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3.3.1 Research Paper for the Academic Year 2022

<u>Sr. No</u>	<u>Name of Author/s</u>	<u>Title of the Paper</u>	<u>Link of the Journal</u>
1	Dr. Shubhangee Ramaswamy	A study of Green HRM as an Initiative to achieve sustainable development goals of Business	NA
2	Dr. Jitendra Bhandari,	The empirical study of Consumer Patronage to Dettol products in the aftermath of COVID-19 pandemic	https://ijmer.in/index.aspx
3	Dr. Mangalgaauri Patil	Entrepreneurial Cognition and its Influence on Business Model Innovation: A Case Study Approach of Indian Entrepreneurs	https://www.neuroquantology.com /
4	Dr. Mangalgaauri Patil	A Study on Start Up Financing for Entrepreneurs in India" in UGC Care journal	https://www.ijfans.org/
5	Dr. Pranav Kayande	Spirituality based education system by Ramakrishna mission helped to create a value based education system	https://wesro.org/
6	Prof Chaitrali Kale	A Study on PMJDY (Pradhan Mantri Jan Dhan Yojana) and Its Various Impact Towards Its Execution- A Historical Study	https://ijmer.in/index.aspx
7	Prof Chaitrali Kale	Study on History and Conceptual Development of Financial Inclusion in India	https://ijirt.org/index
8	Prof Chaitrali Kale	Financial Inclusion through Pradhan Mantri Jan Dhan Yojana in Banking Sector- An Investigation	https://gradivareview.com/indexin g/



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9	Prof Aparna Shastri	Boosting Organizational Commitment : A Wide-Ranging Bibliometric Study Using Web Of Science And Scopus	https://www.eurchembull.com/issue-content/boosting-organizational-commitment-a-wide-ranging-bibliometric-study-using-web-of-science-and-scopus-14040
10	Prof Aparna Shastri	Study of Mediator Effect of Work Pressure on Employee's Self-Efficacy and Job Satisfaction	https://www.eurchembull.com
11	Prof Aparna Shastri	Effectiveness of Talent Acquisition with Modern Techniques in Educational Sector	https://rbu.ac.in/home
12	Dr. Jitendra Bhandari	Boosting Organizational Commitment : A Wide-Ranging Bibliometric Study Using Web Of Science And Scopus	https://www.eurchembull.com
13	Prof. Pranjal Jadhav	Boosting Organizational Commitment : A Wide-Ranging Bibliometric Study Using Web Of Science And Scopus	https://www.eurchembull.com
14	Dr. Jitendra Bhandari	Impact of Covid-19 : Role of Strategic E-Learning System	https://www.electrochem.org/



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SYNERGIZING CORPORATE COMMUNICATION AND EMPLOYEE ENGAGEMENT: A COMPREHENSIVE REVIEW

Gopa Das¹, Dr. Shubhangee Ramaswamy², Dr. Devidas Golhar³,
Dr. Parag Kalkar⁴

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Abstract

Introduction: Communication is the kernel of humans' life. Obviously, it is also having an impact on business. Corporate communications are a set of actions that benefits internal and external communications, to improve faith, trustworthiness, and positive sights of the organization. It plays vital part in the progress and development of any organization. It is about employees, managers, executives, and board members communicating within an organization. It is also had significance to bring desired changes in employee's attitudes and performance which can help any organization to succeed and to achieve desired goals. The role of communication is significant for fostering employee engagement and nurturing the progressive culture in the organization. Effective communication in the organization can upsurge employee engagement, increase productivity, and improve business growth. The assurance and devotion which are vital to the long-time period is illustrated by engaged employees. The simplest way to increase employee engagement is communication. Employees are the assets of every organization. Organizations require to be exceptionally centered and being mindful to guarantee that the employee communication ought to be increased, so that they able to achieve their objectives with greatest utilization of human assets. This research paper outlines the use of corporate communication in organization and also discussed about the impact of same on employee engagement.

Purpose: The purpose of this work is to learn more about the impact of corporate communication in enhancing employee engagement.

Methodology: This study is based on secondary data. Various high-quality sources, such as Elsevier, Sage Publications, HBR and others were used to review the related research papers and articles.

Result and findings: The study's findings all point to the fact that good employee communication leads to higher levels of employee engagement, which is linked to improved organisational growth. Employee engagement is strongly and positively associated with leadership styles. There is a relationship between supervisory communication, employee wellbeing, and employee engagement.

Implications: Many researchers will use this study to expand their research, and companies will use it to include corporate communication for improved business performance.

Keywords: Corporate Communication, Employee engagement, Human Resource (HR)

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CORPORATE COMMUNICATION: BEST PRACTICES ADOPTED BY IT COMPANIES TO ENHANCE EMPLOYEE ENGAGEMENT

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ABSTRACT

In recent years, the term "employee engagement" has gained popularity among human resource (HR) professionals all across the world. Every employer nowadays wants to get the most out of its staff. Without communication, there can be no interchange of ground-breaking ideas, robust interpersonal relationships, or genuine job motivation. Effective communication may boost workplace efficiency, customer satisfaction, and company expansion. IT industry has now expanded to embrace almost all aspects of computing and technology despite its ups and downs, the IT industry continues to be one of the most important contributors to the country's economic growth.

