

The background of the entire page consists of several concentric circles of varying shades of gray, creating a tunnel-like or ripple effect that draws the eye towards the center. The circles are centered and fill the entire frame.

**THE VIRTUAL INTERNATIONAL
CONFERENCE ON MANAGEMENT
AND TECHNOLOGY-2ND
ICSET-2022**

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TITLE : The Virtual International Conference On Management
And Technology-2nd ICSET-2022

E-ISBN : 978-93-945104-7-0

Editors : Dr.Chandra Sekhar Pattnaik, Dr. G.Satyanarayana,
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Price : 149/- INR

Published by : Cape Comorin Publisher
Kanyakumari, Tamilnadu, India

Website : www.capecomorinpublisher.com

Imprint at : Cape Comorin Publisher
Kanyakumari, Tamil Nadu, India

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**THE VIRTUAL INTERNATIONAL CONFERENCE ON
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**Dr.Chandra Sekhar Pattnaik
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Dr K Madhu Babu
Dr.Md.Abdul Hafeez**

An investigation of the impact of product involvement, information value, and brand preference on brand memory

DR CHANDRA SEKHAR PATTNAIK ,.PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract:

In order to examine how brand inclination, item contribution, and data valence affect brand-related memory across three trials, this research used the worldview of oneself reference impact. Try one examined memory comparison of specific/negative information about your own or other brands that you like. The influence of data valence, or the increased recall of positive terms, was seen in the self-favored brand bunch according to the results; nevertheless, the memory of the self-favored brands was less lucky than that of the other favoured brands. In Try 2, the effects of the brand inclination level and the data valence were examined. It was shown that the degree of inclination and the recollection of positive phrases associated to the brand were positively correlated. Analyse 3 looked on the effects of item inclusion and brand affinity. The memory of high-inclination brands was found to be more firmly rooted in the high-association group, according to the results. Additionally, there was a strong positive correlation between item donation and memory. Self-pattern and mnemonic disregard theories may explain the observed effects of data valence, especially under self-inclination (Examination 1) and high-inclination (Analysis 2) situations. Closeness and self-extension models explain the extended memory of highly preferred brands in a high-contribution condition (Examination 3).

An investigation into consumer preferences for brand personalities

DR G SATYANARAYANA, PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract

An investigation into consumer preferences for brand personalities. Branding encompasses more than just assigning a name to a product or service and notifying the public that it bears the logo or inscription of a certain organisation. The system of market segmentation and item separation directly leads to the creation of brands. A brand follows what is readily accessible, but it also sorts the market because it is motivated by a calling, a desire, and a clear vision for what the category should become. Many companies just want to stand out from the product category in order to get control over it. The Indian market has a large number of brands these days. According to our choices, preferences, and habits, brands with varying forms, dimensions, surfaces, and a plethora of other distinctive features are available. This changing consumer demand is evident in every brand, from the cars we drive to the meals we eat. Based on the traits that customers possess, these companies take a purposeful interest in them. As a result, every brand has an identifiable personality that manifests itself in a different manner depending on the situation. Since such, the review has to look at what brand character means, since this will be crucial for marketers to navigate and will eventually become a key factor in determining success.

An investigation of how perspective and construal level affect customer choice

DR G SUDHAKAR .PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract

This study designed three experiments to investigate the system of symbolic point of view meaning for decision problem, which increases consumers' willingness to postpone making judgements based on comprehension level. Focus on the evidence showing that visualising from the performer's point of view lowers one's degree of interpretation, which leads to more significant decision-making difficulties and a desire to put off making a decision. Examining from the perspective of an observer allows one to approach the subject at a higher knowledge level and makes decisions more easily, or at least may postpone making decisions easier. The results also demonstrated the need for judgement in order to guide the relationship between the degree of interpretation and the symbolic point of view. The findings of this study provide light on the real buying situation related to internet use, which has implications for marketers that want to further explore consumer behaviour.

