

# **A National Conference on Emerging Business Trends**

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## **An analysis of brand choice and the model of repurchase intention**

Dr Chandra Sekhar Pattnaik, Professor

Omega P.G. College - MBA

### **Abstract**

Advertisers have always given buyer brand inclination much thought as it is a crucial step in understanding buyer choice behaviour. However, brand inclination analysis has been limited to traditional marketing that emphasises utilitarian credits to increase utility. However, the move to experiential showcasing has expanded the brand's role from a list of attributes to interactions. Technological developments have contributed to the growing similarities between product commoditization and brand attributes. As such, customers are unable to influence their preferences for certain products by using what are known as sensible credits. Consumers look for businesses that create experiences; those that engage them in a meaningful, imaginative, and sensory manner. In addition to examining its impact on brand repurchase expectation, this research aims to develop a model that explains how brand knowledge and brand experience affect brand inclination. When necessary, exploratory focus groups are conducted, followed by an analysis of Egyptian mobile phone users. The results provide tidbits of information on the relative importance of customer judgements on different brand knowledge elements in creating brand preferences. Additionally, it analyses how customers' experiences with brands shape their perceptions, which in turn influence their intention to repurchase the brand. As a result, the approach gives leaders an alternative perspective on areas of strength for developing buyer inclinations.

# **An investigation of how brand personality affects customer behaviour**

Dr G Satyanarayana, Professor

Omega P.G. College - MBA

## **Abstract**

This article aims to explore the effects of brand personality on consumer behaviour, with a particular focus on the development of brand loyalty. The idea is to expand on previously published material in the subject of marketing by investigating the relationship between brand love and brand character using experiential approaches to handling consumer behaviour.

# **Consumers' experiences and intentions regarding online clothes purchases**

Dr G Sudhakar, Professor

Omega P.G. College - MBA

## **Abstract**

The review aims to use the building from the innovation acknowledgment model (UTAUT) to empirically analyse the buyers' online clothes purchase behaviour. A directed intervention approach was used to examine the complex links between saw convenience, saw risk, saw joy, and virtual try-out (VTO) innovation. Above all, this analysis focuses on the ways in which VTO, one of the sometimes used problematic innovations, affects consumer behaviour. The data was collected from 288 millennial respondents using a structured review tool, and Hayes' Interaction macros were used for analysis. The results show that attitudes towards VTO interfered with the relationship between perceived value and the social goal of customers to engage in online buying. The relationship between saw value and disposition towards VTO was negatively influenced by perceived risk (the first mediator), while the relationship between saw helpfulness and perceived risk and the social purpose was significantly influenced by saw happiness (the second arbitrator). We also discussed the theoretical and practical implications.

# **Review of the Literature on Technology, Consumer Behaviour, and COVID-19**

Dr D Harrison Sunil, Professor.

Omega P.G. College - MBA

## **Abstract**

The coronavirus crisis is one of the most troublesome events in recent years. Its noteworthy findings have piqued the attention of several investigations across various fields, including buyer behaviour, so validating the effort to audit and arrange the writing. As a result, this research organises the data produced in the Scopus data set by 70 buyer behaviour and coronavirus concentrations. It makes use of specific analysis, emphasising the need of using quantitative methods and using China and the US as research locations. Co-event analysis identified additional thematic categories across the studies. The information cycle yield purchaser behaviour model guided the specific survey, which included a few psychological traits and consumer behavioural patterns. Similarly, policies supported by state-run governments, innovation, and internet-based entertainment are distinct external influences. Nevertheless, reevaluated advertising strategies have been set up to verify various buyer wagers. Because automated and mechanical designs identify the behaviour of buyers, businesses should integrate sophisticated modifications into their workflow.



# **The Effect of Customer Purchase Patterns During COVID-19 on Services Companies**

Dr J Sundar, Associate Professor

Omega P.G. College - MBA

## **Abstract**

People all throughout the world have traditionally been impacted by the coronavirus epidemic. As a result, consumer behaviour has drastically altered, and customer service organisations must modify their strategies to reflect this shift. This report uses a delegate study of 1,742 persons to examine the impact of buyer purchase conduct adjustments during the course of the pandemic on the action plan of shopper administrations organisations from the perspective of consumer brain research. Our findings demonstrate that modifications to buyer behaviour have a significant impact on purchaser benefit organisations' action plans. Changes in the purchase item, the customer's cognitive process, and the time period in particular are likely to trigger an oddity-focused action plan, while changes in the purchase method will often initiate a productivity-focused one. Our findings provide buyer administrations organisations with a hypothetical point of reference for creating plans of action in the event of unforeseen situations.

