Abstracts

A Study of Human Resource Management Practices with Reference to Knowledge Management in Power System Operation Corporation Ltd.

The energy sector plays a vital role in the sustainable development of any economy including India. The rapid transition to renewable energy has profound bearing on human resources management strategies. The Knowledge Management is one of the key driving vehicles for the digital transformation, especially in the context of Load Despatch Centres for renewable integration. Another dimension of Change Management is an interactive process that links daily work practices with strategic, directed change programs and performance goals. This paper presents the indicators for pointing out the role of human resources in Indian power sector. The key Knowledge Management and Change Management best practices would be analyzed to optimize opportunities towards clean energy development, as adaptation and evolution are key to sustainable energy security and reliability. The paper concludes by emphasizing the challenges and road ahead for sustainable development of Indian Power Sector.

Keywords: Knowledge Management, Human Resources Management, Interlinkages, Best Practices, POSOCO

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Forecasting Daily Equity Price Using Auto Regressive Integrated Moving Average (ARIMA) Model: An Application to Shirpur Gold Refinery Ltd., India

Forecasting is a focal subject in the area of finance and economics which has urged the interest of researchers and financial analysts to develop better predictive models. The Autoregressive Integrated Moving Average (ARIMA) models have been explored in the literature and are extensively used in prediction of variables with temporal force. This paper has endeavored equity price prediction using ARIMA procedure expending 246 daily closing prices. To this end, daily equity prices for Shirpur Gold Refinery Ltd., India from April 2017 to March 2018 has been considered to build an appropriate ARIMA model employing R software. The best obtained model, ARIMA (0, 1, 1) of its several variants has been used for securing equity price prediction intervals for the next few days. Additional effort was made to judge predictive performance of the fitted model taking out-of-sample closing equity prices. The results divulged that ARIMA model has a strong potential for short-term prediction and can contest favorably with other forecasting techniques used in stock price prediction.

Keywords: ARIMA Model, Equity Price, Differencing, R-software, Confidence Interval, Autoregressive, Moving Average.

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Human Capital:
A Key Driver of Consumer Decision Making in Online Promotion

This study throws light on the diversity of online sales promotion and deal acquisition with respect to human capital (time cost and efforts cost). This is the non-monetary investment of consumer while making a purchase. The influence of non- monetary cost decides the action towards purchase choice amongst various product offerings in online space. Findings of the research reveals (a) the different types of consumer: value conscious, price conscious and encounters (b) different strategies a consumer adopts: track on information, futuristic thinking and formulating deals (c) source of deal gratification for different goal- oriented consumer behavior. The work proposes an empirical model validated by data interpretation using grounded theory. It shows how Human capital decides approach of consumer to evaluate online sales promotion.

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Assessing Students' Perception of the Importance and Relevance of Feedback in Written Communication by the Written Analysis of Communication (WAC) Reader

It has been observed that constructive feedback for learning can transform a student's learning outcome. Providing feedback means giving students an explanation of what they are doing correctly and incorrectly. Hence, the concept of hiring the services of the teaching assistance / Written Analysis of Communication (WAC) reader is tried to assist the teachers in conducting their classes effectively besides helping them in providing timely and constructive feedback. This study aims at finding out from the student's perspective the role and effectiveness of the WAC reader who was engaged to provide feedback to MBA students on their writing skills and problem solving skills. It is evident from the interpretation of these results that the majority of students found the academic intervention of WAC reader beneficial to them. They believe that the timely and appropriate feedback as provided by the WAC reader helped them how to create carefully planned and confidently delivered reports, proposals and other forms of business communication.

Keywords: Feedback; Written Communication; Analytical Skills; WAC Reader; Problem Solving Skills; Reports and Proposals.

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Measuring the Emotional Dimensions of Retail Banking Experience in Non-Metro Cities

Customers' experience and evaluate the bank's services with respect to its corporate image, which is an expression of their emotions for the bank brand. The purpose of this research is to examine the emotional dimensions of retail banking experience. Survey methodology was used to collect data. Principal Component Factor Analysis technique was applied to ascertain the emotional dimensions as Customer Orientation, Product management, Employee Empowerment, Customer delight, Physical Facilities and Internet Banking. The results are tested for reliability and validity. Further, anova analysis is applied to measure the influence of age, gender and qualification on these emotional dimensions. The research contributes to the knowledge of customer experience by examining how the retail banking experience and its emotional dimensions are conceptualized and managed by practitioners.

Keywords: Retail Banking Experience, Emotional Dimensions, Customer Experience, Emotion, Customer Relations.

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Do Actions Speak? A Behavioural Analysis of Consumers' Perception of E-advertising

Internet users are not a homogeneous group, rather there are as many heterogeneous groups as possible. Understanding consumers in terms of their internet usage pattern is important for the e-advertisers to connect with them effectively. This study explores how behavioural factors of internet users affect their perception of e-advertising. The behavioural factors in the study include the expertise of internet use, frequency of internet usage, speed of internet connection and their experience with the internet. A survey was conducted in Delhi NCR. The results of the study are based on regression analysis and have found significant effect of consumers' behavioural factors on their perception of e-advertising.

Keywords: E-advertising, Consumers, Perception, Internet, Behavioral Factors.

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