Purpose: This study's goal is to assess and comprehend the tactics employed by IT companies to enhance staff management, with a particular emphasis on internal communication.

Methodology: In order to lay the groundwork for a literature review, this explore uses a supervised approach to review secondary data from reliable data sources, including research papers from Science Direct, Elsevier, Sage publications, and other sources.

Result and findings: Corporate communication is essential for fostering employee engagement in the Information Technology (IT) industry. The findings show that highly engaged workers are healthier, happier, more loyal, and more productive. They also have greater retention rates.

Implications: This study will be utilized by numerous IT and other industries to develop strategies for forthcoming employee engagement founded on communication.

Keywords: Corporate communication, Information Technology (IT), Human Resource (HR), Employee engagement

Introduction:

Employee engagement is actually a word used extensively in the consulting industry, but nowadays in academics it is used for research purposes. Many individuals believe that being committed or retained by an organization is dependent on a condition of mind or behavior. It is used to monitor or control employees' actions and cognitive processes, which is very helpful for every organization to create a positive work environment. An organization can tell whether an employee is genuinely committed to their work or just trying to put in the time. Improving employee engagement practices is significant to a company's success. Disengaged and unsatisfied employees are less effective at their jobs and offer poor customer service. (Mohamad S. Hammoud & Schrita Osborne, 2017) Employee engagement will increase if an organization appreciates cooperation, regards workers as partners, trusts them, respects them, and views them as innovative and enterprising individuals while encouraging their readiness to take initiative, make ethical judgments, and assume responsibility.. (Małgorzata Baran and Barbara Sypniewska, 2020) "As per the result of the study by Binita Tiwari & Usha Lenka, (2020) resonant leadership has a non-significant relationship with employee engagement. Employee engagement levels have grown, though, as a result of increased internal corporate communication, sharing of information, continual learning, entrepreneurial orientation, and perceived job satisfaction and organizational commitment. High employee engagement helps in developing the organization's image as an employer brand."

Statement of Problem:

One of the industries with the fastest growth in India is IT. It is imperative to look into employee engagement approaches and the role that corporate communication plays in this.

Objectives:

1. To understand the importance of employee engagement in the IT sector.
2. To examine how important corporate communication is in boosting employee engagement in the IT business.

Scope:

The study's analysis is solely limited to employee engagement strategies. This study primarily focuses on the Indian IT industry, one of the country's fastest-growing sectors.

Literature Review:

Employees who are "engaged" are passionate about the company's goals and ideals, as well as being intellectually and emotionally attached to it (Binita Tiwari & Usha Lenka, 2020). Employee engagement is the term used to describe an individual's emotional dedication to their work, their organisation, its goals, and its business practises. (Gauravkumar Mahipatbhai Patel, 2010) It strengthened if there was a high level of trust within the company, open communication between managers and staff, clear explanation of the organization's objectives, and strong motivation. Regardless of the size of your firm, it will immediately increase output and profitability. (2015) Reetika Sharma. Business leaders in communication may be able to improve corporate procedures while also bringing about positive societal change (Schrita Osborne & Mohamad S. Hammoud, 2017).

By concentrating on possibilities, improving organizational decision-making, and boosting commitment, organisations can increase employee engagement (Chandani, Arti & Mehta, Mita & Mall, Akanksha & Khokhar, Vashwee, 2016). According to the proposed employee engagement model, communication, confidence, pacification, cultivation, and compensation are elements that promote organisational health and welfare in the existing emergency, and indicators are provided to measure each single's success (De-la-Calle-Durán, M.-C., & Rodriguez-Sánchez, J.-L., 2021).

Practices Adopted by IT Companies:

"In its tough orderly process, the Indian IT sector is concentrating on unique engagement tactics underpinned by the values of communication, appreciation, incentives, recognition, and care. The workplace has changed in the modern era into a "nurturing hub" where employees' personal and professional objectives are urgently attended to, recognising the crucial role played by employee involvement in improving the overall success of the firm. Chandni M. C. and Dr. Manjunath S., 2018) Reetika Sharma, a researcher, claims that while different companies may apply similar techniques, the measurement tools would vary depending on the personalities and work styles of the personnel. The procedures used by IT organisations are simply explained:

- **Clarity regarding the company's principles, rules, and practises:**
By becoming involved in the company's vision, its products, and its future direction when company communicate important information with them, their employees can become brand ambassadors for their firm. Khaner Walker, Aneil Mishra, and Karen Mishra, 2019. These approaches include intrapreneurship, reverberating leadership, internal corporate communication, information sharing, constant learning, and apparent communication satisfaction. By communicating about shifting business goals in a clear and consistent manner through the proper channels, managers may enhance employee trust. (Binita Tiwari & Usha Lenka, 2020)
- **Pay and Perks:**
To entice individuals to work for a company, it must have a strong compensation structure. Workers must receive specific compensation and benefits in order to increase their level of involvement. Employees believe that rewards should be genuine and performance and that recognitions should be provided soon away. (Gauravkumar Mahipatbhai Patel, 2020).
- **Assessment:**
A fair evaluation of the employee's performance is a crucial element in deciding the amount of involvement. Companies that implement a proper assessment procedure that is perceived as impartial and transparent have higher employee engagement.
- **Communication:**
Communication has a key role in determining worker or staff's satisfaction and engagement. "Organizations must make an effort to inform all employees as to what is happening in the organization and engage their employees through more periodic communications on organization's progress towards its business goals." (Gauravkumar Mahipatbhai Patel, 2020). Here are a few tools that fully motivated companies use::
 - At a time conferences with a single individual
 - Group consultations with the whole organisation
 - Emails since leadership team or department meetings
 - Interviews or meetings at the time of end of a project
 - Employee gratification reviews
 - Conversations or performance reviews
 - Social media
 - Roundtable talks on administration
 - Formal targets

