean, standard deviation, skewness, and kurtosis. According to the survey, respondents face a variety of challenges, including security, poor network connectivity, a lack of digital awareness, illiteracy issues, and difficulties making small payments, among others. (N. Tiwari & Singh, 2019) concluded that in the field of electronic payment systems, there has been little research on consumer satisfaction with digital payments. It is the first exploratory study conducted by two leading companies to evaluate consumer

satisfaction with cashless payment services that offer digital payment platforms (Paytm and BHIM). According to the study, companies like Paytm should understand the factors that influence consumer satisfaction with India's digital payment system. Providers of digital payment systems are concerned not only with digital payment system adoption but also with the satisfaction of Indian consumers.

(P. Patil et al., 2020) attempted to identify the critical factors influencing customer m-payment adoption in India The model was modified in this study to include consumer-related concepts such as innovativeness, anxiety, and belief. Variables were discovered to be both positive and significant. Furthermore, attitude, cultural pressure, and perceived ease all had an impact on the intention to use. It re-emphasizes the importance of mindset in consumer adoption literature and investigates usage behavior.

(Mukhopadhyay & Upadhyay, 2022) highlighted the impact of the institutional intervention and platform competition on platform-based payment service initial adoption and retention intentions It relies heavily on interviews. According to the findings, organizational interventions (in various forms) have increased consumers' desire to use m-payment. Multiple mobile banking platforms have emerged because of a supportive organizational environment and increased public interest in mobile wallet usage.

(Mishra et al., 2018) determined the role of culture-specific socialization factors like antecedents to the Technology Readiness Index (TRI) scale in understanding teenagers' adoption of cutting-edge technologies. They discovered that parental-child communication, media, peers, and self-concept all have different effects on adolescent technology readiness. Self-construal moderates the effects of parent-child relationships, highlighting the importance of identity during adolescence. Cultural characteristics strongly predict adolescent TRI.

(Ahmed & Sur, 2021) surveyed the factors that influence the adoption of online banking by rural micro, small, and medium enterprises (MSMEs). They discovered that it makes a significant contribution to the country's economic development through exports and domestic supplies, as well as job creation. The findings of the study will provide banks and other government agencies with deeper insights as they revise their strategies for changing the country's financial landscape through a "cashless economy."

(P. P. Patil et al., 2018) highlighted that digital payment methods are rapidly evolving; however, they have yet to gain widespread acceptance, particularly in developing countries. The goal is to identify the factors that influence digital payment option adoption and use. The most frequently studied constructs, according to the findings, are those related to the technology acceptance model and UTAUT (United Theory of Acceptance and use of Technology), as well as trust and risk.

(P. P. Patil et al., 2019) in his research, attempted to conduct a meta-analysis of five antecedents to confirm their overall impact on digital payment method adoption intentions. The findings show that the cumulative effect of four of the five antecedents on interactive intents is significant, while the effect of price value is minor. The results will help determine when and if such antecedents should be used to predict consumer intent to use digital payment methods. (Kabir et al., 2015) stated that in today's world, the digital payment system is becoming a bold means of payment this is due to its efficacy, convenience, and timeliness. As a result, scholars all over the world are conducting numerous studies on e-payment adoption. Finally, the paper identified three patterns of previous research and highlighted and recommended key areas for future research.

(Devanesan, 2021) concluded that the result of changes in buyer behavior on the use of DPS (Digital Payment System) was highlighted. Buyer behavior changes (associated with digital payment system due to Covid-19 and the intent to increase digital payment system usage during the Covid-19 crisis) are segmented based on demographic variables such as age (Generation X, Millennials, Gen Z), preferred mode of digital payment (debit & credit cards, m-payment systems, online banking, digital wallets), and residential location (urban, sub-urban, rural). However, the findings revealed that the combination of contributing factors differs by demographic. (Vinitha & Vasantha, 2017) analysis of the increase in e-payment usage is dependent on both security and trust. This paper sought to investigate the factors that influence consumers' willingness to accept digital payments. Perceived use, perceived risk, perceived ease of use, and trust were among the factors revealed. According to the findings, consumer awareness, convenience, security, the availability of e-payment tools, incentives, and a legal framework are the elements that can increase the use of e-payment systems.

(Ligon et al., 2019) summarized the low adoption rates among small fixed-location retail merchants in Jaipur, India using survey data from 1,003 merchants, they discovered some evidence that supply-side constraints exist to obtaining infrastructure needed or attempting to meet getting access to adopt digital payment explain the minimal level of adoption. Merchants can obtain the infrastructure required for digital transactions, digital platform fees are reasonable, and merchants are literate enough to use digital payment services. (Sinha et al., 2019) attempted to ascertain Indian consumers' willingness to use m-payment by using structural equations modeling; they studied their Adoption Readiness (AR) in relation to their Technical Readiness (TR) and their privacy concerns (PC). A survey of 600 Indians was conducted in four cities and three languages. In this study, AR was found to modify the relationship between TR and the Intention to Adopt (IA) m-payment.

(Joseph et al., 2018) centered on customer acceptance of mobile payment apps According to the study, usefulness, pervasiveness, ease of use, offers and cash-back, and service all play a role in encouraging the adoption of m-payment applications. Customers prefer mobile payment applications to mobile web browsers, indicating customer awareness. Teenagers are more likely than older age groups to use m-payment apps. Customers prefer m-payment to other modes of payment (14.5 percent), indicating the need for aggressive promotions and marketing campaigns. (Bagla & Sancheti, 2018) factors driving the growing popularity of e-wallets in India, the sustainability challenges faced by innovative products due to gaps in user expectations and satisfaction levels with top wallet brands such as Paytm and Freecharge They discovered that appealing cash-back, ease of use, rewards, quick money transfer without the use of cash, relatively higher security when compared to credit/debit cards, and the lack of any transaction fee are factors influencing the growing use of digital wallets. However, there are gaps in customer expectations and satisfaction levels, posing a threat to digital wallets' long-term viability. (Sivathanu, 2019) His study examined Indian customers' actual use of digital payment systems during the demonetization period. The results show that Behavioral Intention to use (BI) and Innovation Resistance (IR) influence digital payment use. Cash payments served as a bridge between BI and IR willingness to make use of online payment methods.

(Shailza & Sarkar, 2019) attempted to investigate the consequences of user-centric security, and system characteristics on behavioral intent to make use of Mobile Payment (MP) services in Tanzania, as well as the gender-moderating effect. The TAM (Technology Acceptance Model) was improved in this study to better understand and predict consumers' intentions to use m-payment services. According to the study, PU (Perceived use fullness) was influenced by compatibility, social influence, and m-payment knowledge, whereas m-payment knowledge, trust, and compatibility all predicted perceived ease of use of m-payment services. Furthermore, perceived ease of use was used to determine PU, and both PU (Perceived Usefulness) and personal innovativeness positively influenced m-payment behavioral intention.

(Mehrad & Mohammadi, 2017) investigated the impact of word of mouth on mobile banking usage in Iran According to the data, "Word-of-Mouth" was the most important factor influencing consumers' attitudes toward mobile banking. Furthermore, the positive impact of "Word-of-Mouth" on other factors influencing mobile banking usage was acknowledged. A variety of factors influence mobile banking usage. Numerous researchers investigated the relationship and interactions between these variables. However, no one has considered the impact of mobile banking on word-of-mouth.

(Oliveira et al., 2016) examined to determine the factors that influence m-payment acceptance and whether people want to support this technology the study found that compatibility, perceived technological security, performance expectations, innovativeness, and social impact all had a significant direct and indirect impact on m-payment adoption and the willingness to recommend this technology.

(Pham & Ho, 2015) suggested a research framework to gain a better understanding of the factors that aid or hinder Taiwanese consumers' adoption of NFC (Near Field Communication Technology)-based m-payment. According to the findings, most product-related criteria, personal characteristics, and the attractiveness of alternatives all influence the desire to use NFC m-payment. By advancing the literature on innovation uptake, this article can assist technology marketers in NFC m-payment.

(Purba et al., 2021) evaluate the digital technology perspective in the application of Financial Tech by consumers, primarily addressing the issue of solid digital technology digitization, which prioritizes

technology 4.0. Digital technology applications that improve the accessibility, speed, and value of financial services are becoming increasingly popular, and especially among the millennial generation. All these factors have a positive and powerful impact on people's decisions to use digital Fintech technology to order food and other necessities to survive the pandemic.

(Tsourela & Roumeliotis, 2015) highlighted by acting as mediators, researchers investigated the belief systems that influence acceptance of technology-based services, as well as potential differences in technological readiness, age, and gender (UTAUT). A research plan is proposed based on data analysis and hypothesis testing, which shows that performance expectancy, effort expectancy, social pressure, and facilitating conditions are all significant predictors of intention to use technology-based services. Furthermore, the differences in the four beliefs imposed by the three mediators, as well as the behavioral intention toward actual use, provide managers, researchers, and developers with critical information about the acceptance of technology-based services.

