



Evaluation of Knowledge Updating Facilities for Nursing staff of Community Health Centers of Rajasthan State

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Abstract: This is a quantitative study with the objective to evaluate the knowledge updating facilities of mid-level nursing professionals. we evaluate the facilities regarding to knowledge updating, it includes issues like; knowledge sharing between staff members; regular training facilities; usefulness of trainings; provision of conferences, seminars, symposium etc and also evaluates the facility of international standard manuals. The controlled research design used as research method and The non-probability sampling technique (non-random sampling) was judged to be the most suitable for the research. A research group of 500 nurses was chosen to complete a self-administered questionnaire. As a result we find that more than 95% respondents found agreeably stated that nurses are able to share hospital knowledge effectively with each other and the trainings provided to nurses are useful in their day to day hospital working. Near about 75% of them realized that nurses are regularly trained to be hospital leaders. 35% of them stated with full of their agreement that there is a provision for nursing professionals to attend conferences, seminars, symposium and meetings.

Key Words: Community Health Centers, Knowledge Updating, Nursing Staff.

Article History

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1 Introduction

In the health sector, the "professional skills" theme is being addressed and has been concern for service developers for training their professionals. In this regard, the health sector courses an academic and professional profile that includes the subsequent skills: Health Care; Decision-Making; Communication; Leadership; Administration and Management, and Permanent Education.¹ Knowledge is recognized as an important weapon for sustaining respective strength

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**ISSUES OF DRUGS MANAGEMENT FOR NURSES OF COMMUNITY HEALTH CENTERS : A
STUDY OF RAJASTHAN**

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KEYWORDS

Drugs
Drug Management
Community Healyth Centers

ABSTRACT

This article presents the issues regarding the management of drugs at community health centres in order to nursing perspective. There are many personal and professional issues in relation to drugs management for nurses here we have dis-cussed basic issues regarding to indent system, availability of essential types of drugs, release of drugs and patient's information. The controlled research design used as research method and the sampling is done through purposive sampling a non-probability method. The sample size is 500 nurses and 5-point Likert based scale is used. As a result we find that proper indent system followed by Nurses and essential types of medicines are adequately arranged and easily available as per requirement and the drug are timely released for wards, casualty and labour room as per norms and Pharmacists are supporting the issues.

1. Introduction

The drugs management system is a lifeline of each and every hospital. In absence of drug management system, the health care system will be paralyzed, and no significance of health care will remain without proper drugs management system. In most hospitals the medical stores are adjacent to the hospital premises and patient's attenders provide the medicines to medical and nursing staff for treatment.

In India the Rajasthan is the first state that provides the all types of medicines free of cost to patients at all levels of health care like PHCs , CHCs , District hospitals and medical college level. The govt. of Rajasthan launched the program named MNDY (Mukhya Mantry Nisulk Dava Yojana). In this program the inventory management of medicine viz inward & outward, even at the most important sub store like (Medical college Hospital, Dist. Hospitals, Sub Dist. Hospitals, Satellite Hospitals, and conjointly at CHCs, PHCs etc. The drug supply systems are being carried out manually in beginning now they manage drug inventory through e-Aushadhi software at Medical College Hospitals, District Hospitals, Sub District Hospitals, Satellite Hospitals, CHC, PHCs & urban Dispensaries computerization. They further make available at DDC for onward dispensing to the patients and hospital purpose. At CHC level the drugs are distributed for two purposes.

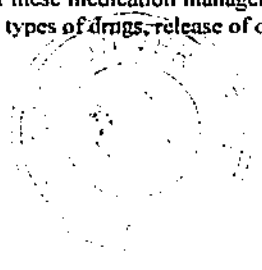
- 1 For outdoor patients at DDC.
- 2 For indoor and emergency patients at wards, labour room and casualty .

At DDC the pharmacist is distributing the medicines to patients on the Doctor's prescription and in the wards, labour room , operation theatre and casualty the nurses are responsible for management of drugs and medicines. The nurses are also going through the basic issues of drug management which is essential for drugs storage.