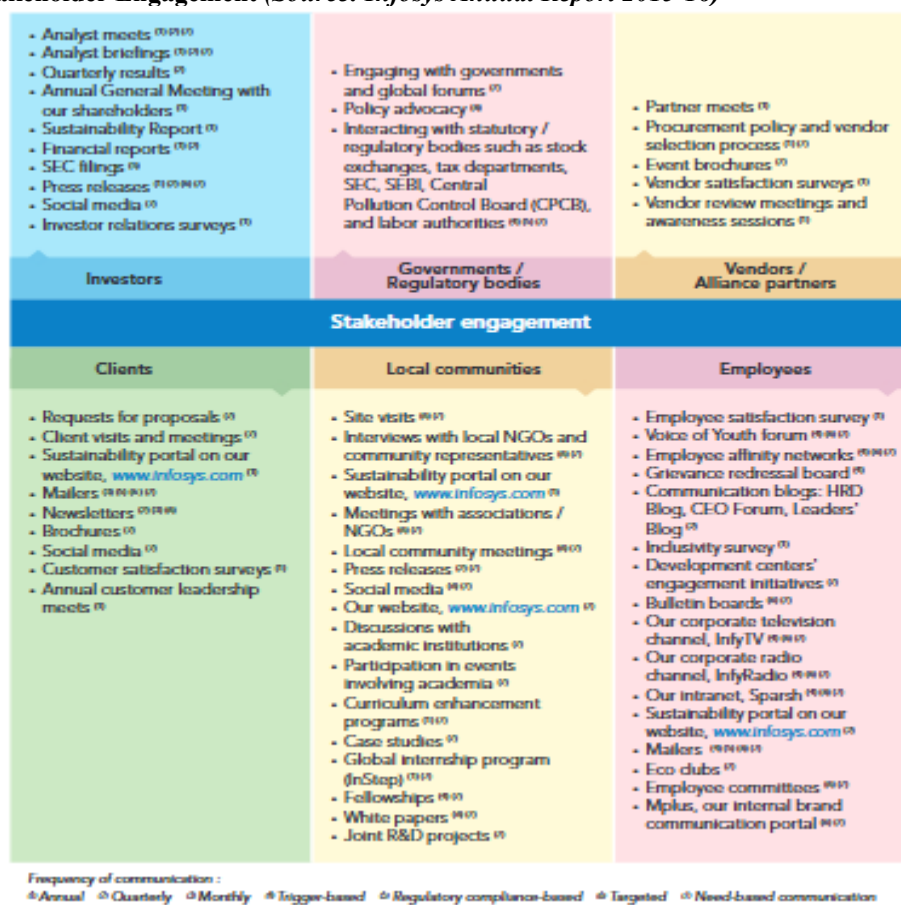
Clear instructions on job duties and responsibilities, reporting relationships, and authority all contribute to the psychological contract. When employees believe that the communication process is fair, their uncertainty decreases, their involvement improves, and they are more willing to exert extra effort. Both the message being transmitted and the manner in which it is being communicated must be taken into account. When it comes to corporate communication, this is especially true. Company culture may offer a substantial strategic advantage in these dynamic times. However, for employees to understand and adhere to cultural goals, attitudes, and practices, best practices must be used to effectively communicate them. (2021; Jessica Ellspermann the advantages of Amdocs cloud storage, which were developed to communicate with employees and raise employee engagement, were covered by Michael Isaacs (2020) in her blog.

● **Healthy and Secured Environment:**

Employees only go above and above when they are treated with respect, feel valued, work in a happy, fierce competition, and are given challenging offshore duties based on their training and expertise. (2016) Venugopal Gandasala and Swetha Reddy It was discovered that levels of participation were associated to feeling secure at work. All businesses must therefore implement the proper processes and practises to ensure the health and safety of their workforce. Working hours and health and safety have both been found to influence employee participation in the public sector.

The majority of Indian organizations have used the notion at a behavioral level, thereby merely encouraging employee engagement by forcing the employees to participate in particular activities, according to writers Srivastava, Akancha, Ramachandran, Kumarasamy, and Arumugam, Suresh. (2014) According to the study Gantasala, Venugopal & Reddy, Swetha (2016), organizational support, fundamental backing, cohesive organizational culture, distributive impartiality, cleanliness elements, operative goal settings, evenhandedness, assessment transparency, customized training and coherence are contributing factors that affect employee engagement in IT industries.

Fig. 1 Infosys Stakeholder Engagement (Source: Infosys Annual Report 2015-16)



Employees are included as stakeholders in Infosys' 2016 annual report, and defined communication channels guarantee targeted participation all year long. In the fig. 1, they described their stakeholder involvement strategies. According to the study, their yearly employee satisfaction survey, called LITMUS, is still utilized to solicit

feedback from staff. The results of their survey are analyzed, and recommendations for bettering employee engagement are made. They communicate internally using Mplus portal. (Pages 15–16 of Infosys Annual Report).