An investigation into the themes influencing "Wonderla" tourists' pleasure

DR D HARRISON SUNIL PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract

Through client-generated data, this research hopes to examine topical impacts on amusement park visitors' satisfaction. In order to do this, we first used an independent artificial intelligence method, topic demonstration, and analysis of 1120 audits that were given by visitors on Wonderla between June 16, 2016 and Walk 4, 2018 in Bangalore. Our findings have significant implications for using client-generated data to represent consumer behaviour. Specifically, we find that visitors' satisfaction is closely linked to both the management of the theme park and their sense of play; early tourists place more emphasis on the experience of specific play areas, while later visitors concentrate more on the overall play experience. Additionally, an experimental review demonstrates that the relationship between customer audits and traveller assessments becomes less clear with time by considering the evaluations associated with each survey as dependent variables and every topic covered by comments as free factors. Ultimately, over time, customer surveys may reflect their amorphous feelings or experiences, but the ratings do not. We identify the "elements" of client-produced information over time and get a deeper understanding of the viewpoints and concerns of long-term guest satisfaction. The review's findings have significant practical implications and advance literature on the travel business, management, and consumer behaviour.

An investigation of the relationship between brand authenticity and customers' expectations of quality and implied commitment

DR J SUNDAR, PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract

This investigation examines the important role of inferred brand loyalty in the relationship between perceived brand credibility, anticipated quality, and purchase expectations, as well as the downstream effects of perceived brand authenticity on consumers' sincere, notable decisions. We also investigate the implicit influence of two source-related variables on consumers' assessments of picture credibility: inborn inspiration and congruity. We provide findings from three studies using three distinct item classes (indulgent/consumable: chocolate; gluttonous/non-consumable: shades; utilitarian/consumable: hand sanitizer). Focus on research that demonstrates how consumers use information about the brand's natural inspiration and the alignment between its activities and customer needs to form perceptions of its credibility. These insights about the brand's authenticity are enhanced by the natural inspiration and congruity that underpin the brand. We assume that consumers' motivation for businesses that seem authentic will connect with real decisions via anticipated quality.

A Job Performance And Employee Satisfaction Study

DR B. SAMMAIAH PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract

The sense of fulfilment at work has a big impact on how a representative performs at work. Both factors have an impact on employees' well-being and perceptions of their jobs. A satisfied representative puts his all into his job, follows instructions more accurately, and really concentrates on both himself and others. He feels quite confident in the project. The purpose of the article was to assess representatives' job satisfaction and work performance using a simple summary. In order to achieve this goal, a survey of the degree of job satisfaction among representatives of a selected metallurgical venture was conducted. The representatives evaluated three elements that were used to process the fulfilment file and made references to twenty articulations that demonstrated this fulfilment in order to characterise their job fulfilment. The overall assessment indicates the overall level of employee satisfaction. Key words: job satisfaction, job performance, and job well-being

A study on the proactive approach and detached concern in self-leadership training

DR C SUDEEP PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract

This research presents a field experiment using self-initiative preparation aimed at helping human assistance professionals improve their disengaged concern and proactiveness. While disengaged concern suggests a situation in which human resource professionals combine empathy and proximity in their interactions with clients, proactivity suggests self-starting and behaviour centred on change to enhance individual or organisational viability. We hypothesised that self-administration preparation may enhance detached concern and proactivity in light of the self-authority hypothesis. Furthermore, we calculated that individuals with lower word-related self-adequacy are less able to withstand the external effects of self-authority preparation than those with higher word-related self-viability, in accordance with the conduct flexibility hypothesis. We conducted a field trial using 223 human assistance specialists who were assigned to one of two groups: a preparation group (n = 94) or a standby list control group (n = 129). We found in a 3-month follow-up research that members with low to medium starting degrees of pretraining word related self-viability benefited most from the mediation, and that self-initiative preparation strongly impacted this worry. Still, the intervention had little effect on the participants' level of initiative. The present study contributes to the literature on workplace advancement by demonstrating the efficacy of self-initiative training in maintaining recently developed sensitive skills (e.g., proactive behaviour and segregated concern) in the workplace and by identifying word-related self-viability as a unique tendency that influences preparation success.

A Review of the Literature on a Study on Work Performance and Employee Engagement

DR K MADHU BABU,ASSOC.PROFESSOR

OMEGA P.G. COLLEGE - MBA

ABSTRACT

Employee engagement may be broken down into many distinct dimensions, including cognitive, emotional, and behavioural aspects of work that contribute to the organization's objectives. These aspects of work are related to the organization's goals. Incorporating each and every one of these aspects into the notion of employee engagement is essential. Through the provision of a summary and discussion of employee engagement as an effort component in the enhancement of workplace performance, this review article makes an attempt to make a contribution to the area. In order to fulfil the purpose of this gift, more information will be provided. The method that is used is a literature review, which entails looking for up to fifteen journal articles that are based on the findings of prior research that was published in both national and international journals between the years 2013 and 2020. This technique is utilised. According to the findings of the review of the relevant literature, it has been established that the level of employee engagement has an impact on the individual job performance of workers, which in turn makes it possible for organisations to accomplish their goals.