2. Literature Review

There are many issues regarding to drugs management and medication systems like - personal and professional issue in relation to nurses emerging role¹, prescriptive authority², misinformation, challenging, especially with pharmacotherapy management where medications are prescribed by multiple providers, accurate communication among providers and between the patient and providers³. Nurses were related to medication packaging, nurse-physician communication, pharmacy processes, nurse staffing and transcribing issues⁴, including deficiencies in interdisciplinary communication; problems related to organizational or workplace policies, processes and systems; and ineffective team func-tion⁵, medication safety in primary care including culture differences between community and hospital setting, politics within the healthcare system, lack of clarity around the nurses' roles and lack of error reporting.

But at the same time the key issues of these medication management are not tested yet for the mid-level health care workers like indent system, availability of essential types of drugs, release of drugs and patient's information.



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A STUDY OF PSYCHOLOGICAL CHALLENGES FACED BY NURSES AT COMMUNITY HEALTH CENTERS OF RAJASTHAN STATE

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Abstract.

The purpose of this study is to find out the psychological issues at community health centers like : Nurses experience stress when faced with a lack of resources, a lack of good leadership, with staff shortages, challenges owing to the demands from patients, stress in adjusting with working environment conditions, stress in building relationships with each other, and Nurses' opinions and ideas to improve working conditions are taken seriously or not. The quantitative research approach is used to perform the study which contained a self-administered questionnaire. The target population size is 500 nurses respondent of CHCs. As a result we find that 90% nurses experience stress when faced with a lack of resources. Nurses may experience stress if they think that the cause is a lack of good leadership. Nurses experience stress when faced with staff shortages. Patient's unexpected demands will pressurizes the nurses and about 85% of nurse's response shows this and Nurses may experience stress in adjusting with working environment conditions.

Keywords: Psychological challenges , community health centers.

1 Introduction

Health services are considered as profession of 'service to humanity'. In the India health services are designed to meet the health needs of the community through the use of available knowledge and resources. The health professionals are facing a lot of physical, mental and moral ethical issues; to cope with these issues, nursing staff have to recognize the specific nursing problems involve at community health centre. Employees of health services are particularly exposed to continuous stress, which causes physical, psychological and cognitive symptoms, demanding prolonged adaptive responses to tolerate, overcome or adapt to stressors.¹ The stress of shift work can also weaken health conditions and lead to heart disease or digestive disorders. Nursing is associated with high levels of stress, a low degree of quality of life and burnout syndrome.²

The challenges of nurses are evaluated in different countries, different levels and in different aspects. As we focus on the middle level nurses of govt sector and multiple aspects of management likewise infrastructures, manpower, psychological aspects, and demographic from these we have chosen psychological issues for study purpose.

2 Review of Literature

Previous studies show the issues and problems at medical college, district level, military hospitals, corporate hospitals are evaluated for health employees perspective. From the time of first world war the field of maintaining and restoration of health has been co-existed with medical as well as a field of nursing. Military nurses faced the challenges and psychological impact of delivering nursing care within a war zone a prolonged periods of caring for seriously injured polytrauma casualties of all ages, and there were associated distressing psychological effects.³ The medical leadership challenge in healthcare is an identity challenge, the identity as processual, relational and situational.⁴ Challenges for an autonomous nursing professional practice experiencing limiting situations that hinder a professional practice coherent with its principles - of autonomy and advocacy of users' interests -, and often conditioned to experience moral distress.⁵ Challenges facing newly qualified nurses working in community and intermediate healthcare settings, and their perceptions of role and professional identity, and then to propose effective support structures, that was concluded that transition can be challenging and stressful.⁶ There are three major challenges of managers of nurse practitioners, (1) elucidative the reallocation of tasks; (2) managing altered operating relationships among the team; (3) continued to manage the team in an evolving state of affairs. These challenges are of a managerial, not clinical, nature. By implementing specific leadership strategies, managers of nurse practitioners can facilitate the introduction of the new role and improve its sustainability in health organizations.⁷ The comparative study on burnout, social support, and coping at work among social workers, psychologists, and nurses. This study shows the comparison of stress appraisals, coping strategies, social resources, and burnout at work between social workers, psychologists and nurses; and assess the effectiveness of appraisals and support in reducing burnout and enhancing effective coping strategies. No variations were determined between these three professions on most psychological measures, apart from the depersonalization outcome of burnout; that was considerably lower among psychologists than among nurses or social workers.⁸