"Incremental model, evaluate, improve - keep your staff engaged and part of the transformation - communication is vital to generating and effectively implementing change," assert Infosys employees Emmanuelle Blons & Emilie Labidoire (2019). In their study, they also cover how AI will play a big role in enhancing the employee communication between Human resource team members and the workplace. The open communication culture at Google encourages staff members to experiment and question the status quo (Karen, 2017).

Employee Engagement Practices during COVID:

Conventional workplaces and jobs have changed significantly over the past ten years as a result of an increasingly diverse and global workforce, the impact of millennials and digital technologies, and the slow economy that is driven by facts Figures, and high-speed connections. Traditional employee workplace norms, engagement goals, and strategies must adjust to keep up with this development. According to the International Labor Organization (ILO), four out of every five workers globally have been affected by epidemic extenuation dealings like lockdowns and work from home orders (2020). Businesses must devise fresh, improved methods of reaching their staff in the midst of this chaos. Various tasks could be reorganized into fresh roles for increased effectiveness.

The current pandemic issue has made it challenging for firms to manage their human resources. Significant changes are being made to the social and work environments, such as the installation of new work rules and measures to bound interaction and the shift to remote work. With the purpose of accomplish employee engagement, organizations are concentrating on providing remote working circumstances that allow staffs to combine work and personal life in this novel environment. Many businesses are now creating a wide range of employee retention and engagement strategies, including such simulated staff meetings, digital training and development, once a week orientation online interactive sessions, web conferencing with industry professionals, stress management and anxiety management online workshops, online team building exercises, online family engagement practices, strategizing, expression of regret, and admiration sessions, TED Talks, e - books, online programs, live group meetings for additional training, digital communication exercises, etc. (Nisha Chanana and Sangeeta, 2020)

The present pandemic situation has made it difficult for businesses to manage their resources, particularly their human resources. The social and working environments are changing significantly, including the execution of new office guidelines and procedures to reduce communication and the shift to remote work. Organizations are focusing on offering remote working options that let employees balance work and personal life in this new setting in order to increase employee engagement. The planning and implementation of a recompense strategy that retorts to the new work situation, including financial expenses as well as non-monetary reimbursements that are more commercially worthwhile due to the firm's economic conditions as a outcome of the epidemic, should be recognized by managers as a good way to enhance employee morale. (De-la -Calle-Durán, M.-C., & Rodríguez-Sánchez, J.-L., 2021)

The School of Work Innovation and partners organized a meeting with selected new business start-ups and scaleups to find innovative methods to engage employees at work. Five participating corporates (Accenture, booking.com, Enaxis, EY, and PwC) were present. (The 2019 method for increasing employee engagement among Millennials and Generation Z.)

Importance of Corporate Communication in Employee Engagement:

"It was discovered that employee engagement was higher when they understood the strategies, initiatives, and processes in place for pay. Good communication between the company and employees, and also between coworkers, is the first step toward long-term involvement. (Chandani, Arti, Mita Mehta, Akanksha Mall, and Vashree Khokhar, 2016) The focus of HR and management operations typically centers on employee engagement, giving rise to a plethora of surveys, meetings, reward programmers, and other creative programmers. But starting with regular contact is the simplest way to increase participation. This epidemic situation also demonstrates how important it is to build a solid communication path to offer employees stability and security when they most need it. A single, digital center holds staff members conversant and on the same page when teams work across time differences, schedules, or geographies, establishing connections that cut beyond space and time.

Efforts made by the corporation to build employee trust may be advantageous to both the company and the workforce. Employees are more motivated, trust their managers, and feel more empowered to develop relationships with customers on the company's behalf. Employee engagement can be raised by more efficient corporate communication. By analyzing and developing goals for corporate communication, organizations can improve employee morale, overcome departmental obstacles, publicize employee events, inform staff about benefits, and

foster trust. Here are some ideas for enhancing communication abilities, including taking the audience into account, selecting the appropriate intermediate of communication, creating employee resource groups, and using social media to communicate with staff members.

Communications have a big impact on employee engagement. When employees are informed of the most recent corporate news and connected to the other members of the team, they experience less annoyance and exclusion. When individuals are enabled to take an active role in organizational communication, whether through two-way dialogues or content development, they feel valued, supported, and empowered.

Findings and Discussions:

1. By placing assets into employee engagement, the company will be able to boost efficiency, quality of work, and retain the best talent.
2. Highly engaged staff have superior performance, greater retention rates, and higher levels of happiness and loyalty.
3. Engaged staff members perform better, which enhances the quality of services provided to customers and clients.
4. IT businesses have used new and conventional strategies to increase employee engagement.
5. One of the finest strategies for boosting employee engagement is communication.
6. Good communication may increase workplace efficiency, employee engagement, and business growth.
7. COVID stressed that communication is crucial for fostering employee engagement.

Conclusion:

The principal goal of this research was to discover the employee engagement methods employed in IT companies and to establish a relationship between the strategies' emphasis and the various employee engagement measures. The study found that almost all IT organizations had implemented employee engagement strategies for their staff during the examination. These companies seem to have recognized the significance of the idea of "engagement," not just for achieving their ultimate goals but also for existing in a competitive market.