An Analysis of the Factors That Determine the Retention of Employees

DR MOHD ABDUL HAFEEZ, ASSOC.PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract

The personnel of an organisation is the most precious asset that it has. As a result of the significance they have for firms, it is essential to not just locate the most qualified individuals but also to retain them for an extended period of time. The purpose of this study is to investigate the findings of past research conducted by a number of different researchers in order to identify the elements that have an impact on the retention of employees. This research focused on the following general elements: possibilities for growth, remuneration, attaining a work-life balance, management and leadership, the environment of the workplace, social support, autonomy, and training and development. These are the variables that were investigated. As a result of the study, the conclusion was reached that more investigations have to be carried out with regard to the maintenance of workers in order to better comprehend this intricate subject of human resource management.

In the workplace, a study was conducted to investigate the influence of comprehensive employee wellness programmes on job satisfaction.

DR M NARASIMHA, ASSOC.PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract

This study examined how a comprehensive wellness programmes affects job satisfaction. Leaders of improved neighbourliness associations must grasp how wellness efforts may impact factors other than employees' well-being. Overview members self-identified as nice.

membership status and health programmes participation. The research found that wellness programme participants had higher intrinsic and extrinsic job satisfaction than non-participants. Method, technique, and design: About 200 northeastern contract foodservice workers who provide facilities services to higher education institutions participated in this investigation. Company occupations ranged from entry-level to high management. The researcher asked employees from all divisions to take the survey. Everyone might join the company's vast wellness plan.

Results: The study examined how wellness programmes affect job satisfaction. The study's emphasis on job contentment may have made it difficult to find a hospitality business to survey. The study examined whether the wellness initiative affected workers' inner and extrinsic job happiness.

Hospitality companies invest in workplace health programmes. Wellness programmes may affect employee job satisfaction, but the research had not previously examined this possibility. Cyboran and Goldsmith (2012) advise executives to foster workplace productivity. Even though hospitality leaders are investing in wellness programmes, the study found that participation can boost or maintain intrinsic and extrinsic job satisfaction across the organisation.

An Analysis of Credit Exchange-Traded Funds (ETFs) in Mutual Funds

MR V RAMESH, ASSOC.PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract:

Investment grade funds do not hold exchange-traded funds (ETFs) and do not participate in trading with them in order to fulfil liquidity demands that are driven by fund flows, according to the results of the study. Instead, investment grade funds do not engage in trading with ETFs. A consequence of this is that exchange-traded funds, often known as ETFs, are not considered to be worthwhile investments. Due to the fact that high-yield mutual funds manage their liquidity via the use of exchange-traded funds (ETFs), the underlying bonds become less liquid. It is one of the drawbacks of utilising exchange-traded funds (ETFs). This results in a shift in trading activity away from bonds and towards exchange-traded funds (ETFs), which is a detrimental consequence. The more well-known inclusion effect, which is typified by an increase in bond liquidity as a consequence of greater ownership of exchange-traded funds (ETFs), is greatly eclipsed by this replacement impact, which results in a fall in high-yield (HY) liquidity. This is because the replacement impact causes a decrease in the amount of investment capital that is available. This replacement impact is far more important than the inclusion effect, which is considerable in its own right. The replacement effect on IG has been shown to be fairly little, despite the fact that exchange-traded funds (ETFs) are the ones responsible for the growth in bond liquidity. This has been demonstrated via research.