3 Objectives

The objective of this study was to explore psychological challenges of nurses that is faced at CHCs that include to find out the stress felt by nurses when faced with a lack of resources, a lack of good leadership, with staff shortages, challenges owing to the demands from patients, stress in adjusting with working environment conditions, stress in building relationships with each other, and Nurses' opinions and ideas to improve working conditions are taken seriously or not.



Implementation of Corporate Social Responsibility (CSR) in the oil & gas industry: Issues and approaches

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Keywords:

CSR
Oil & Gas
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International
Development (USAID)
Green House Emissions
Oil Upstream
Midstream and
Downstream

ABSTRACT

Lately researchers and leadership have committed to a more pertinent thoughtfulness in the CSR domain and its planned inferences. The absence of a generally acknowledged explanation has driven some characterize it as an idea/ a procedure/a hypothesis, while others refer to it as an action or a set of exercises. Additionally, CSR has been inscribed under innumerable names. For example, terms like 'corporate citizenship', 'worldwide citizenship', 'corporate social responsiveness', 'key charity' and 'otherworldly free enterprise' are used now and again contingent to the desired reference. Consequently, these monikers and translations prompt disarray among those who mean to study or actualize the training into their business procedures.

CSR has appeared as a pivotal approach to address the social and environmental consequences of a company's day-to-day operations. As the externalities produced by these companies is expected to grow exponentially, they are often predictable to assist in addressing many of the world's most tenacious problems (education, change in climate, poverty, and greenhouse effect, to name a few). With increasing expectations from businesses, this paper pragmatically explores if CSR is capable to deliver on these expectations. It does so by investigating an industry that has been constantly at the epicentre of the CSR development: The Oil & Gas sector. This paper explores the conceivable of CSR for addressing the impactful challenges by comprehensively looking at the major companies from developed as well as emerging economies.

1. Introduction

CSR has emerged as a pivotal approach in addressing the social and environmental consequences of a company's day-to-day operations. With ever-increasing expectations from businesses in the domain of CSR, one needs to ask if CSR is in turn able to address the larger challenges. Therefore, this paper

National Oil Companies: Models of business, threats, and emerging trends

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ABSTRACT

This paper offers an analysis and examination of the business models, threats and prospects of the national oil companies (NOCs), their approaches and emerging trends. The position of the national oil company continues to grow as the global energy environment evolves to reflect market fluctuations, new ultra-oil reserves are found and regional and geopolitical developments. NOCs, historically known as custodians of the natural resources of their region, have typically owned and operated the entire national oil and gas supply chain from the upstream to downstream operations. NOCs have appeared in recent years not only as joint venture partners with the large oil firms internationally but also as rivals with the Foreign Oil Companies (IOCs). Most NOCs are becoming more involved in mergers and acquisitions (M&A), thus growing the number of NOCs finding upstream and downstream targets for acquisitions and properties globally.

Asian state-owned NOCs firms, most notably from China and India, are at the forefront of ambitious cross-border projects as their governments try to prepare for long-term uncertainties in energy supply. At the same time, increasing oil wealth triggered by rising oil prices has motivated governments as diverse as Russia, Venezuela, Bolivia and Ecuador to give their national energy champions greater political and economic power. This is done by amendments to the statutory rules, contracts, tax and interest systems in their local market. The NOCs have also started to enter the international market, participate in strategic acquisition activities and gain full or partial ownership of foreign firms in sectors of strategic importance for national growth.