(Michael Musyaffi et al., 2021) explained how the UTAUT extension architecture will be used to address the issue of digital payment adoption, with perceived security innovation as the primary concern in the Covid-19 pandemic. According to the findings, performance expectancy, effort expectancy, and personal innovativeness all have a significant influence on behavioral intention to use internet banking. The findings of the study suggest that the use of technical and personal psychological mechanisms influences digital payment acceptance, particularly during the global Covid-19 outbreak.

(Frimpong et al., 2017) evaluated a structural model with inherent innovativeness as an important antecedent and consumers' attitudes toward mobile banking as an intermediary to their future usage intention. The role of consumer readiness in moderating the hypothesized relationship between consumers' attitudes and plans to use smartphone banking was also investigated. The findings show that inherent inventiveness explains a significant portion of attitudes toward mobile banking. However, the effects of three aspects of customer readiness on the relationship between attitudes and intention to adopt mobile banking produced contradictory results.

(Martens et al., 2017) attempted research into the factors influencing m-payment adoption It investigates the relationships between the Technology Readiness Index 2.0 personality traits and the TAM's system-specific measuring systems in Germany and South Africa to this end. Structural Equation Modeling was used to validate the model (SEM). Certain variables in the Technology Readiness Index 2.0 have a significant effect on the Technology Acceptance Model dimensions, but not all. PU was the best predictor of m-payment intention.

(Michael Humbani & Wiese, 2019) examined and validated an integrated model of the modified technology readiness index (TRI) in the context of information technology (E-ECM-IT) to account for m-payment app use and willingness to continue using them Overall, the model explained 81 percent of the variation in adoption and 78.5 percent of the variation in intent to continue using m-payment services. Drivers outpaced inhibitors as predictors of adoption, with pleasure emerging as the best predictor of future intentions. According to the findings, the integrated approach also allows for a more comprehensive understanding of the factors influencing m-payment app uptake and retention intentions.

(Xena & Rahadi, 2019) emphasized the movement toward a cashless society is unavoidable. The author's analysis yields a new model based on 23 previous literature syntheses, and the researcher discovers six independent variables that advocate e-payment adoption to support small-medium enterprise payment systems, which are performance expectancy, culture, acceptance of technology, social influence, security, and effort expectancy.

(Chairunnisa et al., 2020) in their study concluded that the Fourth Industrial Revolution has resulted in a slew of new phenomena in people's lives, including the payment transaction system, as summarized by digital transformation. Recognizing that Micro, Small, and Medium Enterprises (MSMEs) were one of Indonesia's economic pillars, the government attempted to maximize MSMEs' role in supporting the realization of an Indonesian digital transaction ecosystem. According to the findings, the most crucial factors influencing MSMEs in Tuban's readiness to adopt digital payment technology are culture, social influence, and technological acceptance.

(M. Humbani & Wiese, 2018) determined consumer willingness to adopt m-payment services, as well as the moderating effect of gender. Consumer adoption is driven by convenience and compatibility,

according to the regression analysis results, while cost, risk, and insecurity are barriers. Given the moderating effect of gender, businesses should launch advertising campaigns aimed at female opinion leaders who can then persuade and educate other females about the benefits of m-payment services. The findings shed light on how to increase the adoption of m-payment services and close the gender gap.

(Priambodo et al., 2021) summarized an analysis of creative e-commerce readiness in Indonesia It is concluded that in times of uncertainty, such as Covid-19, E-commerce Readiness is critical. In a volatile business environment, a company's or organization's level of readiness determines its consistency and sustainability. E-commerce Readiness can be assessed using Organizational Readiness, Technology Readiness, and Environmental Readiness. During the pandemic period, not all perspectives are considered when making decisions about the implementation or improvement of E-commerce.

(Al-Sabaawi et al., 2021) proposed a digital payment adoption model. models for determining user preferences in a digital payment system. The framework that has been developed is based on the theory of the conceptual model of TA and Usage. According to the study's findings, people's willingness to accept the e-payment system is influenced by their expectations of performance, effort, social pressure, facilitating conditions, and cost-saving orientation. Similarly, one's willingness to accept a digital payment system is influenced by habit, technological security, trust, resistance to innovation, and psychological empowerment.

(Rafdinal & Senalasari, 2021) found that TRI constructs affect perceived usefulness and ease of use, except for pain, which has no effect on perceived usefulness. Furthermore, two major TAM properties, perceived usefulness and perceived ease of use, influence attitude. Meanwhile, an individual's desire to use m-payment applications is influenced by their attitude. During the Covid-19 outbreak, this research will assist providers of m-payment application services and policymakers in developing services and increasing m-payment application usage. Furthermore, this study will add to the body of knowledge on m-payment apps in a pandemic scenario.

(Rahman et al., 2020) discovered that performance expectations and enabling conditions had the greatest impact on cashless payment adoption. The adoption of cashless payments is also closely related to

perceived technological security. Furthermore, the findings show that hedonic drive, social influence, and inventiveness all positively correlate with cashless payment adoption.

(Caldeira, 2021) attempted to determine the impact of technological readiness on the acceptability of m-payment services in Brazil, a rapidly growing payment method technology. The study investigates the relationship between frequently used technological acceptability characteristics – such as utility and ease of use – and components associated with financial services, such as trust and perceived quality. It also investigates the impact of technological readiness on these categories (Parasuraman, 2000). According to the data, m-payment acceptance is directly related to m-payment service trust, usefulness, and perceived quality.

(Alkhowaiter, 2020) discovered that widespread availability and use of the internet and cell phones aided in the growth of electronic payments and baking. There is a scarcity of curiosity that comprehensively synthesizes and identifies the factors influencing the use and adoption of electronic payment systems in various countries. As a result, the purpose of this paper is to conduct a thorough review of the literature, as well as weight and meta-analysis. According to a review of 46 studies, trust perceived security, and perceived utility were the most important determinants of digital payment and banking adoption in GCC countries. In the presence of the customer, there are a few negative and positive, and aspects of consumer readiness for digital payment. The researcher identified eight common factors. "Perceived mobility" is a determinant used to assess an individual's perception of received benefits in the context of time, space, and service access. "Word-of-mouth" is oral, informal, person-to-person communication about a brand, a product, or an organization. There is a different word-of mouth characteristics, such as valence, volume, and text-based content, influence the readiness of the customer. "Technology acceptance" explains the interdependence of individual user convenience, attitude, and adoption intention. It is important to know whether consumers are ready to adopt the modern technologies. User convenience has a substantial positive impact on Indian's behavioral desire to use internet banking and thus e-payment. "Security" is a big roadblock in cashless banking since consumers want safe and secure money transfer systems or utility bills must be paid, some forgery cases, confidential detail theft by IT experts, and consumers are fearful because of the leakage of sensitive personal details. As a result, many users and non-users do not prefer electronic payments due to

security concerns. "Trust factor" is a very crucial factor regarding financial payments, and it was discovered in their studies that a significant percentage of the public does not utilize an online payment app or service because customers do not trust this way of payment (Udo, 2001; Taddesse and Kidan, 2005). "Awareness" is a significant element impacting digital payment because certain companies who offer this service for paying bills, booking a hotel, flights, and cinema tickets, and cell recharge, among other things, have not properly promoted the app. There is not much understanding of how to use apps and what they can do for you (Wushishi and Ogundiya, 2014). Many customers desire to utilise a mobile payment app to participate in the cashless transaction and the cash-free India movement, but the issue is that they are unaware of e-wallets. Consumers perceive digital payment modes or services to be more expensive than cash payments, according to several writers, because E-payments necessitate the use of the internet, a mobile device, or a point-of-sale system, among other things, which raises the implementation cost (Soman, 2001).
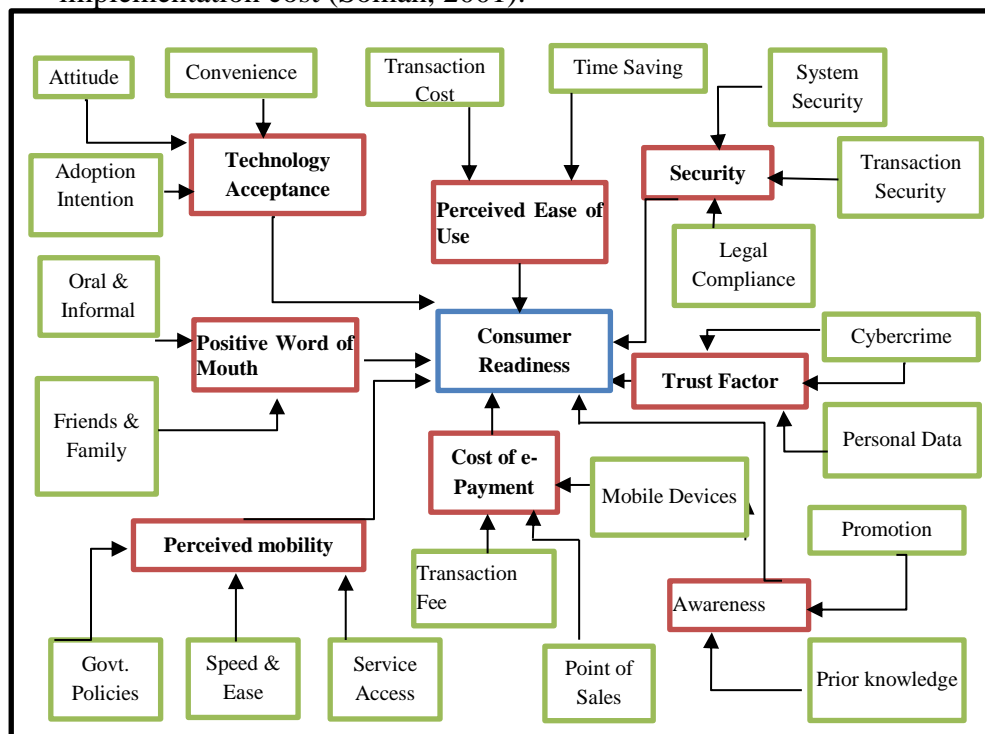