A examination of the literature indicates that although IT organizations use a variety of employee engagement strategies, communication stands out as the best approach. Everyone wants to feel relevant, so when employees feel their opinions matter, they are more likely to engage in the culture in a positive way. When a company implements effective corporate communication strategies, employees feel more at home and inspired. Engaged workers are more dedicated to their tasks. Make better utilization of the internal communications system as a result and leverage the creation of microlearning content to expand it quickly and effectively. It will spur employees to consistently put in more effort to get results that benefit the bottom line.

Scope for further Research:

To find out more about the variables affecting employee engagement, a comparison study or a study with a specific IT company may be done. The research could be repeated in various industries, such as tourism, construction, retail, and education, to learn about the methods used for employee engagement in those fields. It is also possible to undertake empirical research on employee engagement strategies and the effects of corporate communication.

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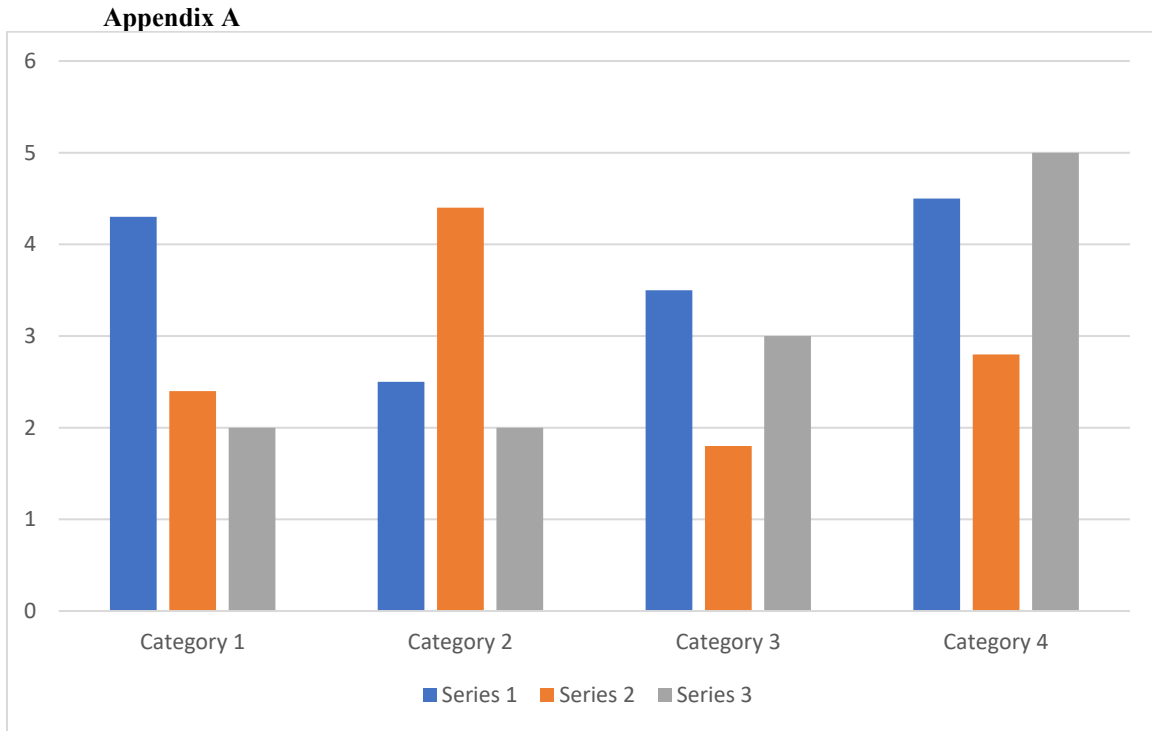


Figure A1. Example figure appendix (Author, 2018)