The results of a study on the level of financial literacy globally

MRS D SUSHMA KIRAN, ASSOC.PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract:

An extensive examination of the most current global statistics on financial inclusion is presented in this report. It acknowledges the topics that come up in the financial consideration writing and part of the discussion around financial consideration in arrangement circles. I specifically draw attention to a few issues, including the question of whether financial exclusion and inclusion are pro-cyclical with changes in the economic cycle, the optimal and extreme forms of financial inclusion, and the transfer of systemic risk from the informal to the formal financial sector through financial inclusion. The key findings of this audit demonstrate how financial considerations affect and are influenced by various factors, including the level of financial development, poverty, the safety of the financial system, the state of the economy, financial literacy, and administrative systems that vary between countries. Not to mention, the United States is not among the most financially literate countries in the world, even if it is one of the richest. Numerous new avenues for inquiry are made possible by the challenges this work raises. The ordinary American has a lot of money to choose from, but their financial literacy is inadequate to help them make wise financial choices. This study looks at the public policies and financial literacy environments of the world's most financially educated nations, which include the UK, Australia, Canada, Finland, Germany, Israel, the Netherlands, and Sweden. This paper uses content analysis to look at national financial literacy efforts, relevant policy material, and current academic literature in these highly literate countries. The study's conclusions will offer librarians in the United States a more comprehensive understanding of our own involvement in financial literacy initiatives, as well as a context that extends beyond the library science literature. Additionally, we will be able to think about how financial literacy initiatives in other nations could motivate us to increase or alter our efforts at the municipal, state, and personal levels. Librarians in other countries would find this global perspective on financial literacy useful as well, since they might be able to apply fresh thoughts or ideas to their own financial education initiatives.

An Analysis of the Impact of Goods and Services Tax (GST) on the Indian Economy

MR R SRINIVASA RAO, ASSOC.PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract:

The Indian economy is the observer for accelerating the growth in a time frame that has an incredibly restricted capacity for concentration. In terms of income, the public authority receives the most important amount from charges that are both immediate and roundabout in nature. It has been suggested by Dr. Vijay Kelkar, who is the chairman of the 13th Finance Commission, that India's Goods and Service Tax (GST) should be built on a tax system that is reasonable, scientific, and contemporary, one that is similar to the tax systems of industrialised countries. Both the structure of taxes and their implementation are planned in a manner that contributes to the growth of the nation. Having a tax system that simplifies the process of doing business and removes the chance of tax evasion is beneficial to the economy of a country. Starting in 1947, the Goods and Services Tax (GST) has been the most substantial and broad reform of indirect taxes that has been implemented. A primary objective of the Goods and Services Tax (GST) is to do away with various taxes, including sales tax, service tax, value-added tax, and excise duty. It will be applicable to the manufacturing, distribution, and consumption of products and services. It is predicted that the Goods and Services Tax (GST) would have an effect on the current tax system and lead to economic unity throughout the country. Within the scope of this article, we have discussed the basis, aims, and effects of the proposed Goods and Services Tax (GST) in several sectors of the Indian economy. In addition to this, the study focused on the many opportunities and benefits that the GST presents. This particular analysis and conclusion serves as the last section of the study.

An Analysis of the Growth of Cryptocurrencies from a Theoretical Perspective

MR V SUNEEL KUMAR BABU, ASSOC.PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract:

There are some concepts that become pertinent to the economy when new technologies evolve, such as the situation with cryptocurrencies in general or Bitcoin and Ethereum in particular. They are examples of this. Because of the influence that these technologies have, it is necessary for us to do a full bibliometric research that will allow us to acquire all of the information that is related to cryptocurrencies. This study will be beneficial to the creation of scientific knowledge since it will detail the progression and lines of research-related studies that have been pursued in the past and are now being followed. Tableau, VOSviewer, and R (the Bibliometrix R Package) were the pieces of software that we used in order to do the analysis on the data. The Scopus and Web of Science databases have contributed to the creation of unified metadata via the combination of these two databases. A bibliometric study showed that between the years 2010 and the beginning of 2019, there were a total of 771 articles in the WoS database, whereas Scopus included a total of 648 unique articles. They give the most significant papers, study locations, countries, institutions, authors, diaries, and patterns that have been published over the course of the most recent couple of years. During the course of the most recent three years, the total number of distributions has reached its maximum capacity. This research provides a visual representation of the evolution of the blockchain technology that is used in the creation of this kind of coin. It is possible that the study of this time period will herald the end of the history of the cryptocurrency, which will make the present topic more accessible to the many uses of the cryptocurrency.