Figure 4: The Factors Affecting Consumer Readiness for Digital Payment Identified from the Literature

9. Discussion and Future Work

This section discusses potential future research directions. In previous sections, we summarized the theoretical viewpoints that have been applied to e-payments adoption behavior by customers. As stated earlier in the study, the payment App Company must develop a better and friendlier relationship with our customers while ensuring their security. According to this study, the company will now need to focus on security to adopt digital payment, because consumers are most concerned about data security. As we have seen, there's no reason why people shouldn't use digital payments if companies address security and awareness concerns. As soon as the company completes this work, consumer readiness will rise. Word of mouth, ease of use, and technology acceptance are the best enablers of digital payment. This research looks at the factors that influence consumer readiness for digital payments.

The study has the following implications: The findings on ease of use imply that consumers need to be educated on how to use the various digital payment channels. Bank representatives can play a role to inform and educate consumers about digital payment facilities. The government's new National Common Mobility Card (NCMC) programme is positive, as it promotes the concept of "one nation, one card" to provide a smooth travel experience across all types of public transportation.

For the new-age consumer who lives in a digital world, the need for clever user interfaces and convenience blurs the lines between offline and online interactions. In this context, multimodal, interoperable, and secure payment technologies promise to not only remove dependency on currency, but also to improve and streamline the travel experience.

To increase knowledge among consumers, a monetary education mission should be directed by government time to time to make populace mindful of advantages of electronic installments. In schools additionally essential financial abilities might be bestowed. Boosts all segments for progressively embracing non-money electronic methods of installment in lieu of money.

The value of security and reliability should not be underestimated. To ensure the security and integrity of the systems, policymakers, banking institutions, online transaction facility providers, and software developers all have essential responsibilities to play. The government should continue to maintain stability and financial integrity by regulating e-payment services to protect consumers. Governments and commercial organizations are investing a lot of money in establishing secured methods of transferring data over the Internet. Consumers can trust protected sites with their credit card information, knowing that it will be transferred in encrypted form. To retain trust and confidence, banking institutions and online transaction facility providers must guarantee that the system is constantly safe. The Software developers must keep these in mind as they design digital payment features.

10. Conclusion

To conclude, a unique and unprecedented event such as the pandemic in 2020 has impacted the digital payments system significantly and is a huge game-changer for India in digital payments adoption ever since the demonetization in 2016. It is important that the services provided must meet consumer's expectations. Although the quantity of empirical studies has increased dramatically there have been very few reviews in this field in recent years. According to (Böhle et al., 2000), digital payment systems must be more convenient and effective in the real world to gain market share from cash. This article seeks to provide the most recent research on DP from the standpoint of the customer. Our SLR examined 193 studies gathered from the databases Scopus and Web of Science. We investigated the sample literature by focusing on the research's annual trend, influential works, regional distribution, theoretical context, technique and modelling, and thematic analysis. On this score, the findings could serve as a guide to inform the service providers so that appropriate strategies can be developed to enhance digital payment services. In addition, a synthesis of prior discoveries allows researchers to avoid duplicating prior work and to uncover crucial gaps. This research is innovative in that it provides fresh incentives and recommendations for future investigations to fill the gaps in previously examined research.

The study has some limitations despite its extensive ramifications. This investigation is based solely on the research documents indexed in Scopes and WoS. This means that certain papers from other databases may have been excluded from this analysis. Consequently, other databases may be included to future reviews to cover a greater range of pertinent content. In addition, this study developed a string of terms to search the titles, keywords, and abstracts of published literature. These terms may not apply to all relevant literature. Therefore, future scholars are invited to refine our search string so that it encompasses all relevant material. The literature review was limited to papers pertaining to the customer's perspective on the adoption of digital payment methods, omitting the supplier side. This study's results should be viewed with caution. Despite the restrictions highlighted, our extensive literature review amassed several scholarly publications for examination, establishing a strong literary foundation that correctly reflects the quality and influence of the field's governance research contributions. Consequently, we estimate that removing specific publications will have a negligible effect on the overall outcome of our analysis. We are confident in our research provides a foundation for a comprehensive comprehension of the current situation of digital payment from the customer's perspective.

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Impact of Digitalization in Agricultural Sector

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Abstract

About 68 percent of the total population of India is covered by rural areas and 58 percent of people's livelihood main source depends on agriculture. The rapidly increasing population demands a 50 percent expansion in the production of food. Simultaneously, the traditional unskilled practices, including water crunch for irrigation, unprolific land, double cropping, etc, are laying down pressure on fertility followed by manipulation of middlemen preventing the farmers from gaining best price for their product. Under such a scenario, the digitization of the agricultural concepts becomes more vital. There is an essential need of encouraging the rural community by developing digital infrastructure, and providing ample exposure to digital service along with digital legacy.

Digitization in the agricultural sector can be termed as ICT (Information and communication technology) and data ecosystem to hold up farming with sustainability. The Prime minister's has sharp vision regarding various initiatives to provide 'Protective shield' to enhance production with better storage and communication facilities in order to gain a better supply chain and profit. This paper briefly satisfies the resourceful initiatives taken by the government to furnish digital infrastructure such as smart sensors, agriculture equipment, and automation system to help farmers and also relates how it would double the income of farmers. It has largely three center areas that encompass data ecosystem, smart analysis, and communication.

Keywords

Digital infrastructure, Information and Communication Technology (ICT), Protective shield, Smart analysis, and Data ecosystem.

1. Introduction

Agriculture plays a vital role in the Indian economy, with more than 58 percent of the people directly employed in the field. Agriculture is the most comprehensive growth sector of the Indian economy because it not only contributes to overall economic growth, but also reduces poverty

by providing jobs and food security to the majority of the population. There are many possibilities for combining agricultural technology with reliable digital mechanisms. Technology has the potential to improve agricultural development while increasing farmers' incomes. While India faces a serious problem in terms of food scarcity and low agricultural production; it also faces an even greater one in terms of growing more sustainably and inclusively. According to one source, According to a UN Development Program assessment, it has become much more important as a result of the Covid-19 epidemic, which has the capacity to force an additional 207 thousand people into utmost poverty by 2030. This is not to imply that the government has not taken steps to support the burgeoning agriculture industry. The e-NAM, for example, provides a national e-marketing platform and encourages the development of infrastructure to facilitate e-marketing. Farmers' portals, Kisan call centres, and Kisan portals that help farmers make informed decisions for increased productivity are commendable and a positive step forward. Aside from that, addressing local concerns and supporting policies and institutions are important.
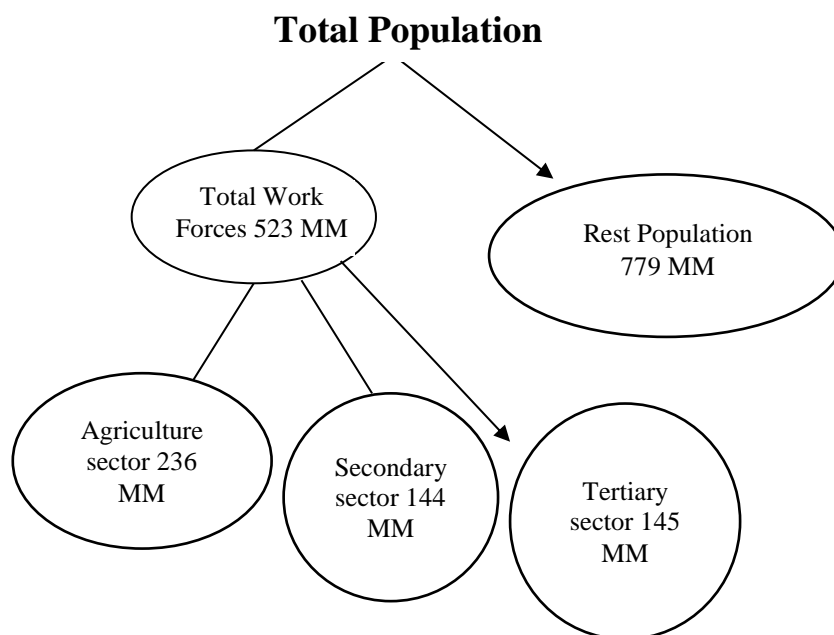

Figure 1: Total Population

2. Review of the Literature

I. Nedumaran, G. and Manida, M. (2020) observed that e-farming administration is advantageous because it is likely to increase profitability, improve quality in items, generate a higher pay, expand productivity and raise profit. The effect of ICT activities on agriculture, for example, The Kisan Credit Card must be evaluated and convenient access to horticultural data must be provided while educating the rural population on these practices. To become prosperous, the advances in enrolling power, accessibility, electronic thinking, and biotechnology are the need of the hour.