# **An Analysis of Work Satisfaction and How It Affects Performance of Workers in Hyderabad's Private Sector Organisations**

Dr B. Sammaiah, Associate Professor

Omega P.G. College - MBA

## **Abstract**

The purpose of the current study was to focus on how representatives employed by Hyderabad, Pakistan's private area associations portray themselves in relation to their occupation fulfilment. Because of this, 180 representatives (N = 180) from Hyderabad's private organisations were selected as an example. Through the use of an irregular inspection approach, an equal number of representatives, or n = 60, were selected from three different types of associations: banks, colleges, and medical clinics. The tools used for the review were a self-designed Exhibition Assessment Structure (PRF) and a Minnesota Fulfilment Poll (MSQ-short structure) developed by Weiss et al. (1967). Initially, it was found that the reliability insights of both instruments could interpret the scales. The review's findings indicate that there is a vital association between the kind of profession and job satisfaction. Additionally confirmed was the favourable correlation between workers' performance and their sense of fulfilment in their career. In this way, closed from the review satisfied employees performed better than dissatisfied representatives, so making a significant contribution to the development of their organisations. Hyderabad's political and financial conditions are unstable, thus it is crucial for every organisation to empower and satisfy its representatives to perform better by using a variety of tactics and approaches.

# **An Investigation of Agriculturalist Learning Behavior's Motivational Pathways**

Mr C Sudeep, Associate Professor

Omega P.G. College - MBA

## **Abstract**

Recently, there has been an increase in need for practical training for horticulture expansion workers who possess the necessary skill set to respond quickly to rancher demands. This occurs at a time when African colleges are unquestionably becoming more and more drawn to the local community, necessitating the integration of rural understudies with local outreach programmes. However, there is little evidence to determine if understudy-driven effort and well prepared models meet the host ranchers' needs for mental advancement and, as a consequence, inspire these ranchers to learn. This research uses a conditional display approach on a sample of 283 ranchers who recently participated in Gulu College's understudy to-rancher programme. The findings show that satisfying rancher advancement criteria influences intrinsic motivation, the formation of learning expectancies, and rancher learning behaviour. Natural inspiration stands in the way of rancher advancement requirements being met and the resulting behaviour learning. We reason that excellent prerequisites for rancher advancement are significant areas of strength for a convincing rancher learning conduct route in the stretch from understudy to rancher college. We demand more open funding for college outreach initiatives to assist not just the training of graduates capable of responding appropriately to demands in the community, but also the creation of creative innovations involving the two colleges and networks.

# **An Analysis of Productive Workplace Employee Engagement**

Mr K Madhu Babu, Assistant Professor

Omega P.G. College - MBA

## **Abstract**

Disengaged workers cost Indian firms \$350 billion a year on average. This case study's goal was to look at the communication strategies used by various company executives to motivate their staff. The target audience consisted of four communication company executives from four states in South India who had at least a year's worth of effective experience with employee engagement. The self-determination theory served as the intellectual foundation for the research. The participating organization's documented records were compiled, and semistructured interviews were conducted. Patterns were found via a thorough process that included data familiarisation, data coding, theme creation, and theme modification. Member-checking was used in the data interpretation process to guarantee the validity of the results. Prominent themes arose from the thematic analysis of the data, based on the methodological triangulation of the gathered data: a relationship between supervisors and staff, employee empowerment, and incentives and recognition.

# **A Conceptual Framework for Staff Retention**

Mr Mohd Abdul Hafeez, Assistant Professor

Omega P.G. College - MBA

## **Abstract**

The company is dealing with a challenging issue related to staff retention. This research focused on staff retention strategies. The company's employees are its most valuable resource. Management should place a high premium on employee satisfaction if it hopes to retain bright and committed workers. Determine the reason for staff attrition and provide a remedy. The goal of the research is to show why staff retention is important in the modern corporate environment and what happens if companies ignore the problem and don't take immediate action.

# **An investigation on how a workplace wellness programme affects workers' health**

Mrs D Sushma Kiran, Associate Professor

Omega P.G. College - MBA

## **Abstract**

**Importance** Employers are spending more in workplace wellness programmes in an effort to reduce health care costs and enhance employee health. However, there isn't much experimental data to support the effectiveness of these programmes.