A Study on Customer Satisfaction Towards Banking Sector in India

MR SATYA KESU REDDI, ASSOC.PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract:

The objective of this study is to evaluate the level of customer satisfaction in India's banking industry by drawing on the customers' impressions of the quality of the service delivered. This research is an empirical investigation that is mostly based on primary data that was collected via the use of a questionnaire that was appropriately organised. The methodology of the research consisted of personally presenting a questionnaire to a sample of 204 bank customers. These customers were then put through validity and reliability testing using the SPSS programme for Windows version 19, which was used to analyse the data. The importance of this article is increased by the fact that there have been very few studies that have investigated the assessment of service quality in India's banking industry. In the Indian banking industry, the data indicated that customer satisfaction was influenced by three independent variables: service quality, customer loyalty, and security. Each of these three factors may be considered separate variables. There is a favourable influence and substantial association between customer satisfaction and two factors, namely service quality and customer loyalty. On the other hand, there is a negative relationship between security and customer happiness.

An Investigation on the Differences Between Men and Women in Organisational Behaviour and Illness

MR B R RAJINIKANTH, ASSOC.PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract:

Psychological strain, physical illness symptoms, health-related behaviour, and social participation were the four broad categories of dependent variables that were investigated in this study. The study was conducted to investigate the relationships between eleven distinct categories of stressors and stress moderators from work and family life and the four broad classes of dependent variables. With the support of multivariate logistic regression analysis, the inquiry was carried out systematically. A determination of the extent to which these relationships are present was the objective of the investigation that was carried out. A total of 870 full-time workers were employed by the government in a wide range of departments. This figure was consistent across the board. There were both male and female workers participating in this group. The persons who will take part in the research were selected via a process of random selection. According to the findings of the statistical analysis, the sample was determined to include an equal number of male and female workers throughout its whole. By comparing the relative magnitudes of effects for (a) stressors and stress moderators; (b) activities related with work and family; and (c) persons who were mostly male and female, we hypothesised that we would be able to discover broad patterns of correlations. This was our starting point. Regarding this particular aspect, we had expected. This was the assumption that we made at the beginning of the process, and it turned out to be correct.

Research on the Effects of Stress on Employees in the Workplace

MRS CH KALA, ASSOC.PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract:

The way in which workers think and behave is significantly influenced by the culture of the particular organisation. Research that has been conducted for a considerable amount of time indicates that cultural norms serve as a social control mechanism for attitudes and behaviours that are based on their content, intensity, consensus, and suitability. Using the norms model of organisational culture, we are able to establish whether or not the culture of an organisation may have an effect on how people feel about their emotions. Our attention is focused on anxiety, which is a sensation that is constant. We propose four significant pathways that facilitate the connection between anxiety in the workplace and the culture of the organisation. First, we propose that when norm material is focused on results, workers are compelled to strive towards demanding objectives with exact deadlines, and they are more likely to experience feelings of anxiety as a consequence. Secondly, when the intensity of norms is low, workers display aberrant behaviours that heighten uncertainty and encourage anxiety because they are unable to absorb standards. Third, when there is a lack of consensus on standards, it typically leads to conflict between different organisational groupings, which in turn leads to increased anxiety. When there is a clash between the values of the staff and the rules and principles of the organisation, the mismatch produces unease. This brings us to the fourth point. When taken into consideration as a whole, the features of a number of organisational cultural norms have the potential to independently and repeatedly influence the degree of anxiety, which may have either positive or negative effects on performance.

A Research Study Concerning the Support of Stakeholders and Corporate Social Responsibility

MRS S MAHESHWARI, ASSISTANT.PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract:

According to our contribution, this study offers a novel perspective on the existing body of literature. In order to get a deeper comprehension of corporate social responsibility (CSR) efforts and stakeholder support, we are improving our knowledge of the psychological processes that might possibly explain these correlations. Through a combination of recent findings in the field of organisational anthropomorphism and insights from the field of organisational identification, we demonstrate that the effect of corporate social responsibility (CSR) activities on a broad range of stakeholder responses is contingent on views of the morality of the organisation. The social psychology theory and research on impression generation, impression management, and impression updating are tied to prior work on business ethics, corporate social responsibility, and stakeholder support. Because of this new point of view, we are now able to broaden the scope of the conversation around CSR and support from stakeholders. On the basis of this analysis, we propose a unique model that offers a path via which more research may be conducted. In order to get a better understanding of how corporate social responsibility (CSR) influences the responses of stakeholders, we emphasise perceived organisational morality as a crucial mediating feature. Next, we will consider the possible moderators of this association, and we will differentiate between three categories: (a) organisational characteristics, (b) communications about CSR activities, and (c) perceiver characteristics. In light of this improved model, we formulate specific predictions and then investigate the preliminary evidence that provides support for those predictions.