II. Farooq et al., (2020) stated that countries all over the world have adopted various technologies and similarly the Indian government has also made use of several policies to boost up their agriculture. Their major focus is to measure the soil conditions, temperature, and earth density in order to help farmers control pests and prevent crop diseases. However many open issues and challenges are associated with the implementation of these policies like loss of data, high costs, lack of knowledge of technology, and reliability which ought to be addressed and resolved in the near future.

III. Landmann, D.H. (2018) observed that the entry and consumption of smartphones for agricultural purposes is still very limited among farmers in various developing countries. They provide access to frequently updated and authentic information and have the potential to improve income generation and reduce poverty in developing countries. Despite this, adoption and usage rates among farmers in developing economies remain relatively low. The perceived favorability of smartphones for capacity development among farmers should be the special focus of extension programs. Correspondingly, smartphone applications should be designed with user-friendly interfaces for the specific target group.

IV. L.L. Samantaray (2015) analyses the links between structural, technological, and institutional policy changes which would be accountable for the consecutive agriculture development in his research entitled "Surveying the Current Trend of Agriculture Productivity in India and its Future Outlook." Secondary data on agriculture, industry and services were acquired and analysed by

the researcher and has investigated some of India's big disadvantages in the agriculture sector and shows the government that important sectors such as marketing, price mechanism, research, and development must be given priority.

V. It was noted that Govt. assistance and private intervention can be achieved in sustained growth. Sangeet, Sukhpal Singh, Shruti Bhogal (2013) tracked Agriculture and contrasted its many characteristics, such as employment creation and productivity, and food grain availability, in their research project "Agriculture for Sustainable Development of India." The research shows that more than 60 percent of the population relies on non-durable agriculture. The authors feel that sustainable development is a vision and a time to reflect and conserve fear and scarce resources optimally and effectively.

VI. According to Hasna Vancock, the growth of all elements of human existence, which affects sustenance, is a process of sustainable development. The solution to the conflicts between the different competing objectives means that economic prosperity, environmental quality, and social justice are pursued simultaneously. The resulting technological vector is a process in constant development; the journey is, of course, vital. The process of achieving sustainable development (the desired future state). But sustainability's "destination" is not, as we understand it, a fixed place in the conventional sense of destination. Rather, it is a set of good wishes for a future system.

3. Research Methodology

The subject of the research paper uses exploratory research methodology in this method of investing a problem that has not been studied or thoroughly investigated in the past. It helps to have a better understanding of the impact of digitalization in agriculture and also helps in further study what more can be done for farmers in coming days. For analyses and conclusions, the time series data for chosen variables from 2001 to 2018 are utilized.

4. Objectives of the Study

1) To identify the existing problem in agriculture.
2) To analyze the impact of digitalization in agriculture.
3) To study the initiative taken by the government to support farmers.

5. Digital India and Rural Development

In 2015, Digital India was established with the goal of building digital infrastructure to empower rural areas and promote digital literacy. Digital India has likely to be an important tool in the development of India's agricultural sector. Agriculture in India is hampered by a number of issues, including a disorganized and complex agricultural supply chain. It suffers from a lack of transparency and collaboration among numerous stakeholders, resulting in a higher rate of agricultural waste. In order to promote accountability and transparency, the crop's pre-and post-harvest state must be tracked. Improved transparency about agricultural operations in the food supply chain would reduce waste and boost consumer confidence. The most significant contribution of digital India is the ability of farmers to communicate with each other. These technologies help the farmers adapt faster to adverse weather conditions, especially in flood and drought-prone regions. The availability of sensors and drone helps the rural youth fight pests, spray pesticides and monitor crop health among others. Replacing farmer's subsidies, the government can reach the farmers directly for cash transfers. This in turn helps the farmers come out of debt traps and enhance agricultural productivity. When combined with data infrastructure, subsidies can help increase the farmers' profit margins, enabling them to further invest in their farm's to increase production. With the help of social media platforms, participatory videos explain best management practices to farmers. With digital platforms, farmers can overcome poor banking infrastructure, support savings, and access credit.

6. Problem Analyze in Agriculture Sector

Despite the importance of agriculture to the Indian economy, the part of agriculture and related activities in India's GDP has been steadily dropping over time. It was 14.6 percent in 2009-10, but it dropped to 13.9 percent in 2013-14. Agriculture in India is a high-risk business. The danger can be viewed in a variety of ways once more. Agricultural risk highlights all of the issues related to farming that discovered in order to develop a suitable solution.

The following are some of the issues that have been identified:

- **Production Risk:** This section focuses on the different issues related with the production of food materials. Whether or not there is a climate change, the entire reliance on rain causes an issue. Furthermore, the lack of accurate information on natural disasters exacerbates the situation.

- **Lack of Infrastructure:** Agricultural techniques fail to maximize production due to a lack of storage systems, newly designed machinery, and knowledge of how to use them.

- **Lack of Farm Labor:** People favor industrial sectors that provide more jobs, whereas they lose interest in putting their time and effort into tilling land that does not pay well scarcity of resources.

- **Illiteracy:** A lack of awareness of current technological breakthroughs, and the right quality of fertilizers and pesticides-can occasionally result in the complete destruction of a crop. According to a report published by Reuters Market Light in 2015, 94 percent of Indian farmers prefer to get knowledge from 'fellow farmers,' followed by 10 percent from agri-retailers, 4 percent from TV/Radio, and only 3 percent from agri-extension officials. Due to a lack of consistency, accuracy, and personalization, the information offered by extension services is seen to be either biased (e.g. agri-marketing companies) or less actionable.
  Farmer relies on market-available seeds that claim great yields, which can often be deceiving.

- **Sustainability:** Farmers will be pushed into a vicious spiral of loans, heavy fertilizer use, water mismanagement, low output, and hence additional debts for the following cycle due to a lack of awareness of the need to raise crops sustainably.

- Agricultural yields in India are still just 30 to 60 percent of the best sustainable crop yields achieved in industrialized and developing countries.

- **Lack of a Proper Marketing Channel:** Farmers are lacking to reach their customers directly because the surplus of the profit is taken by middlemen owing to a lack of infrastructure, leaving the farmer vulnerable to intermediaries and unable to receive the reserve

price for their hard work. Due to tiny tradable quantities and socio-economic constraints, small and marginal farmers are enforced to deal with many layers of middlemen. Farmers in the area sell 85 percent of wheat and 75 percent of oilseeds in Uttar Pradesh, 70 percent of oilseeds and 35 percent of cotton in Punjab, and 90 percent of jute in West Bengal. Approximately 47 percent of the price of rice is taken away by these intermediaries, and 52 percent of the price of rice is taken away by these middlemen.

- **Lack of Fertile Land:** The farmer's ability to use contemporary techniques is limited by a lack of fertile land, soil erosion, and a tiny landholding. Incorrect application of fertilizers and pesticides results in a deficiency of nutrients in the soil, which are essential for agricultural output.

- **Water Scarcity:** Agriculture in India is mostly reliant on the monsoon, which determines the economy's upward or downward trajectory in the field of agriculture. Water scarcity is caused by the excessive demand for water in the industrial sector and for agriculture purposes.