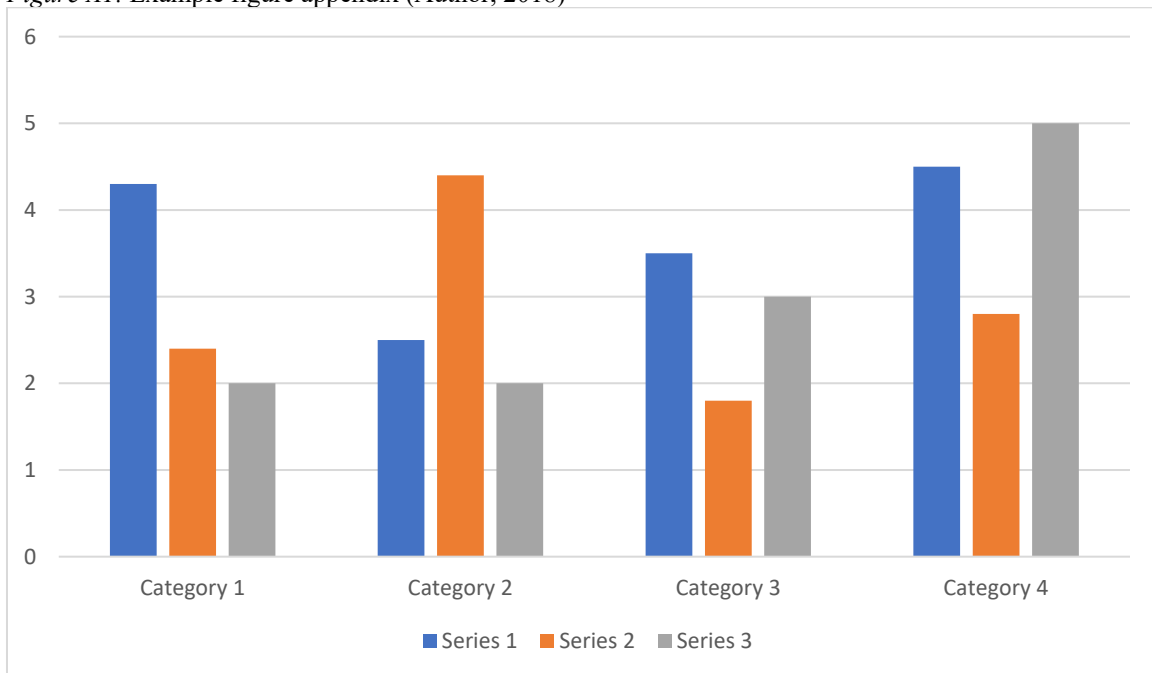


Figure A2. Example figure appendix (Author, 2018)

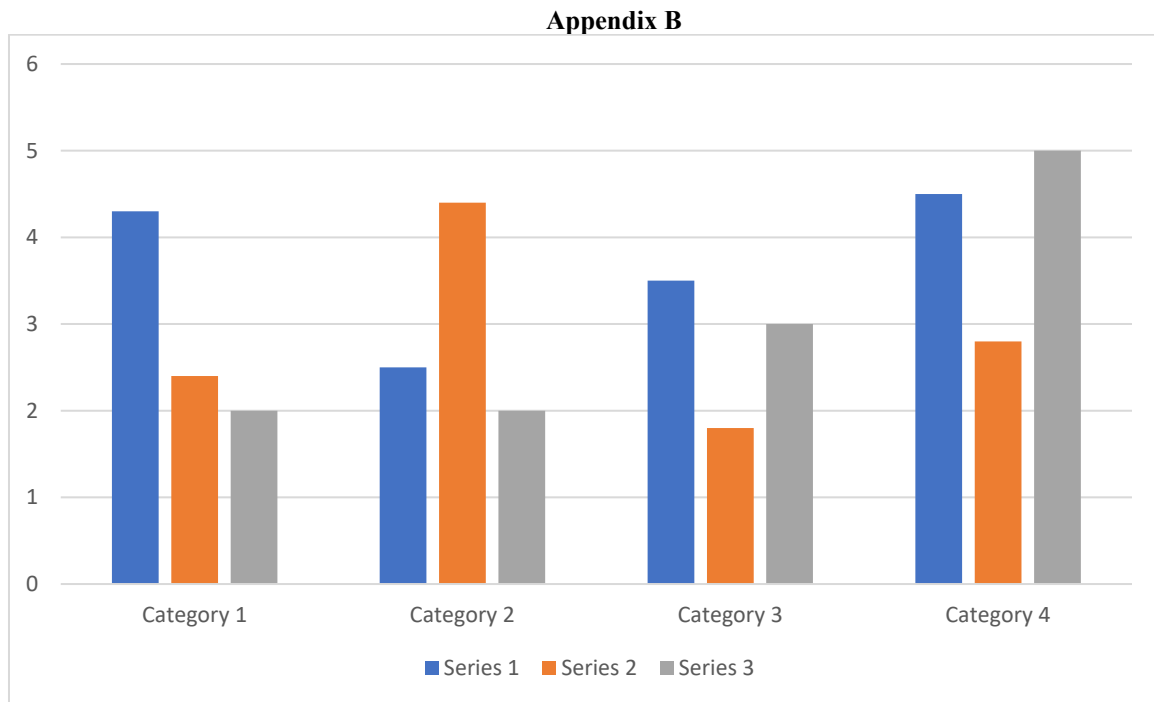


Figure B1. Example figure appendix (Author, 2018)



Entrepreneurial Cognition and its Influence on Business Model Innovation: A Case Study Approach of Indian Entrepreneurs

990

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Abstract

Entrepreneurship is the process of creating, developing, and marketing new goods or services. The presence of an entrepreneur is often associated with innovation in a business model. For example, Apple's focus on design innovations has been credited to Steve Jobs as an entrepreneur. This study is conducted to assess the impact of entrepreneurial cognition on business model innovation among Indian entrepreneurs and finds that they tend to be more innovative than their non-entrepreneur counterparts. Case study analysis of Indian entrepreneurs is conducted to understand their cognition, personality traits and other factors that influence business model innovation among them. Based on it researchers prepared small case studies. The study reveals that entrepreneurial cognition has a positive impact on business model innovation of Indian entrepreneurs, who are able to create innovative models reflecting the circumstances they face in their specific local environment. The study also shows that the entrepreneurial cognition level is significantly dependent on various personality traits including openness to experience, extroversion, agreeableness and conscientiousness.