**Design, Setting, and Participants** This clustered randomised experiment included 160 workplaces from January 2015 to June 2016. Administrative claims and employment data were constantly collected until June 30, 2016, while review and biometric data were collected from July 1, 2016, through August 31, 2016.

**Interventions:** A total of 140 control and treatment worksites, including 20 main control worksites with 4106 workers and 20 treatment worksites with 4037 employees, were selected at random. There were no wellness initiatives implemented in the control workplaces. Eight courses, led by licenced dietitians at the treatment facilities, focused on nutrition, exercise, stress management, and related subjects.

**Main Outcomes and Measures:** Four outcome domains were assessed. Self-reported health and behaviours were measured using surveys (29 outcomes) between 20 intervention and 20 primary control sites, and clinical health measures were measured using screenings (10 outcomes); administrative data was used to compare health care spending and utilisation (38 outcomes) and employment outcomes (3 outcomes) between 20 intervention and 140 control sites.

**Results:** The mean participation rate in surveys and screenings was 36.2% to 44.6% (n = 4037 employees) at intervention sites, and it was 34.4% to 43.0% (n = 4106 employees) at primary control sites (mean of 1.3 programme modules completed). There were 32 974 employees, with a mean age of 38.6 [15.2] years (SD); 15 272 women, or 45.9%). After 18 months, the intervention group outperformed the control group in two self-reported outcomes: effectively managing weight (69.2% versus 54.7%; difference adjusted to 13.6 percentage points (95 percent CI, 7.1-20.2); corrected P = .02) and regularly exercising (69.8% vs. 61.9%; adjusted difference of 8.3 percentage points (95 percent CI: 3.9-12.8). There were 27 self-reported health outcomes and behaviours (such as self-reported health, sleep quality, and food choices), 10 clinical health markers, 38 measures of medical and pharmaceutical spending and utilisation, and 3 employment outcomes (absenteeism, job performance, and tenure) that were not significantly impacted by the programme.

# **An investigation of financial behaviour and financial literacy**

Mr R Srinivasa Rao, Associate Professor

Omega P.G. College - MBA

## **Abstract**

The main goal of this research was to ascertain the relationship between financial behaviour and financial literacy as well as the function that financial family socialisation performed in mediating this relationship. The research also focuses on how an employee's family socialisation and personal financial literacy can assist them in making financially responsible choices that impact both themselves and their family.

Design, methodology, and approach: People working for financial institutions in Lahore, Pakistan, made up the report's audience. The research was cross-sectional and quantitative. A detailed questionnaire was used to collect primary data. The sample consisted of 330 individuals, with bank workers chosen using convenience sampling. Descriptive analysis, parametric testing, reliability testing, and correlational analysis are performed using SmartPLS 3.0 and SPSS 23. are strategies of knowledge research that are used in this investigation study to infer results.

Results/findings: The following were the results of this investigation: 1) Financial behaviour was the same across representatives from different socioeconomic classes. There is a substantial correlation between financial education and financial behaviour. 2) Additionally, there is a very favourable correlation between financial behaviour and financial education and family financial socialisation. (3) Financial education had a strikingly anomalous influence on financial behaviour via family financial socialisation. 4) Fractional family financial socialisation is evident

interference between sound financial behaviour and financial competence. We can show that both formal and informal financial education have an impact on people's financial behaviour.

Originality/value: This research is the first of its type to investigate the association between financial behaviour and financial literacy, using the target demographic of financial institution personnel as well as family financial socialisation as a mediator.

# **An Analysis of the Need for Financial Education and Financial Literacy**

Mrs S Maheshwari, Assistant Professor

Omega P.G. College - MBA

## **Abstract**

Individuals are more responsible than ever for managing their own money throughout the course of their lives. The growing life expectancy is putting pressure on social assistance and pension systems. In many countries, employer-sponsored defined benefit (DB) pension plans are being quickly replaced by private defined contribution (DC) pension plans, which transfer retirement savings and investments from employers to workers. Furthermore, many have seen changes in the job marketplaces. The discovery that certain abilities are more fundamental is leading to a disparity in pay between those with advanced degrees or higher and those with less education. The financial markets are changing quickly due to new and complicated financial products as well as technological improvements. Individuals now have access to a much wider range of financial products than they had in the past, including mortgages, credit cards, mutual funds, annuities, and student loans. The choices one makes with relation to these financial goods have an impact on their wellbeing. Furthermore, the exponential rise of financial technology, or fintech, is changing how individuals seek financial advice, make investment choices, and pay for products and services. In this particular situation, it is critical to understand people's financial literacy and the extent to which their financial acumen shapes their financial decisions.