7. Digitization of Agricultural Sector

The government efforts provide a lifeline for farmers, allowing them to improve their lot in life while also strengthening the foundation of the Indian economy by developing the agricultural sector. Our honorable Prime Minister Narendra Modi's vision clearly states that the changes and progress of India are inextricably associated with the development of the agricultural sector. "From this land of Uttar Pradesh, I ask all the states to put priority to agriculture and then observe the improvements," Modi said, emphasizing his goal of doubling farmers' income by 2022, the country's 75th anniversary of independence. In order to deliver innovative technologies to farmers, the PM has also asked agricultural scientists from around the country to speed up the lab to land method. It will result in a significant increase in productivity. By defining bigger targets, he hopes to focus on the overall development of the rural sector. He stressed the value of the food processing industry, warehouse expansion, and technological inputs. These advances would be impossible to imagine without acknowledging technological progress. Drip irrigation, according to Ran Maidan, has helped farmers spend less time in the fields, allowing them to devote more time in their personal

development, learning new skills, engaging in local activities and forums, and taking better care of their families.The government has broadened the scope of its Digital India programme by introducing new initiatives and extending them to the agriculture sector.

7.1 Virtual Agricultural Market: The government intends to create a common electronic platform that will allow farmers to trade their produce to purchasers from all across the country. The Centre has committed up to Rs. 200 crores for the development of this online trading site for the National Agriculture Market. The platform, which will go live on April 14, 2017 will address the issue of distressed selling. It is in the country and intends to connect 585.

7.2 Rashtriya Krishi Vikash Yojna: Its purpose is to encourage states to commit more funding to agriculture and allied sectors, as well as to incentivize states to plan and implement appropriate growth-oriented projects in agricultural and associated sectors.

7.3 The Pradhan Mantri Fasal Bima Yojna: It has been authorized by the government. Farmers will be charged a premium of 2 percent of the sum insured for all Kharif crops and 1.5 percent for all Rabi crops under this scheme. The remainder of the insurance premium will be covered by the government.

7.4 Use of New Technology and Equipment: Using modern technology and improvised machines in production and storage would yield better results.

7.5 Increase Soil Fertility: The constant dissemination of information via mobile phones about the types of practices required for maintaining soil fertility and increase production has proven to be effective. Kisan call centre services are also available to farmers, allowing them to speak directly with executives about their concerns.

7.6 Information Communication Technology (ICT): Transmission of information in terms of increasing crop yield and profitability per unit area and resource, technology has the potential to revolutionize Indian agriculture. In remote places, mobile connectivity has become a standard service. When compared to the urban subscriber base, the rural subscriber base is rising twice as fast. In March of this year, the national Teledensity in urban areas was 79 percent, while

rural teledensity was 46.5 percent. Telecom Policy intends to boost rural teledensity to 60 percent by 2017 and 100 percent by 2020. 2020. According to the IAMAI, 80 percent of people use it for communications, 67 percent for online services, 65 percent for e-commerce, and 60 percent for social networking on the internet Conceptualization, design, development, assessment, and application of innovative agricultural technologies are all part of e-agriculture ways to apply (ICT) in rural areas, with a focus on agriculture. Mobile phones can be successfully utilized for purposes including generating, processing, broadcasting, disseminating, sorting, archiving, and to rectify critical information and data relating to agriculture. Mobile phones are worldwide and cost at effective means to uprising agriculture in India. Several apps are in fingertips and much more can be developed to meet farmers' following specific needs.

8. Government Initiatives

- To assist farmers in making educated decisions for efficient farming under varied agro-climatic circumstances, the government has launched three portals: Farmer portal, Kisan call centre, and mkisan portal.
- For eight states, the e-Governance programme has standardized soil health card software and built web-based software to deliver integrated nutrient management recommendations utilizing the soil test-crop response technique.
- National Bank for Agriculture and Rural Development has also designed agricultural portals for farmers.

9. The Future Vision of Indian Agriculture

According to Reihem Roy, VP-Omnivore Partners, "the world is an oyster in terms of possibilities" when it comes to the future of Agri-tech in India. You have the option of moaning and groaning or taking action and developing answers. It's our decision." With the increasing population and demand for food, the future will be more challenging. Mr. Rajesh Agarwal, MD, Insecticides India Ltd, in his report "Future of Agriculture in India: Is the Nation Ready," emphasized that several studies on rising food prices and their cascading effects on the economy have clearly proven that India's dream of achieving a two-digit growth rate will remain a pipe dream unless the rural economy is freed and speeded up.

Digital India, according to Nitin Gupta, Co-Founder, and CEO of PayU (India), is an idea for a 'Cradle to Grave Identity' that will be unique, everlasting, and online. His words appear to be right, as we see the authorities prioritizing India's equipment for the future, and ensuring that technology is at the heart of the transition. This project appears to be based on the equation IT+IT=IT. It essentially suggests that India Today + Information Technology = India Tomorrow. Many of the above-mentioned difficulties have already been overcome, and the job of resolving others has begun, thanks to government initiatives under Digital India raising awareness among the working population Technology has consistently proven to be a superior answer to the issues at hand with regard to agriculture.

10. Conclusion

As a result, it can be argued that in the coming years, Indian farmers will feel compelled to improve food and nutritional security while also considering all of the other factors described previously. 'Digital India' is about to change the way the country's socio-economic processes interact. It is expected to modernize processes and infrastructure while also leveraging the country's people, laying the groundwork for long-term development and progress. "We are on the cusp of the next revolutionary wave of digital agriculture," Michael Stern stated emphatically. The scenario allows for new inventions and chances because the country will undoubtedly undergo a significant shift in the next 10 to 20 years.

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A Concise Review on Theoretical Concepts and Risk Management Strategy of Charismatic Leadership

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Abstract

In recent decades, charismatic leadership has become an indispensable topic in organizational research. The traits of outstanding charismatic leaders are discussed in this study, focusing on the characteristics of such leaders. At hand are many different leadership styles influenced by the management culture and the needs of the company or enterprise. The goalmouth of this article is to examine the notions of charisma and leadership and describe the charismatic leadership process and the characteristics of charismatic leaders. This review paper investigates the varied consequences of charismatic leadership on an organization.

Keywords

Leadership, Charismatic leadership, Leadership theory organisational exploration, and Empirical evidence.

1. Introduction

In the last decade, charismatic leadership has become a popular topic in organizational research. However, little first-hand evidence illuminates the underlying persuading processes of charismatic leadership and its usefulness. Researchers Reichard and Avolio (2005) support the positive effects of administration in a recent meta-analysis of experimental and quasi-experimental leadership research. Various management practices implemented by fascinating organizational leaders improve bottom-line results and employee satisfaction said Pfeffer (1998). Conversely, according to Conger and Toegel (2002), qualitative approaches are essential tools for studying leadership. First, employing this approach can aid our understanding of how supervision is exercised differently at various organizational levels. Second, because leadership is inherently vibrant, a qualitative analysis will add complexity and fruitfulness to knowledge obtained through questionnaires. Finally, the research looks

at leadership as a socially constructed role. In this case, qualitative methods would be helpful to understand the construct from various perspectives to gain a better understanding of the communal construction. The big query about charismatic leadership has been whether it imparts it or is grounded on personal experiences.

2. The Theoretical Foundation for Charismatic Leadership

The charismatic/transformational leadership theory has piqued the attention of organizational researchers the most in the last decade. Of course, leadership is one topic that never goes out of style. At the very top of any society's largest organization, leaders have the power to change history through the decisions they make. Many people have used charisma to describe some leaders' godlike or magical qualities. One of the most striking characteristics of some leaders is their ability to command attention. Charisma, according to Bass (1985), "depends on who you ask" because "it's subjective." Because of their energy, self-confidence, assertiveness, ambitions, and opportunities, charismatic leader shapes and expands their audience. It is challenging to define charisma, but terms like exuberance, extreme charm, grace, joie de vivre, mystery, positive energy, and allure are all related to the concept of charisma. Among many others, the term's connotations have evolved. For some, CEO stands for 'Charismatic, Energetic, and outgoing.' It has lost some of its religious connotations in our more materialistic age. It now talks about a broad range of leadership styles that involve the capability to inspire-typically through oratory emotional ties between leaders and followers. Do you believe that most leaders, politicians, and inspirational figures possess charisma and that this quality distinguishes them? Enigmatic front-runners are organizational idols who change the course of events through their sheer charisma. Their visionary rhetoric, imbued with an indescribable allure, inspires faith and hope in us. Naturally, there is considerable debate over whether charisma is acquired or born and whether charismatic leaders are truly effective. Numerous effective leaders throughout history, including Napoleon and De Gaulle in France, Lincoln and Roosevelt in the United States, Peter the Great and Lenin in Russia, Mahatma Gandhi in India, Mao Zedong in China, and Mandela in South Africa, were known as dynamic, charismatic, and inspirational leaders. True charismatic leaders are said to possess "magical" characteristics. Alexander the Great crossed the insuperable Alps Mountain with his soldiers, a feat that he had never been accomplishing