Research on the Interrupting of Bias in the Workplace

MR N AJAY, ASSISTANT.PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract:

It has been shown via a substantial body of research in the social sciences that prejudice, which may be defined as the tendency of individuals to exhibit preferences that are based on group membership, is a major obstacle to the advancement of diversity, equality, and inclusion in the workplace. Moving beyond the single-level emphasis of past theories of workplace bias, the current research offers a novel theoretical model that presents prejudice in the workplace as a multilevel cycle. This model is a departure from the previous theories of workplace bias. The first thing that we do is go over the theoretical foundations of our bias cycle theory and explain why it is vital to take into consideration the reciprocal effects of both the individual and organisational levels of the cycle in order to grasp prejudice in the workplace and successfully eliminate it. We provide a detailed description of the cycle of prejudice in the workplace and propose that in order to effectively eliminate bias in the workplace, it is required to implement multilevel interventions that disrupt bias at both the individual and organisational levels of the cycle. Second, we conduct an analysis and integrate two types of literature that are often considered to be distinct from one another: research in the field of psychology focusing on reducing prejudice at the individual level, and research in the fields of sociology and management focusing on eliminating bias at the organisational level. Due to the fact that prejudice in the workplace is replicated through both of these levels, this is undertaken. In the third step, we use our bias cycle theory to provide general criteria for selecting how to launch and pair interventions across different levels. In conclusion, we will discuss the theoretical contributions that we have made and provide some possible ideas for further study.

A research study on the analysis of the organisational change process and the issues that arise at the constructive level

MR K BHANUCHANDER, ASSISTANT .PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract

In order to properly manage planned change and to appreciate the differences in how leaders and receivers respond to it, it is essential to have a solid understanding of how people of the organisation cognitively represent the change. For the purpose of conceptually investigating the role of change construal level in clarifying organisational change responses, this theory-development article makes use of the construal-level theory (CLT) as a basis. We investigate the disparities that exist between the change construals of change leaders and change receivers, as well as the differences that exist between the levels of change construal and the reactions to change that occur as a direct consequence of the change activities that are taking place. We specifically contend that low-level (i.e., concrete) construals will facilitate the effective implementation of change when the focus is on institutionalising the change and that high-level (i.e., abstract) construals of change will facilitate the effective initiation of change when the focus is on equilibrium-breaking activities. In addition, we propose that the participation of recipients in upward prohibitive voice behaviours will increase the likelihood that their generally lower construals of change will be incorporated into leaders' construals of change, thereby elaborating and concretizing them. Furthermore, we propose that the participation of leaders in visionary leadership will increase the likelihood that recipients will participate in their construals of change, thereby elaborating and elevating them. The theoretical and practical implications of the framework are discussed in this article.

An Investigation on the Effects of Technological Developments on the Management of Organisations

MR A SHASHIKIRAN, ASSISTANT PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract:

The progression of technology will have an effect on every business organisation. There will be a need for new kinds of managerial, diplomatic, and social skills, as well as a new form of decision-making process that cannot be supported by the organisational structures that are already in place. Changes in technology will have an effect on three distinct aspects of the organisational environment: the level of market competition and uncertainty will increase; the demands for more diversity and higher quality in the organization's products or services will increase; and the complexity of external politics and legislative reform will increase. In response to each of these changes, the organisation will make modifications to its internal structure as well as the way it interacts with both its employees and its customers. The advancement of technology has made it necessary for all businesses to engage in more strategic planning. The question "What do we need to do today to achieve our goal tomorrow?" is one that everyone of us must ask ourselves on a consistent basis. By using this approach, we are able to anticipate changes, particularly those that are brought about by technological advancements, evaluate the many alternatives we have for dealing with these changes, and be prepared for the future when it really occurs.