Keywords: Entrepreneurship; Business Model; Innovation; Cognition; Personality Traits; Case Study Analysis

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1. Introduction

Entrepreneurial cognition is the ability of an individual to convert ideas into innovative action (Baym et al., 2012). This ability has been found to be associated with several other cognitive abilities such as motivation (Klug et al., 2004; Baym et al., 2012) and learning (Chinese, 2005). The presence of an entrepreneur has been identified as a critical factor impacting business model innovation (Cohen et al., 2010). Research shows that entrepreneurial cognition has a

positive influence on businesses (Sarris, 2010; Golden and Zittrain, 2012). In this regard, several studies have shown that entrepreneurs are more innovative (Kostakis et al., 2007; Levy et al., 2012; Kostakis and Kapur, 2013). This is particularly true for small businesses. It has been noted that small firms tend to adopt less common and more innovative business practices which in turn can lead to greater economic growth (Kraemer, 2005; Kostakis and Kapur, 2013).





Cover Page



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A STUDY ON PMJDY (PRADHAN MANTRI JAN DHAN YOJANA) AND ITS VARIOUS IMPACT TOWARDS ITS EXECUTION- A HISTORICAL STUDY

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Abstract

The India's prime minister unveiled the Pradhan Mantri Jan Dhan Yojana (People's Wealth Scheme), the largest financial inclusion effort in the world, with the intention of making India's most intense financial inclusion a national objective. PMJDY is a national mission on financial inclusion that employs a coordinated strategy to achieve full financial inclusion for all families in the nation. The strategy calls for widespread access to banking services, at least one basic bank account for every family, and a significant push toward financial literacy. The provision of banking services to a significant portion of the unbanked population at a reasonable cost is known as financial inclusion (FI). For the financial inclusion strategy in India the Government of India, and the Reserve Bank of India have all taken different actions. The ultimate goal of PMJDY is to engage the local poor in economic activities so they may access official banking channels. This is a secondary data-based exploratory study. Reviewing the advantages and current state of banks' financial inclusion via PMJDY is the goal of this research.

Keywords: Financial Inclusion, PMJDY, Public Sector Banks, Private Banks.

Introduction

Every country is particularly concerned about financial inclusion in order to advance its economy. The ultimate goal of financial inclusion is to engage everyone in financial activities and assist them in generating income, which raises savings and investment levels. In order to protect the lower-income and more vulnerable segments of society from financial hardship, it also creates a platform for thrift among them. This will help the nation's inclusive growth, social development, and commercial opportunities.

Due to research regarding financial exclusion and its link to poverty, the phrase "financial inclusion" has acquired significance since the early 2000s. Financial inclusion is the providing of financial services to large segments of the disadvantaged and low-income group population in a comfortable way and at a reasonable cost. Chakraborty (2011) defines financial inclusion as the process of ensuring that all sectors of society, especially vulnerable groups, have access to relevant financial products and services at an accessible price in a transparent and equitable manner by mainstream financial institutions. Financial inclusion aims to make banking services accessible to everyone without prejudice, whereas financial exclusion provides banking services as a public good.

By launching the "Swabhimaan" campaign in 2011, the Indian government provided the programme a significant boost by providing banking services to more than 74,000 villages with a population of more than 2,000 (according to the 2001 census) (campaign was launched by Smt. Sonia Gandhi, Chairperson UPA, in Vigyan Bhawan, New Delhi). The assignment was to run the ad alongside credit counselling and financial literacy programmes. The expected advantages, however, were not apparent. Honorable Prime Minister Mr. Narendra Modi introduced the Pradhan Mantri Jan Dhan Yojana in 2014 with the primary goal of achieving complete financial inclusion in India. The Pradhan Mantri Jan Dhan Yojana (PMJDY) is a programme that intends to provide every Indian citizen—especially the country's poorest citizens—access to a bank account, credit line, insurance policy, and debit card. The motto of this programme, "MeraKhata – Bhagya Vidhaata," highlights its goal. Long-term benefits of the plan include enabling the less fortunate to use bank accounts for subsidy and overdraft services, which are meant to replace moneylenders, commission brokers, and corrupt officials. To facilitate its execution, this project has been split into two stages. The first phase will run from August 15, 2014, to August 14, 2015, and will include financial literacy instruction, universal access to banking services, basic banking accounts for saving and remittance, and Rupay debit cards with built-in accidental insurance of Rs 1 lakh. The second phase will run from August 15, 2015, to August 15, 2018, and it will cover the creation of a Credit Guarantee Fund to cover defaults in overdraft A/Cs, Micro-Insurance, Unorganized sector pension schemes like Swavalamban, as well as an overdraft facility of up to Rs 5000/- after six months of satisfactory performance in terms of saving and credit history.

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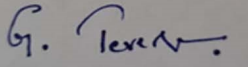
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A Study on History and Conceptual Development of Financial Inclusions in India

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Abstract-The paper highlights the India's historical progression toward financial inclusion from the pre to post independent period. It discusses the Reserve Bank of India's contribution to financial inclusion, financial inclusion through National Bank for Agricultural and Rural Development and the Government of India's flagship initiative, PMJDY till now.