before. What convinced their followers that they were capable of doing the unthinkable? Each charismatic leader possessed unique characteristics and characteristics that made them effective agents of social change. Their most significant leadership characteristics were related to their participation in and contribution to the intellectual upheaval that has always been a necessary component of freedom struggles. These leaders had earned their followers' trust to the point where they believed their leader's every word, action, and deed. A cursory examination of the list reveals that these were controversial leaders who defied authority, and several of them were dubbed "creative maladjusted non-conformists" during their lifetimes. Their virtues and flaws have constantly over reviewed throughout history. They never appear to vanish from a historical perspective. A point worth noting is that, while their politics varied, their effect on their followers was consistent. Charismatic leaders "inspire followers to commit themselves wholeheartedly to the leader's mission, make significant personal sacrifices, and go above and beyond the call of duty." This power over others has rooted in the leader's values, passions, and logic – what Aristotle referred to as ethos, pathos, and logos. A critical component of assisting organizations in identifying their next leader is gaining a clear understanding of what went wrong with the previous one. It had referred to as a "fire" that ignites followers' energy and commitment of followers? Charismatic leaders can provide organizations with highly effective leadership. Research indicates a positive correlation between charismatic leadership and follower performance and satisfaction (Shamir, House, and Arthur, 1993; Shamir, Zakey, and Popper, 1998), possibly because organizational members feel stronger and more in control of their fates. Charismatic leaders can also create corporate meaning and enthusiasm through the vision they express. It is well established that an organization can adopt a cause or a reform movement (Berlew, 1974), which is beneficial. As a result, an organization's efficiency and effectiveness in achieving its goals are often because of a charismatic leader's influence.

3. The Weakness of Charismatic Leadership

Some of the talks about charisma in leadership and organizations have turned out dangerous. Charisma has been seen as a bad thing for people in society. Please look for the psychological factors that lead to charismatic leaders and their allure to their followers.

Great Researcher Lindholm, for example, has studied tremendously damaging charismatic leaders such as Hitler, Manson, and Jim Jones, and the manipulation employed by magnetic front-runners is seen to have negative and undesired societal consequences. Images of charismatic leaders frequently conjure up bleak examples from history. Current research has instigated to cast doubt on the efficacy of charismatic leadership. Rakesh Khurana one of the Harvard Professionals debates in on up-to-date issue of the Harvard Business Review that organizations hire charismatic front-runners because they have faith in — despite an absence of definite indication — that a chief executive can have a near-mystical effect on a company's performance. The cult of charismatic leadership has gone too far, and when struggling businesses look for a CEO, the single most important quality they look for is "charm." And to entice these individuals, they are granted unmatched autonomy and resources. They have private jets at their disposal, access to lavish penthouses, interest-free loans to purchase beach houses and artwork, heavy security provided by their companies, and royal benefits. Additionally, research has shown that charismatic CEOs can leverage higher salaries even when their performance is subpar. While charismatic leaders can have significant positive effects on organizations, it's worth noting that they can also have significant negative consequences. Conger (1990) refers to this as the "dark side" of charismatic leadership, which, he asserts, can obliterate the positive aspects of the leader and the organization. The actions of charismatic leaders can create a slight sense of instability and uncertainty in the management and decision-making processes and increase the organization's risk intensities (House and Howell, 1992). Additionally, it can make members of an organization more susceptible to manipulation and deception by charismatic leaders (O'Connor et al., 1995). Additionally, charismatic leaders are slightly less likely to be able to institutionalize the positive aspects of their leadership into the organization for them to endure beyond their tenure. Additionally, charismatic leaders are rarely successfully replaced by leaders with comparable capacity for organizational transformation (Bryman, 1993; Conger, 1990). Nonetheless, charisma continues to be as elusive to define as art or love. Furthermore, there is no conclusive

evidence that charismatic leadership positively impacts an organization's performance. Charismatic leaders cast a vision for the future of their organizations. The forerunner's ideologies, drives, and self-concept scheme all impact the vision and serve as directors for the deeds they employ to transform the organization. Unfortunately, larger-than-life leaders are not always interested in heart-rending transformation for the benefit of the organization and its members; rather, the leader is frequently more concerned with their results. At its worst, the dangers of this ego-driven charisma are leaders who prioritize their self-interest and personal goals over the organization's goals. Charismatic leaders often cannot tolerate disapproval; they frame themselves with 'yes' folks rewarded for pleasing the leader, forming an environment in which people are afraid to question or challenge the king or queen when they believe someone is making a blunder. A company cannot be known for what it stands for if its identity is inextricably linked to its leader. Thus, this leadership style foregoes the ability to be guided by its fundamental purpose. Reduced to dyadic impact, leadership can shadow between reliable leadership and manipulation. This is the hazard allied with charismatic leadership. Numerous horrifying examples throughout history demonstrate the danger of a slippery slope. In many cases, charismatic leaders have resorted to manipulation. Numerous researchers have identified several promising murky actualities allied with charismatic leadership, including the following: keeping admirers dependent on the path, sustaining control over supervisory, misapprehensions of reliability, and excessive hopefulness. It's not problematic to identify these character blemishes in cult leaders and despotic rulers. However, there is no checklist available to assess psychotic behaviour. However, it serves as a cautionary tale for anyone endowed with the gift and responsibility of leadership. Charisma can benefit not only the leader's interests but also the larger society (Allert and Chatterjee, 1997; Robbins, 1992). Self-centredness and self-admiration in a charismatic forerunner may combine to produce objectionable conclusions, whereas unselfishness and scarifying characteristics in a charismatic leader can produce desired and admirable outcomes. Charisma has an irrational nature. It operates between leaders

and followers; it is not rational by nature, not founded on the authority bestowed upon the leader solely based on overwhelming knowledge or experience, but rather on the individual's characteristics. Accepting charisma can be interpreted by followers as dubious and demonstrating a propensity to be impressed by others, a sign of weakness and subordination. The message of suspicion toward charismatic leadership is that its acceptance by followers may create space for "irrational" forces in society. This allows for additional room for persuasion and manipulation in charismatic leadership processes. The concept of charismatic followership (Aaltio-Marjosola, 1996) is critical for comprehending charismatic leadership and the processes that underpin it. Any examination of charismatic leadership is inextricably linked to the psychological term narcissism. Narcissism is a common personality trait that manifests itself through feelings of superiority over others, self-love, and an intense desire for power and glory. Conversely, productive narcissists possess an extraordinary vision and expansive thoughts and ideas. These visions are frequently audacious. Additionally, they communicate this vision inspirational and excitingly to their followers, eliciting their emotional commitment. Their ideas are frequently optimistic, unconventional, and provocative. Narcissists will be more persistent in the pursuit of their goalmouths. This is particularly consistent with their exaggerated sense of self-worth. Leaders who are incapable of championing a bold vision and frequently lack confidence are unlikely to be viewed as charismatic. On the dark side, they frequently refuse to listen. Occasionally, they appear to be listening while preparing for their next spoken intrusion. They do not take disapproval well from any neighbourhood and will keep their aloofness from critics in self-defence. This validates that they do not share their frame of mind with others, nor do they pay attention to the state of mind and thoughts of others, particularly if they are serious about their self-image. When periods are rough, admirers may need to be more tolerant of self-admiration's darker aspects. This may help to explain how dictators rose to power following the Great Depression in the 1930s. At the time, followers were puzzled and uncertain, making them more susceptible to this charismatic effect. This article discusses the perspective of a

situational determinant of leadership. Occasionally, these leaders become fixated on self-glorification and will not tolerate any form of criticism. They typically refrain from grooming others for leadership positions because they prefer not to have their authority questioned. Members of groups led by charismatic leaders may view success in terms of their leaders. An added shortcoming of enigmatic management is that gathering success is highly reliant on the leader. The leader serves as the glue that holds a cluster unruffled. As a result, when the forerunner leaves, the group dynamics deteriorate, and single followers lose their fervour. It is not uncommon for the demise of a charismatic leader to create an uncertain void, and supporters frequently institutionalize their policies for the sake of survival. Max Weber invented "routinization of charisma" to describe this phenomenon. However, once established, the directions in which these policies can take are unpredictable. Unfortunately, charismatic leaders do not always act in the company's best interests. Numerous such leaders enjoy transforming the organization into their image. This results in a blurring of the lines unravelling private and corporate welfare. In the worst-case scenario, their self-centredness and private goals will trump the businesses. Leaders thoughtlessly used company resources for personal gain. Executives violated laws and crossed ethical lines to produce financial numbers that enabled leaders to cash millions in stock options. Blind fanaticism and heroic self-sacrifice for a good cause are outcomes of following an alluring leader. At one end of the spectrum are principled charismatics who foster artistic, critical thinking in their admirers, provide developing openings, are receptive to both optimistic and undesirable criticism, recognize the offerings of others, are more upcoming with information for supporters, and have high ethical principles that rank the group's or societies collective interests. On the other end of the range are charismatic leaders who exhibit psychopathic leanings. Among these characteristics are extraordinary charm, an overstated sense of self, a lack of regret and understanding, a lack of honest emotion, and manipulative conduct. Preceding this foundation, it seems sensible to speculate that some unhelpful charismatic leaders may be psychopathic. Let's face it: it's enjoyable to follow a leader. Having a

