

DOCTORAL PAPERS.

161 Professional Stress and Motivation among Indian Military Intelligence Personnel

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This study has been carried out to identify the professional stress and motivational factors in military intelligence professionals in India. Structured questionnaires were used to collect first hand data from a sample of 300 different cadres of military intelligence department. The results of Chi-square analysis found that there is a significant difference exists between job stress and work motivations are concerned. The study revealed that Clerk Cadre Personnel feel more stress than FIOs and there is significant association exist between professional stress and personnel motivation and proposed some applicable recommendations to perk up overall job scenario in MI department.

191 Productive Behavior among Temporary Agency Workers: Conceptual Framework

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Demand for short-term project life cycles, reduction in bench-model ratio lead to increase in demand of Temporary Agency Workers (TAW) in IT Industry. However the biggest challenge faced by client organization is maintaining productive behaviour (work engagement and client organization citizenship behaviour) at the workplace with their non-standard employee characteristics. The model is framed to enhance productive behaviour of TAW using Job Demands-Resources and Conservation of Resources theories and determinants include Individual factors (psychological capital, career adaptability, self-profiling, protean career, perceived mobility); Client organization factors (supervisor support training, social network) with sustainable career and volition as mediator and moderator respectively.

193 Empirical Study on Consumer Attitude Towards Digital Marketing

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Indian Economy is showing a striking trend in Digital Statistics According to a report Internet in India 2017 published in Feb 2018 by the Internet and Mobile Association of India Kantar IMRB jointly the number of digital users was projected to achieve 500 million by June 2018 The reason behind it could be improvement in devices internet networks processors etc. This digital enhancement has influence on Indian Customer thus changing consumer behavior Aim of this article is to examine the attitude and factors influencing on Jalgaon City's consumer towards Digital Marketing and also their preferred medium for buying goods.

222 Performance Evaluation of Biotechnology Companies in India

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The study involves performance evaluation of Biotechnology Company in India. Data used for the study is the annual financial reports of Biocon and Vivo Biotech companies for the period from 2013 to 2017. We calculate financial ratios like liquidity ratios, leverage ratios, profitability ratios, turn over ratios and finally compare the performance of these two companies. Overall analysis shows that Biocon is performing well when compared to Vivo Biotech Ltd. The empirical study shows that the company's performance evaluation can be done for comparison of companies which is useful for investment decision.

223 Empirical Testing of Risk and Return in Indian Mutual Fund Children Schemes

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Investors invest in mutual funds expecting higher returns than the risk-free returns. We investigate whether the investments in the Indian Mutual Fund Children Schemes have given good returns. We use the NAV from the year 2013 to 2017 for 10 schemes and 2008 to 2017 for 5 schemes. We calculate the risk, returns, alpha and beta. The result shows that five years schemes have shown better risk return trade off when compared to ten years schemes. This paper will be helpful to the investors for investment decision.

226 Analysis of Nifty Option Price Using Black Scholes and Greeks

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Index Options are extremely risky and gainful derivatives which are influenced by the specific market variables like index value, strike price, the time to expiration, underlying indices value, interest rate, market sentiment etc. We calculate Call option price, Put option price and Greeks of Nifty option using Black Scholes Model for the month of Oct 2018. Greeks –Delta, Gamma Theta, Vega and Rho are analysed with respect to their individual impact on option positions of each strike prices which able to understand and measure different dimensions of risk in each index option positions.

229 Antecedents of Customer Advocacy in Healthcare Sector: Evidences from Emerging Market

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The paper examines the influence of the work-family interface (HWI), work engagement (WE) and the psychological capital (PsyCap) on customer advocacy (CA). Data was collect from 200 nurses and their 200 patients. Structural equation modeling confirms that the HWI has a positive impact on WI and PsyCap. The findings also confirm a positive impact of PsyCap on CA, but the effect of WE on CA was not significant. The present study is among the few preliminary studies where an interdisciplinary approach was taken to understand the link between employee-level variables (HWI, WE, and PsyCap) and a customer-level variable (CA).

230 An Evaluation of Dupont Model for Indian Software and Networking Companies

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Information Technology consulting software and networking companies are considered to analyze DuPont Model for Indian IT consulting software and networking companies and also analyze the performance of IT companies over a period of time. We have calculated return on equity by three factors and five factors DuPont model. The study shows that DuPont Model is significant for Indian IT consulting software and networking companies Further we found that there is a significant relationship between ROE asset run over and profit margin We found that five factors DuPont model can be used to measure the performance of other sectors companies.

232 Marketing Challenges and Organic Farming in India— Does Farm Size Matter?

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This study explores the marketing challenges faced by the organic and conventional farmers in India. A sequential form of mixed method design i.e. QUAL-QUAN was applied. In the first phase, an exploratory study was convened to find out the marketing challenges, and in the second phase—quantitative, binomial and multinomial logistics regression was applied to ascertain the differential impact of the marketing challenges. The results of the qualitative analysis reveal six major marketing challenges faced by the farmers. The results also suggest there are significant differences in the marketing challenges faced by the conventional and organic farmers across farm sizes.

234 Impact of Financial Inclusion on Banking Growth in India

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Financial inclusion plays a significant role for the growth of banking system. We study the impact of financial inclusion on banking growth in terms of number of new number of branches opened, new debit cards issued, new credit cards issued, new ATM's opened etc. The present study has analyzed the growth rate in different variables with new branches to evaluate the impact of financial inclusion on banking growth in India. We evaluate each variable with new branches opened to arrive at exact impact of inclusion of people on banking growth in India.