# **A Philosophical Perspective on the Goods and Services Tax**

Mr J Srinivas, Associate Professor

Omega P.G. College - MBA

## **Abstract**

Labour and product expenses are an abnormal tax that India is compelled to pay in order to advance and bolster the nation's economic growth. Most developed countries have adopted the Goods and Services Tax Bill (GST). But India just adopted the GST in 1999. A group was tasked with creating the GST model. However, the GST was restored by the Indian government from July 1, 2017. Opposition to its execution was quite strong. All of the various assessments made by the state and central governments were replaced by the GST. As a result, the expression "One Nation, One Tax" indicates that there isn't an extra tax to pay throughout the country. Throughout the research, the impact of GST on India is thoroughly investigated. The bibliometric impression and emotion analysis of GST is included in the review. It was found that the government intended to tax every person and stop the flow of illicit money when it implemented the GST. But it turned out that a lot of Indian people were having problems. It is thus advisable to review the structure and keep room for further development.

## **Modelling the adoption of electronic transactions**

Mr A Anil Kumar, Associate Professor

Omega P.G. College - MBA

### **Abstract**

The future of e-government and e-commerce is contingent upon people's perceptions of the Web as a reliable place in addition to their acceptance of internet technology as practical ways of transacting. As a result, a thorough model that explains the elements that motivate consumers to accept online transactions was created and tested. The purpose of this research is to integrate three ideas—trust, validity, and chance—with the well-known technology acceptance model (TAM). These three ideas are crucial in predicting an individual's acknowledgement of online transactions.

This study, which looks for empirical evidence in favour of an expanded TAM, focuses on three concepts associated with e-transactions in Saudi Arabia. Structural equation modelling was used to assess the validity and reliability of both the causal model and the measurement model. Our research indicates that the adoption of internet transactions in Saudi Arabia is influenced by trust, credibility, and risk. To provide a more comprehensive understanding of Saudi Arabia's embrace of electronic transactions, the model also took into account four demographic characteristics and general Internet usage. We anticipate that this research will contribute to our knowledge of user behaviour in the emerging e-commerce and e-government contexts. Saudi IT policymakers and decision-makers would be able to resolve problems throughout the shift to the digital economy and information society with this expertise.

In order to increase Saudi Arabia's adoption of e-commerce and e-government as emerging technologies, the implications of these results for management and practice are explored.

# **An Analysis of Ways to Advance Mobile Technology to Increase Accessibility to Banking Services**

Mrs L Chaithanya, Associate Professor

Omega P.G. College - MBA

## **Abstract**

Many companies use m-banking platforms to connect with their clients in the modern world. The method of providing consumers with localised financial services is often known as "m-banking." Due to the importance of m-banking to both banks and users, it has been included in many literary works. For financial services, it is essential to use the m-banking platform. This article's study is mostly descriptive, examining popular perspectives, current events, modern approaches, concrete emergent repercussions, etc. The main goal is to assess this study's benefits via historical analysis. Because this paper analyses what is already available and is descriptive, the data are being obtained by performing a cross-sectional survey on many important attributes by sampling the population. This study's main goal is to find out how customers use mobile banking technologies. The values of these variables determine the interrelationships between the adoption of m-banking by banking technology users and affective commitment (AC), transaction convenience (TC), perceived ease of use (PEU), perceived reliability (PR), pre- and post-benefits (PPB), service, system, and information quality (SSIQ), bank trust (BT), and profitability (P). The model is analysed by examining the hypothesis and figuring out how these different parameters connect to each other. An easy-to-use linear regression technique is implemented using the statistical package for the social sciences, or SPSS.

# **An Investigation of Psychological Experience and Intragroup Conflict**

Mr V Suneel Kumar Babu, Associate Professor

Omega P.G. College - MBA

## **Abstract**

The bulk of empirical study on conflict in groups has focused on the group as a whole, giving little consideration to the many experiences that individuals have during conflict, i.e., the ways in which people interpret, interpret, and feel an episode of conflict. This is true even if one of the main things causing conflict is differences. Individual traits (personality, cultural background, beliefs, and motivations, such as orientation towards conflict) and past experiences influence how people interpret conflict and behave in the ensuing conflict, even though people process conflict-related information using the same fundamental cognitive and emotional mechanisms. Drawing on recent work that has taken a multi-level approach to understanding team conflict and related literature in social, cognitive, and personality psychology, we elaborate on an individual's psychological experience of a conflict episode as a process by which people make sense of and emotionally experience what is happening, develop attitudes towards others in the group, and exchange and integrate knowledge about the conflict and those involved. We argue that a deeper understanding of the intraindividual experience of conflict provides important insights into understanding individual conflict behaviour and helps predict how people will behave in conflict situations and how conflict episodes will unfold. We conclude with recommendations on how to behave in order to promote cooperative behaviour and productive team outcomes in addition to an agenda.