There are a range of national oil companies within the GCC region which have the potential to grow beyond servicing their domestic markets. In part, this mechanism is hampered by the inadequacy of organizational systems and the lack of knowledge within the GCC region. Globally, the rise of economic nationalism and the debate over economic autonomy, protection and land rights, and the belief in the West that NOCs do not try to acquire foreign oil companies and properties, are hindering this. External interests inevitably affect and effect the NOC's foreign investment agenda.

The new phenomenon led by the growth of NOCs has changed the balance of power over most hydrocarbon supplies around the world. The NOCs (super majors) controlled fewer than 10 percent of the world's hydrocarbon wealth in the 1970s, although more than 90 percent controlled them in 2017. This change has allowed NOCs to expand their ability to directly access finance, human resources, and professional facilities and draw on in-house expertise. In addition, NOCs have expanded their capacity to perform outsourcing activities through the oilfield services companies (OFSCs) for many projects, thus expanding their breadth of competencies.

In addition, the transfer in business models from the NOCs raises problems for IOCs and independents by challenging the viability of their business model of resource control. These challenges include the decline in production in existing oil fields, the difficulty of replacing oil and gas reserves in limited or restricted access areas, the rapid depletion of conventional or easy-- oil reserves, the increase in unconventional resource production costs and the decline in operating profit margins.



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LOCKDOWN PERIOD IN INDIA**

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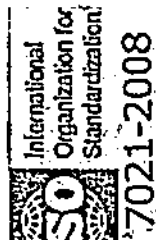
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ASSESSING SERVICE QUALITY OF BANKS AMIDST LOCKDOWN PERIOD IN INDIA

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ABSTRACT

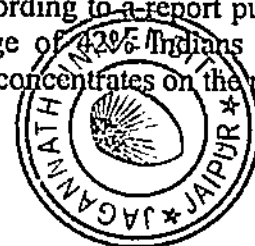
With the sudden advent of coronavirus infused pandemic across the globe, the dynamics of transactions have drastically changed due to the announced lockdown. Considering the highly contagious nature of this virus, it was indispensable to announce the lockdown across the country in order to save the lives of its citizens. Due to this, there has been a major shift to online services being availed that are very basic to one's survival in the current scenario. This study pertains to the online banking behavior of customers with respect to the service quality they are receiving. There has been a sudden surge in the online transactions and other banking services due to the restrictions on the physical movement of masses. The time period considered for this study has been the first phase of lockdown announced by our Prime Minister, Mr. Narendra Modi starting from 24 March 2020 to 14 April 2020 with further extension till 3 May 2020 with conditional relaxation to certain zones from 20 April 2020 (Singh, K., et al., 2020). This study in particular was conducted on a sample of 100 respondents occupying the region of Delhi-NCR to examine how the different identified factors of online service quality of banking services impact the overall satisfaction of the customers. A self-structured questionnaire was taken for this study with good reliability as Cronbach's alpha was greater than .60. Multiple regression was applied to examine the relationship between the different independent variables and dependent variable. This study is quite relevant in the current scenario to highlight the effectiveness of the online banking sector in India and the challenges faced by them especially during the lockdown period due to the sudden increase in online traffic. This would be an insightful study documenting the role played by the banks in India during the challenging times of shutdown.

Keywords: service quality, online banking, lockdown, coronavirus, restrictions, challenges. Certified True Copy

INTRODUCTION

Covid19 lockdown across the country has brought a massive change with respect to consumer as well as industrial behavior. With the norms of social distancing being strictly followed across the country, the physical movement of people on roads has been mitigated and #stayhome#staysafe has become the new buzzword all across the digital media. Never in history has India admitted such a huge usage of the online platform for conducting various activities with financial transactions being one of them. One of the major threats of this lockdown is already being predicted to be an economic slowdown and this could be the worst since the global financial crisis of 2008-09 (Singh, S., 2020). Therefore, it is a subject of immense significance to comprehend the role played by the major intermediaries with an essential part being played in running the Indian economy. According to a report published in Economic Times on April 14, 2020, there has been a surge of 42% Indians making payments online during this period of lockdown. Thus, this study concentrates on the role that