Key Words: Pradhan Mantri Jan-DhanYojana, India, Financial inclusion

INTRODUCTION

Financial inclusion policy aims to offer poor and vulnerable populations with affordable financial goods and services. This initiative aims to improve impoverished people's banking understanding, leading to development. India has a long-standing, well-established treasury system that helps with social and economic growth. The Reserve Bank of India governs the banking sector, which includes banks, co-operative banks, foreign banks, rural banks, and other financial organisations. The Reserve Bank of India (RBI) -Act, 1948 was the legislative basis for nationalising the bank on January 1, 1949, marking the start of government-owned banks. In 1955, the government strengthened its power over the Imperial Bank of India, and in 1959, it was renamed the "State Bank of India" with eight subsidiaries. In 1969, 14 state-owned banks were nationalised, and six more in 1980. The government's tactic of nationalising banks was a major move in drawing the people to universal banking and sparking the goal of giving basic financial access nationwide (Shetty, 2018).

Shri.NarendraModi launched PMJDY on August 15, 2014. Huge, nationwide project. This national mission on financial inclusion aims to provide every household banking services and an account. The PM emphasised the need of this for integrating the financially excluded. PradhanMantri Jan-DhanYojana is the cornerstone of "Sab KaSath Sab KaVikas."

AIMS AND OBJECTIVES

1. To find the progress for financial inclusion pre and post Independent India.
2. To explore the role of Reserve Bank of India in financial inclusion.
3. To understand the growth of PMJDY till now.

HISTORICAL PROGRESSION

Traditional financial services for routine transactions include poor banking access. Banks do banking activity and follow RBI guidelines. In India, financial inclusion was developed under British rule. Financial inclusion was initially pushed by the British post service in 1854. The Department of Post started with 889 stations to serve mail and parcel delivery, then added financial services including saving, remittance, post-retirement annuity, life insurance, etc.

Since the nation owns and manages all post offices, they are trustworthy and handy. As a consequence, people feel confidence investing in the Postal Service. Other government initiatives include maintaining the financial inclusion goals of the Cooperative Society Act of 1904, founding the State Bank of India in 1955, nationalising state-owned banks between 1969 and 1980, implementing the Lead Bank Scheme in 1970, establishing Regional Rural Banks in 1975, implementing the Self Help Groups-Bank Linkage Program in 1992, Swarnjayanti Gram SwarojgarYojana in 1999, and implementing Kisan Credit Cards in 2001. Before 1991, the banking climate was different. The comprehensive strategy had no profit-and-loss, set deposits or lending rates, capital sufficiency rules, or bad debt restrictions. All banks need RBI authorization to open a new branch or undertake large-value transactions, which are based on an individual's income. From 1992 to 1997, "Reforms in Banking Sector" offered the business a new pricing component.



**BOOSTING ORGANIZATIONAL COMMITMENT: A
WIDE-RANGING BIBLIOMETRIC STUDY USING
WEB OF SCIENCE AND SCOPUS**

Aparna Shastri¹, Jitendra Bhandari², Pranjal Jadhav³

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Abstract

The current study intends to provide a comprehensive bibliometric overview of 2533 journal articles published on organizational commitment in Scopus and Web of Science. Findings are analyzed using bibliographic and network analysis technique. The investigation classifies the information using bibliometric parameters like authorship patterns, number of articles, source titles, territorial analysis, co-occurrence of keywords etc. which would ease better understanding of existing research position in the field of organizational commitment and its progression over a span of 15 years. The records obtained in this study can be used as a reference for future research to undertake systematic review of literature and build a theoretical structure to overcome the problem of low employee commitment prevailing in organizations.

Keywords: Organizational commitment, Affective commitment, Normative commitment, Continuance commitment.

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Impact of Covid-19: Role of Strategic E-Learning System

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Abstract

This Paper aimed at investigating factors about interrelationship between e- Learning Orientation, E-Learning Implementation, E-Learning Perception, and E-Learning Satisfaction. The information of the study was gathered from 330 students of a large University affiliated Institutes. Judgment or Purposive Sampling is used for selection of respondents. The outcome of study showed relationship of all variables for a proposed model. All the Constructs are correlated with each other. E-Learning Orientation, E-Learning Implementation and E-Learning Perception are having Positive Relationship on E-Learning Satisfaction. The output of this study can be utilized to improve E-Learning environment system in better way. Variables used in this study are taken first time for such type of research work. The work also intended to participate in current literature about e-Learning Orientation, E-Learning Implementation, E-Learning Perception, and E-Learning Satisfaction.

Introduction

Online teaching uses various technological and electronic devices and tools for delivery of the educational contents [1]. Online teaching is mainly a remote or distance approach for delivery of educational content using various tools. Researchers examined that E-Learning is impacting on Online learning [2]. Students take initiative and create their learning inputs using online system [3]. E- Learning has an important role in Learner Centric Approach and Activities [4]. Researchers developed a model which follows productive educational conjecture. Researcher accepts that productive educational conjecture is focused towards information building base on student's past exposure and which is helpful because it develops collective learning [5], [6]. Online teaching gives freedom for learning using different tools [7]. Suitable teaching plan involving education conjecture and values is vital for achieving E-Learning [8]. Learning is a continuous process to gain insights, information and knowledge about the surrounding environment. COVID-19 has made an impact on the education system all over the world and subsequently impacted a lot on learning strategies of Universities and Institutions. For the universities and Institutions E-Learning opportunities becoming a successful student engagement system [9]. Due to COVID-19, the worldwide interference of teaching and learning system has created useful opportunity for e-learners at home.



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