A Research Study on the Effects of Technological Tools on the Management of Human Resources

MRS B SANGEETHA, ASSISTANT.PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract:

In the current study, a variety of themes are discussed, some of which include the significance of human resource management and the accomplishments of companies in the information society. It gives a succinct theoretical base on employee commitment and motivation, as well as the importance of human resource management in the process of attaining organisational objectives and carrying out a company's strategy. In addition, it discusses the method of achieving organisational goals. When it comes to this process, the utilisation of information and communication technology makes the responsibilities that managers are accountable for more straightforward and gives them access to extra resources that enable them to enhance the degree to which staff members participate in the operations of the organisation. In this article, new electronic tools that were built as an addition to the software that is presently being used for managing human resources are presented. In order to gather information from workers that is both objective and subjective, these technologies are designed to make such collection possible. In this part, an explanation of how these tools may be used is offered, and a comprehensive investigation into the effects of the organization's improved management of its human resources is carried out.

A Study on the Opinions of Employees Regarding the Evaluation of Electronic Tools

MR R ARUN KUMAR, ASSISTANT PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract:

Within the confines of this particular research endeavour, it is essential to draw attention to the fact that the significance of effective management of human resources is taken into consideration. Furthermore, the success that has been achieved by businesses that are operating inside the information society is also taken into account within this context. In addition to the things described above, this is also included. A brand-new electronic tool is being considered for incorporation into the software that is already being used for the management of human resources, according to a recommendation that has been made. One of the programmes that is now being carried out is this one. In order to collect feedback from workers, both objective and subjective, which is important for the development of management schemes, this addition is currently being created with the intention of gathering input from workers. This feedback is vital for the construction of management schemes. The creation of management systems need this input in order to be successful. This input is going to be gathered in order to get knowledge on the situations that are taking place. During the course of this part, an illustration of one of the potential applications of the system is shown, and analyses of the data are carried out with the purpose of enhancing the approach that the organisation takes to the management of its human resources.

The Results of a Systematic Review of an Investigation into the Impact of Technological Developments on Work and Training

MR G RAMAN RAJU, ASSISTANT.PROFESSOR

OMEGA P.G. COLLEGE - MBA

Abstract:

As a consequence of technological advancements, the manner in which organisations and their employees are required to carry out their job shifts. However, there is a scarcity of actual evidence pertaining to this topic. The purpose of this research is to provide an overview of the ways in which technological breakthroughs have influenced work characteristics, as well as to establish the ways in which these innovations have influenced employment demands and continuous vocational education and training (CVET). The following research questions are answered in the following paragraphs: When it comes to the characteristics of the workplace, what kind of influence do new technologies have? What implications does this have for the continuous education and training of occupational professionals? A wide range of academic disciplines, such as sociology and psychology, take into consideration technologies, which may be defined as digital, electrical, or mechanical tools that have an impact on the manner in which work tasks are carried out. A theoretical framework that is founded on concepts from these disciplines (for example, upskilling and task-based approach) was used in order to provide statements about the connections between technology and job attributes such as complexity, autonomy, or meaningfulness. A thorough analysis of the existing body of literature was carried out by searching through databases pertaining to the fields of sociology, economics, educational science, and psychology. Twenty-one researchers were able to meet the requirements for participation in the study. Empirical data was recovered with the use of a model that illustrates the components of learning environments, and its implications for employment requirements and continuing vocational education and training were identified. There is evidence that the level of mental effort and complexity increases, particularly when robots and automated systems are used.

Alterations in Technology and the Effects They Have on the Working Environment of Employees

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Abstract:

Given the rapid pace of technological innovation and the increasing dependence on it, professionals in the fields of organisational psychology and organisational behaviour (OP/OB) are especially interested in the ways in which technology is reshaping work and employment. The purpose of this article is to provide an analysis of the creation, emphasis, and intent of a recent research that was conducted on the topic of how technology influences businesses and the workplace. We begin by analysing the important technical advancements that have occurred, and then we go on to the disruptive effects that new information and communication technologies have brought about. The next step is to investigate the number of jobs and the characteristics of those jobs that will be dramatically altered as a result of technology improvements. The purpose of this presentation is to illustrate how technology influences work, work systems, and organisations by the use of four well-known technologies: electronic monitoring systems, robots, teleconferencing, and wearable computing devices. In order to provide insights into what we know about the implications of technology for OP/OB academics, we take into consideration the results of research that was conducted from four different perspectives on the role of technology in management. In addition to this, we investigate the ways in which this role is emerging in the quickly advancing technological world. The selection of relevant research concerns that should have important repercussions for both study and practice is the result of our discussion of six human resources (HR) areas that are supported by both well-established technology and new technology. In addition to this, we provide suggestions for further research.



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