# **An Explanation of Courtesies and Bargaining: An Organisational Perspective**

Mr Satya Kesu Reddi, Associate Professor

Omega P.G. College - MBA

## **Abstract**

The goal of a successful negotiation is to extract as much value as possible without offending or alienating the other party (the negotiator's dilemma). A complex balancing act between collaboration and competitiveness takes place throughout negotiations. Consequently, it is astounding that scholars of negotiation have mostly disregarded an essential component of negotiations: the need for "polite" discourse. In this article, we suggest that being courteous is a communication strategy that is necessary to overcome the negotiator's obstacle. By purposefully changing their language signals to portray regard and respect, negotiators may make bold requests without throwing the discussion off course. Starting with a review of politeness and a study of the relevant negotiation literature, we give testable predictions on how efforts at polite speech materialise in talks, who is particularly likely to express them, under what conditions, and to what effect. We also consider the conditions in which this communication strategy unsettles negotiators. We hope that our thoughts and analysis will lead to further in-depth discussions on the role of courteous speech in conversational dynamics and bargaining.

# **An analysis of the concept "consent," which exists only in theory and not in reality**

Mr B R Rajinikanth, Associate Professor

Omega P.G. College - MBA

## **Abstract**

Consent is the basis for many organisational relationships and responsibilities. Workers accept a variety of terms and conditions of employment, both explicitly stated in contracts (requirements) and implicitly stated in requests from colleagues and extra chores. However, permission has always been seen as a legal matter unrelated to organisational action. We argue in this work that consent is an important topic for academics studying organisational behaviour to study. We begin by going over scholarly studies on the legal concept of consent. We argue that the traditional legal paradigm falls short of providing a more comprehensive approach to understanding permission in the workplace, one that incorporates philosophical and psychological concepts of consent, especially as they relate to employer-employee relationships. Next, we examine the relationship between this understanding of consent and common organisational behaviour concerns (autonomy, fairness, and trust) using three organisational domains (sexual harassment, unfair job requirements, and employee surveillance). The conclusion discusses potential future paths for the research of consent in organisations.

# **A Study on How Employers and Employees Interpret Passion Differently**

Mrs Ch Kala, Associate Professor

Omega P.G. College - MBA

## **Abstract**

It is becoming more and more expected in today's society for employees to enjoy what they do. Here, we argue that the definitions of passion held by employers and employees may differ. More specifically, we argue that, although often having the best of intentions, employers' focus on employee enthusiasm may often be seen as a kind of normative control that is used to achieve desired job outcomes. Workers, on the other hand, can see pursuing their hobbies as a means to a goal rather than as an opportunity for self-actualization. When workers realise that their employer and their personal definitions of passion are at odds, they may find it difficult to choose which to value. Workers may feel responsible for this uncertainty, which makes them more motivated to find ways to reduce it and impairs their productivity. We examine the reasons why bosses may not always understand how their idea of passion might cause difficulties for employees and examine the challenges companies have when attempting to reduce the tensions employees experience. Next, we develop a research agenda that highlights the crucial role managers may play in supporting staff members who are unsure as well as the ways that individual, organisational, and cultural factors could influence variations in workers' perceptions of passion.

# **An analysis of the growing need in organisational research for HR analytics**

Mr N Ajay, Assistant Professor

Omega P.G. College - MBA

## **Abstract**

The use of new data sources and the adoption of new technologies are causing organisations to change, which is affecting employee experiences and calling for the involvement of organisational researchers. Workers generate massive volumes of digital data when they do their daily tasks. When combined with proven techniques and state-of-the-art analytical tools, these data have opened up previously unheard-of possibilities for studying human behaviour at work and have helped to create people analytics as a new institutional area of practice. In this chapter, I cover the emerging field of people analytics as well as new organisational phenomena that accompany the use of data and algorithms. These behaviours have an effect on how individuals make choices, do their jobs, interact with one another, collaborate, and attempt to supervise and manage their employees. In each of these topics, I provide reviews of current studies and recommendations for additional research. Several of these subjects intersect in the emerging field of computational social science, where disciplinary scholars are exploring problems that delve deeply into the organisational domain while using computational techniques to analyse an expanding amount of digital data. Organisational scholars are well-positioned to make connections between disciplinary and organisational advances in order to remain at the forefront of research on the future of work.