frontrunner that can motivate you about a vision and how it can be realized. It is a universal humanoid nature. This is not to say that charismatic leaders cannot be real; however, charisma can be a noteworthy asset. However, this endearing charisma can be both a blessing and a curse. This is because charisma can be used for the greater good of a company or nation and personal ambitions when the greater good is overlooked. As previously stated, not everything about charismatic leadership is enthralling. It also has a murkier sideways. There may be snags if a charismatic leader begins to believe to be infallible if he begins to use his charisma to corrupt the minds of the young. Charisma has the potential to extend beyond the confines of the workplace. Additionally, charismatic leaders can be extremely dangerous due to their ability to captivate others. Several of history's most oppressive leaders were extremely charismatic. Study Hitler, who led the Nazi Gathering and was finally responsible for the holocaust and the demise of roughly 6 million Jews. Robespierre was also charismatic, serving as the French Revolution's leader. He frequently used the guillotine to control the republic and eliminate his political adversaries. And Osama Bin Laden inspired his followers to sacrifice their lives and the lives of so many others in the name of religion. Leaders like them have used their charisma to accomplish their creepy goals, resulting in social chaos. According to a new study, conservatism, not charm, is the critical distinction of positive professional front-runners. A modest leadership style is known as "intelligent conservatism" is prevalent among corporations with sustained long-term accomplishments. While charismatic leaders emerge from time to time, these businesses have mainly prospered by attending to their employees and relying on old-fashioned industry expertise. Enigmatic individuals possess an extraordinary capacity for distilling composite ideas into simple messages; they do so through stories, analogies, metaphors, and symbols. This makes them easily comprehensible to anyone. Moreover, they enjoy risk and experience avoiding when there is no danger; they are outstanding idealists. They are dissenters who confront agreement; they may appear odd. Identifying chance and considering an idea: these leaders appear to be sensitive to their constituents needs while also

recognizing the shortcomings of the current state of affairs and unused chances. The mixture of these appearances results in an ideal vision of the forthcoming. In terms of organization, these visions appear to fall into four broad categories: an advanced product or facility; a contribution to society; a structural transformation; or an influence on the workforce. The critical component of logically conservative leadership is in-depth knowledge of an organization, enabling leaders to engage in responsive networks and understand internal dynamics. Corporate transformations that have been most effective have been led by leaders promoted from within the organization rather than by charismatic outsiders. Several transformative leaders have succeeded due to their prior experience in their companies. Actions to leadership positions can easily go wrong if the selection process is persuaded excessively by aspirants who exude charisma. After all, charisma has been compared to nectar on a flower that attracts bees for pollination. Charisma should not trump the importance of possessing other necessary characteristics and experiences to fit into the organizational jigsaw. There are still some issues that need to be addressed to understand charismatic leadership's dark side completely. According to some scholars, these two leadership styles are determined by distinct sets of personality antecedents, with Machiavellianism, narcissism, and authoritarianism promoting personalized charismatic behaviours and self-efficacy and self-esteem promoting socialized charismatic behaviours (House and Howell, 1992; O'Connor et al., 1995). Others have suggested that characteristics of followers (e.g., self-concept clarity and identity orientation) shape the socialized or personalized relationships that followers develop with their charismatic leaders (Howell and Shamir, 2005; Weierter, 1997). It would be worthwhile to investigate additional antecedents to ascertain the distinct origins of leaders' socialized versus personalized charismatic behaviour. Additionally, given the evidence that negative behavior spreads within groups (Robinson and O'Leary-Kelly, 1998), it may be worthwhile to examine how leaders' immediate social context and larger work environment influence the "dark," personalized aspects of their alluring behaviour.

4. Managing the Risk Associated with Charismatic Leadership

Charismatic leadership can be a little risky for businesses because it can be hard to predict when too much power is given to one person. When a charismatic leader takes over, the culture and strategy of a company can be very different from when they were run by someone else. If the company needs a lot of change or is in the middle of a crisis, this type of change is appropriate. However, when things are back to normal, the centralization of power and risky strategies are not likely to be acceptable. There is some evidence that charismatic leaders are usually good at saving people. But they aren't so good for long-term success and management. This is an important thing to think about because charismatic leaders aren't likely to change their leadership style or help choose a successor if and when things change. Charismatic leaders like to be the center of attention and don't want to share it with anyone else. So they don't usually work on making the next generation. People who want to be led by a charismatic person need to be aware of this kind of leadership's positive and negative effects. Safeguards can also be put in place at work to ensure that everyone makes the most of their time and minimizes the adverse effects. One way to make sure that a charismatic leader isn't a wrong choice is to make sure that they have a good accountability structure. The lack of effective accountability structures is a big reason leaders don't do an excellent job of being ethical and moral (Chandler, 2009). But charismatic leaders might not like this because they usually want to be in charge of their own lives (Conger, 1990). When someone is hired, it is best to talk about this and make sure that everyone understands the standards of accountability and reporting that were already in place.

Board members should keep an eye on things, agree on financial and other decision-making parameters, and set up an effective system of checks and balances to make sure things don't go wrong (Chandler, 2009). Leaders who are held accountable are more expected to think about the long-term consequences of their actions and more likely to think about how their efforts will benefit the organization and its people. Another way to protect the leader is to make sure they have a strong support group. Leadership is a job that separates the leader from the rest of the group, and not having a sound support system can make it even

worse (Chandler, 2009). You might have confidantes, mentors, formal and informal training, and personal and professional growth opportunities to have a proper support system. Social support can help build emotional reserves, keep things in perspective, and allow self-expression outside of work (Winnubst, 1993). One way to protect yourself is to have a process that can help you distinguish between charismatic leaders who are socialized and charismatic leaders who are unique to each person. As a result, charismatic socialized leaders have a socialized motivation to use both humble and egotistical power. Such leaders do things like imagine, motivate, enable, and empower people in their organization (Humphreys et al., 2010). Leaders who want to improve their organizations' abilities and employees look for ways to do this. A charismatic social leader is also more likely to build an unrestricted, non-exploitative, and philanthropic organization. Understanding this is very important when setting up practical ways to find people who might be bad for the company as a leader. There are ways to do this, like looking at how much power someone needs, how bad their lives have been, and how selfish they are. Other important things to look at are whether the person is motivated by themselves or others and how moral and ethical they are. The goal of this selection process would be to fill open positions with leaders who are more socialized than charismatic. You can take three simple steps to become more rational and clean-cut as a leader. Using a scientifically validated tool to pick leaders is the first step. You don't want to choose leaders based on your intuition. It's the next thing that can be done to make leaders "look more capable than they are." If you can, try to find hidden talent which can help you avoid having a charismatic leader.

5. Conclusion

The impact of charismatic leaders on organizations and their members is complex. The question is whether the benefits outweigh the hazards of employing a magnetic leader. True, a captivating frontrunner can change an association and stimulate its followers to perform better. However, a charismatic leader can destabilize and harm an organization and its members by focusing on personal advancement and interests. However, certain safeguards in selection and tenure can enhance a charismatic leader's positive contributions and minimize adverse belongings. These precautions must address the leader's answerability edifice, funding

scheme, and choice procedure. Finally, the author does not imply that charismatic leadership is ineffective because research and examples back it up. A charismatic leader isn't always the answer. True, a charismatic leader makes a company more likely to succeed, but success depends on the situation and the leader's vision. In short, charisma can be distracting and harmful. A mature and advanced politics will require a charisma detox — for leadership is not a game. The paper's purpose is not to argue that charismatic leadership is always wrong. A charismatic leader will accelerate your company's progress. Charisma will speed you up if you're going in the wrong direction.

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Role of Social Media in Marketing 4.0

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Abstract

Marketing has never been static. It is evolving along with the advancement of technologies and its users. The accelerated pace of emerging technologies had impacted the way marketing used to be done. Available literature suggests the evolution of marketing concepts from marketing 1.0 to marketing 4.0. In the current scenario, the impact of social media from a marketing perspective is remarkable. Social media has completely altered the way marketers target, communicate and engage their customers. The motivation of this study is to explore the available literature on the role of social media in the evolution of the marketing process engaging the perspectives of B2B and B2C. This study is completely based on secondary data.

Web 2.0-enabled 'social media' is the result of digitalization that has leveraged customers in many ways. Markedly making them an integral part and contributor to the formulation of marketing strategies. Social media has impacted society at large by impacting every industry and connected aspects of reaching the end customers and hence securing a place in the list of 'game-changers' in 'marketing'. These platforms are not limited to an effective communication tool for socializing but is providing a one-stop solution to marketers and consumers in terms of research and development, awareness, and engagement.

