

Abstracts

**Social Media Retargeting:
Opinions, Clicks and Conversion**

Social media retargeting is a personalized form of online advertisement done on social media using consumers browsing history. The study aims to explore the opinions of online shoppers regarding social media retargeting along with examining the relationship between the frequency of using social media, clicks, and conversion. Data was collected from 235 respondents and 207 responses were used for the final analysis. The data was analyzed using descriptive analysis, ordinal regression, and chi-square. Results revealed that consumers have a positive attitude toward social media retargeting. But out of six opinions only relevant and motivating were statistically significant for frequency of clicks. Furthermore, the results confirmed a moderate association of a frequency of using social media with clicks and conversion, and a strong association between click and purchase. The findings of the study provide insight into the effectiveness of using social media retargeting.

Keywords: Online Advertisements, Retargeting, Social Media, Click, Conversion.

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Corporate Distress and Bankruptcy Prediction – A Critical Review of Statistical Methods and Models

Bankruptcy prediction has interested and intrigued accountants and researchers alike since early 1930's. The empirical and theoretical research conducted till date seek to find the best statistical method to develop distress / bankruptcy prediction model and also check the validity of the models developed across different industries, sectors and countries. This paper is an attempt to critically review the various models developed for bankruptcy prediction and the statistical methods adopted in such studies. It is observed that there is no consensus as to the best method and model for corporate distress and bankruptcy prediction. However certain techniques like multivariate analysis. Logistic regression and Artificial Neural Networks have found favour with researchers and academicians alike. Continuous attempts are on to discover newer techniques and methods to develop a robust bankruptcy prediction model.

Keywords: Corporate Distress and Bankruptcy, Multivariate Analysis, Logistic Regression, Artificial Neural Networks, Bankruptcy Prediction Models.

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Motivation for Buying Green Electronics: A Study of Young Customers in Delhi-NCR Region

The planet earth is witnessing disastrous outcomes which are the after-effects of deeds of mankind. Consequently, the environmental issues and in turn environmental consciousness has gained importance in all the spheres worldwide. This study focuses on high-tech industry of electronic appliances and gadgets as there is huge demand of these product items and in turn they have shorter life span. An intense impact on consumer behaviour can be seen because of high environmental consciousness and the fact that the market of electronics items escalating at a significant rate. The responsibility of marketers has become more multifaceted because as per the prevailing market scenario, there is a need to target the “greener” and “younger” segments in a different way. It is need of the hour to outline and highlight the motivational factors of “ecologically conscious” young Indian consumer towards buying green electronics. For this study, four hundred eighty seven respondents were approached from Delhi-NCR. The data was tested by means of exploratory factor analysis, subsequently by confirmatory factor analysis so that the results can be validated and substantiated with a framed and tested model. The outcomes of the study highlights the key factors which triggers the motivation of consumers to go for green marketing practices. Future implications of the study were discussed.

Keywords: Green Purchasing Motivators, Environmental Issues, Ecologically Conscious, Green Electronics, Young Consumers' Buying Behavior.

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The Aftermath of Goods and Services Tax Reform on Consumers in Kerala

The implementation of Goods and Services Tax in India was a landmark reform in the history of independent India. It replaced a plethora of indirect taxes which was suffocating the taxation system in the country and affecting all stakeholders concerned. The study evaluates the aftermath of GST implementation in Kerala by examining the awareness and satisfaction level of consumers on GST, the influence of socio demographic variables on the satisfaction level of consumers and the change in their spending behavior. The study revealed that there is a moderate level of awareness among consumers about GST. There has been no change in the spending behavior of consumers and that the socio demographic variables like gender, education and profession influenced the satisfaction level of consumers as regards GST. The Government needs to be more proactive and quell the apprehensions of the stakeholders to make this reform a huge success.

Keywords: Goods and Services Tax, Indirect Taxes, Socio Demographic Variables, Reforms in Taxation, Black Money.

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A Comparative Study of Effectiveness of Online-Recruitment in Manufacturing and Service Sector in Nashik

The purpose of the study was to compare the effectiveness of online-recruitment in manufacturing and service sector in Nashik. Although it is known that information quality plays a major role in the success of online recruitment (OLR) but there are other facilitators which have an influence on effectiveness of OLR which have been called as “OLR Driving Factors”. This study intends to evaluate whether OLR driving factors have a significant influence on the effectiveness of OLR and further whether the effectiveness of OLR has a significant influence on the attitude to use OLR. The questionnaire was administered to thirty respondents each in both manufacturing and services industry. The respondents included HR managers where such a designated post exists or otherwise it was administered to the person concerned with recruitment in the organisation. Each of the respondents was met personally for obtaining responses to the questionnaire. For testing the framework of the study's model, structural equation modelling (SEM) has been employed in this study. The results support both the hypothesis that OLR driving factors have a significant influence on the effectiveness of OLR and effectiveness of OLR has a significant influence on the attitude to use OLR in both the manufacturing as well as in the service industry.

Keywords: Effectiveness, Online Recruitment, Driving Factors, Manufacturing, Service Information Quality.

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Turnover Intention's Relationship to Organizational Culture and Job Satisfaction in the Health Care Industry

The study was conducted on a sample of 759 employees of health care industry to examine the effects of organisational culture and job satisfaction on turnover intention in two categories of employee's. Statistically significant differences between the two categories were found for Managing Change, coordinated teamwork and turnover intention. It has been found Doctors scoring more on managing change and turnover intention whereas paramedics scoring more on coordinated teamwork. However, differences between the two categories of employees for turnover intention were removed after statistically controlling for organizational culture, job satisfaction and respondents' demographic characteristics. For the combined samples, Managing Change, coordinated teamwork, and job satisfaction had negative effects on turnover intention, that the effect of coordinated teamwork, managing change and job satisfaction on turnover intention is stronger within doctors than the paramedics. Participants' qualification level was found to have a negative effect on turnover intention. Organizational culture was found to moderate the effect of respondents' age and marital status on turnover intention, with the effect being more positive for age with paramedics and marital status with doctors.

Keywords: Organizational Culture, Job Satisfaction, Turnover Intention, Managing Change, Achieving Goals, Coordinated Teamwork.

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