## **A Social Study of Bio-Metric Integration**

Mr K Bhanuchander, Asistant. Professor

Omega P.G. College - MBA

### **Abstract**

The concept of identification and access has evolved throughout time as it has become more and more important to consistently identify people and provide them access to private and confidential data and information. The majority of enterprises are impacted, especially international firms that do highly classified research in the areas of human biology, security, technology, and medicine. The most widely utilised biometrics in a variety of settings and applications include voice recognition, facial recognition, fingerprints, iris recognition, retina scanners, and fingerprints. The use of these biometrics has drastically changed a number of everyday tasks and is increasingly affecting day-to-day living. Future biometric linkages will be covered in this research.

# **A Study on Employee Productivity and Organisational Communication**

Mr A Shashikiran, Assistant Professor

Omega P.G. College - MBA

## **Abstract**

An organisation can only succeed when there is good organisational communication. It is impossible to make any deliberate choice without sufficient information and planning. There is a plethora of research on employee productivity and organisational communication. However, this research looks at how effective internal communication affects employees' productivity. The degree of communication inside a corporation, employee perceptions of communication, and the impact of internal communication on workers' job performance are the primary areas of emphasis for this research. The present study examines the link between employees' effectiveness in organisational communication and the facilitation of successful communication, in contrast to previous research that only examined the relationship between productivity and organisational communication. Employee productivity thus skyrockets in the context of organisational communication as soon as they grasp the importance of communication. Employees feel more trusted when there is a clear channel of communication between them and management, which boosts output.

# **An Analysis of the Effects of Technology Stress on Organisational Engagement**

Mrs B Sangeetha, Assistant Professor

Omega P.G. College - MBA

## **Abstract**

The inability to use information and communication technologies in a healthy manner may lead to technostress, often referred to as technology-induced stress. The information technology (IT) sector in India, where technological innovations are most conspicuous and common, is exhibiting the adverse consequences of elevated labour requirements resulting from the technological milieu. The present research aims to investigate the relationship between workers' organisational commitment and technical stress. A sample of 108 employees in the IT sector were given a survey that included the Technostress Scale (Westermann, 2017) and the Organisational Commitment Scale wrt Continuance Commitment (Allen & Meyer, 1990). The study only covered respondents who were employed in the Delhi NCR. Regression analysis and correlation were used to examine the results. The results unequivocally showed that technological stress has a negative relationship with organisational commitment and is a strong predictor of staff commitment. Therefore, in order to maintain workers' commitment to the company, stress resulting from the use of information and computer technology (ICT) has to be successfully controlled by both employers and employees.

# **An investigation on the connection between organisational performance and structure**

Mr R Arun Kumar, Assistant Professor

Omega P.G. College - MBA

## **Abstract**

This research aims to ascertain the moderating role that innovation capacity plays in the relationship between organisational structure and operational performance in manufacturing organisations. Data from 212 medium-sized and big Malaysian enterprises that responded to a survey were gathered using partial least squares analysis. The findings show that formalisation, informal social links, link mechanisms, and specialisation all have a positive and substantial influence on inventive capacity. Evidence also exists to establish the relationship between inventive capabilities and operational performance. Innovation skills also favourably attenuate the impact of unofficial social networks and connections on a firm's ability for innovation. Using the study's conclusions, managers of manufacturing enterprises may increase the creativity and operational performance of their organisations. This research is the first effort in the literature on organisational structure to use a multidimensional notion to operationalize innovative capabilities and operational performance. By examining the moderating influence of the inventive culture, this research also adds to the body of literature.

# **Information Technology and Organisational Structures: Their Relationship**

Mr G Raman Raju, Assistant Professor

Omega P.G. College - MBA

## **Abstract**

Information technology does not dictate organisational structure alone. The variables are dependent on one another. Information technology is an essential for organisations in this century. The question of how technology may affect organisations and their structures is brought up by the way information technologies have developed throughout time. This study looks at the viewpoints and methods that organisations have accumulated throughout time, as well as the theoretical issues that emphasise the importance of technological instruments. It also examines the technical, organisational, and interactive connections that exist between information technology and organisational structure. The research concludes that changes in organisational level, departmental structure, authority and control, area of control, centralization and decentralisation, and decision-making processes are all impacted by information technology.



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