Keywords

Marketing 4.0, B2B, B2C, Customer Path, and Social Media

1. Introduction

Marketing existed since the birth of civilizations. According to the literature initially, marketing was all about exchanging goods or services between the buyers and sellers. Referring to basics the straight definition of a market could be a place where supply and demand meet and marketing involves every necessary set of the process required to fulfill this goal (Roncevic, 2020). It does, however, have hundreds of different

shapes and faces. The reason it has now changed to a more dynamic process "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" (American Marketing Association, 2017).

The process of marketing has evolved over the decades, especially during the recent years of industrialization. "Marketing is a discipline in constant change" (Erragcha & Romdhane, 2014). Dussart and Nantel (2007) talked about the shift of marketing from "brand equity" to "customer capital" to "business capital" nowadays. Marketing has changed its focus from production to the customers. To communicate the evolution of marketing and the driving forces behind marketing activities Philip Kotler coined the different generations of marketing as Marketing 1.0, Marketing 2.0, Marketing 3.0, Marketing 4.0, and Marketing 5.0.

Marketing 1.0 was initiated with the start of industrialization when this process used to be product-driven. With time as customers' awareness started increasing the marketing process shifted from marketing 1.0 (product-driven) to marketing 2.0 (customer-centric). It further evolved as marketing 3.0, as it became more human-centric. Due to technology convergence at large marketing 4.0 came into existence. Marketing 4.0 is also called the natural outgrowth of marketing 3.0 (Kotler, Kartajaya, & Setiawan, Marketing 4.0, 2018). It covers every aspect of human-centric marketing more profoundly, following an individual customer's journey.

Marketing now is more scalable and responsive (Erragcha & Romdhane, 2014). Web 2.0 facilitated social media platforms are playing the role of game-changer to make information (feedback, reviews, comments, etc.) available ubiquitous, making customers empowered leading the marketing to new concepts like emotional marketing and experimental marketing.

In marketing 4.0, a new generation of marketing approaches, methods, tools, and practices, is being unified with marketing activities continuously or disruptively (Vassileva, 2017). The integration of social media into marketing has made communication one of the strongest components of reaching customers engaging and retaining them. Though communication has been an integral part of human society its role in the information age has added the highest value to it (Tarabasz, 2013).

2. Social Media and Marketing 4.0

The availability of the internet over portable and smart electronic gadgets has drastically transformed the fashion people behave and communicate with each other. Social media platforms have dissolved limitations and boundaries of communication. The power of social media can be anticipated by the statistical report published stating that in October 2021 there were 4.55 billion people constituting 57.6 percent of the total world population as active social media users, spending an average of 2hrs 27m each day accessing these platforms (datareportal.com, 2021).

According to a report, social media network marketing potential is still increasing along with user engagement. The time spent on social media per individual is approximately 144 minutes, this prompts brands across the world to utilize the opportunity to connect to their target customers (Statista, 2022).

With more than 50 percent of the world's population users, social media has become an irreplaceable tool for markers and business organizations to spread awareness among customers, enhance engagement with them, and finally taping the action leading to sales generation. It is a type of media that emphasizes the existence of users who engage in their activities and collaboration through a virtual medium that fosters social bonds among users.

The two most important aspects of the social media landscape are its 'platforms' (major and minor) and its 'users'. According to Kotler these platforms and networks are the sources of social inclusiveness (Kotler, Kartajaya, & Setiawan, Marketing 4.0, 2018). These platforms provide an environment to do moreover content, information, behaviors, people, organizations, and institutions—that can exist in an interconnected network (Appel, Grewal, Hadi, & Stephen, 2020).

If seen from the perspective of human behavior, it is a critical part of marketing to trace the footprints of netizens of different generations over social media to have a better and more personalized strategy for customer engagement. Web 2.0 is based on a wide variety of active tools that provide true interactivity between users based on the pooling of individual knowledge and information sharing. Kaplan and Heinlein characterized it as User Generated Content (UGC).

UGC is beneficial for both the marketing perspectives i.e. B2B and B2C because it is again about knowing the customers and tracing the adaptations in the perspective of Omnichannel marketing (Confetto, Conte, Vollero, & Covucci, From Dual Marketing to Marketing 4.0: The Role Played by Digital Technology and the Internet).

3. Dual Marketing Perspective

Marketing 4.0 is not limited to one-way Business-to-Customers (B2C). It is playing an equally significant role in Business-to-Business (B2B) collaborations, interactions, and establishing effective communication (Confetto, Conte, Vollero, & Covucci, From Dual Marketing to Marketing 4.0: The Role Played by Digital Technology and the Internet, 2020). This is also the reason digital transformation has stimulated the use of social media as part of their marketing strategy in B2B and B2C (Kırcova & Yazıcı, 2017).

The customized social media platforms like LinkedIn, Google+, Facebook, Twitter, Weibo, WhatsApp, Instagram, YouTube, etc. are facilitating the strategic interactions and collaborations in different ways, qualifying the strategic need for specific and customized interaction. LinkedIn is the most popular platform for the B2B social media lead generation with 89% B2B users (Hootsuite, 2022), followed by Twitter, Facebook, and Google+ (Komarketing, 2021).

4. Capturing the Specific Need of Customer

B2B and B2C are now moving towards Human-to-Human (H2H) (Kramer, 2014). Though these concepts are inseparable and overlap each other, revolving around the concept of communication among humans (netizens) and their behavior (Confetto, Conte, Vollero, & Covucci, From Dual Marketing to Marketing 4.0: The Role Played by Digital Technology and the Internet).

Capturing and understanding the needs of netizens is a new form of anthropology in a digital context. Social media communities could be one of the best platforms to do so. Refereeing the broader categorization of netizens makes it easy. Similar to the behavioral patterns of different work generations (e.g. Generation X, Y, and Z), internet generations and their behavioral pattern over social media platforms facilitate brands and

organizations to formulate more specific marketing strategies and its application at every customer path (Aware, Appeal, Ask, Act and Advocate) (Kotler, Kartajaya, & Setiawan, Marketing 4.0, 2018).

Web 2.0 enabled social media facilitating interaction, cooperation, and dialogue with target customers is more important than customer orientation. Marketing 4.0 is driving the generations from awareness to advocacy. It shifts in the promotion with the latest customer-oriented digital technology so that marketing activities are no longer solely focused on products, but also on the conveniences and experiences gained by customers as a result of their participation in manufacturers' promotion and production processes.

Different generations of customers are looking for products to meet more than just their basic needs, wants, desires, and concerns, It must also satisfy the customers' creativity and values, as defined in Marketing 3.0, but most importantly, they want to be a part of the product, i.e., they must be able to participate in, interact with, and share their experience (Jara & Parra, 2012).

Kotler et.al. in their book "Marketing 4.0" illustrated to present the human side of the brands and organizations if want to establish better human relations with customers in both perspectives (B2B & B2C) (Brintia, 2018).

5. Findings

5.1. The evolution of the process of marketing continues from marketing 4.0 to marketing 5.0.

5.2. Technological advancement, web 2.0 enabled two-way, paced, and organic communication over different social media platforms is one of the major driving forces behind this evolution.

5.3. Communication over social media platforms play a decisive role in B2B and B2C marketing context. Which is recently termed as H2H (Human-to-Human).

5.4. Social media is the most significant and key factor to trace and understand the psychology of customers (generations) with customer pockets.

5.5. Facilitating customers at each touch point of the customer path is the significant action point driving marketing 4.0.

5.6. Presenting the human side of brands or organizations is a new development to appeal to customers.

6. Conclusion

Marketing 4.0 is an advanced version of marketing 3.0 that invites marketers to focus on the human side of customers by presenting better-integrated purchase and post-purchase experiences in log terms. It is not the replacement of any of the prior versions of marketing 1.0, 2.0, or 3.0 rather is the integration of all covering a broad perspective. Hence, giving immense opportunities to fill the brand-customer relationship gap by making customers a part of the product.

Its inclination is more towards 5A (Aware, Appeal, Ask, Act, and Advocate) of customer path (Rahayu, Herawaty, S, & Prafitriyani, 2018). Marketing 4.0 is more about to the customer by the customers. The marketers need to facilitate this interaction.

Marketing 4.0 is to prioritize the human being, creating authentic brands that act the same, are appealing and approachable, and are transparent about their strengths and weaknesses. So that customers can accept them as long as they are sincere, and work to improve customers' experiences. In the aura of marketing 4.0, for brands and organizations, social media is paced and direct mode to share their community's beliefs and become a part of their customers' lifestyles.

7. Future Research Directions

Marketing is transforming dynamically and so does the customers hence the opportunities are immense for further research scopes. Philip Kotler has come up with the new Marketing 5.0: Technology for Humanity (Kotler, Kartajaya, & Setiawan, 2021). The need for Marketing 5.0 lies in the accelerated pace of digital adoption and transformation across the world arising due to the unprecedented Covid-19 situation.

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