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**A STUDY ON THE IMPACT OF LOCKDOWN ON
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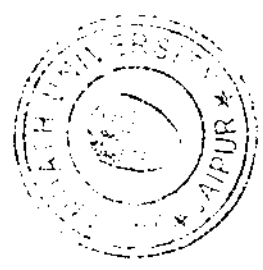
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A STUDY ON THE IMPACT OF LOCKDOWN ON EXPENDITURE BY HOUSEHOLDS

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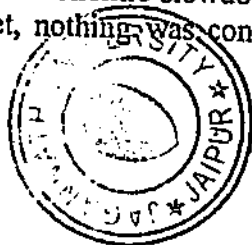
ABSTRACT

Amidst the national lockdown period announced by the Prime Minister of India, the patterns of income and expenditures tend to show some variations. This paper aims at investigating this assumption by examining the changes that have taken place in the expenditure patterns of the selected households. The households for this study have been identified as the residents in the city of Jaipur who were living with their families which further meant they were sharing a common dwelling place, meals, a common budget (for at least) regarding decisions pertaining to food and housing expenditures. Due to the restriction on the mobility or commutation, the data has been collected using telephonic media over a limited sample of 100 respondents that were randomly chosen from the directory of phone numbers of the residents of the city. Thus, on the basis of researcher's judgement of contacting the respondents from telephone directory, they were called randomly. The data was then analyzed using statistical tools such as frequency, percentages and graphical representations. The time period of this study has been 15 March 2020 to 15 April 2020. The findings of this research are very useful in identifying the expenditure patterns of the households and provide insights to the marketers of various sectors to know how the consumer behavior is changing in terms of the amount of monthly expenditure, changing preferences and future plans considering the nationwide lockdown. This research is marked by some limitations such as the unavailability to meet the respondents face to face and apprehensions on the part of the respondents while disclosing their financial details. This paper acts as a useful research to be included in the existing limited literature as coronavirus threat is a recently emerged situation globally and thus, not many studies regarding this component can be found at this point of time. It has practical implications as this study will provide information to social scientists and marketers and companies of different sectors to make business forecasts and formulate their strategies accordingly.

Keywords : lockdown, monthly expenditure, households, consumer behavior, financial details, business forecasts.

INTRODUCTION

The announcement of the current lockdown which is being observed throughout the country came unexpectedly yet, it was welcomed as the most indispensable measure to be taken for saving the lives of billions of people. Within, no time people were restricted to stay at their home for their own safety sake and thus, without much prior preparations on several ends the citizens were also in a little fix. Economic slowdown was predicted by various agencies (Riley, C. and Horowitz, J., 2020) yet, nothing was considered above life or human survival. Thus,



Indian IT companies: Styles of conflict Management



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Abstract

Information Technology has brought in a significant transformation in the means and mechanism of day to day operations. For example, banking operations, nowadays are carried out on 24x7 basis without the need of physically visiting the banks. However, IT professionals, are constantly under stress as they are required to work incessantly-long-hours to meet their commitments. The result: workplace conflicts is the norm in IT companies. Several researchers have studied workplace conflicts from different perspective. Jehn and Bendersky, 2003 studied conflicts in organizations from viewpoint of treatment of conflicts whereas Nash David and Hann Deborah, 2017 studied conflicts from the perspectives of treating every conflict as homogenous. An extant literature review resulted in the following research questions (a) What constitutes workplace conflicts in Indian IT companies and (b) What mechanisms are adopted to resolve the conflicts. The research paper, developed on the basis of experience of authors in IT companies, seeks to determine the answers to these research questions. The research methodology is based on grounded theory approach (Strauss & Corbin, 1990). The data was collected by means in Google forms and face to face to interactions. The respondents included IT professionals from NCR at different levels of hierarchy. The sample size is 150. Data analysis is descriptive statistics. The findings indicate that the IT companies have a defined and structured methodology for identification and treatment of workplace conflicts. The limitations is the small sample size and operational domain of IT companies. The managerial implication results in the formulation of management of action plans for different types of conflicts. The research implication is the new perspective covering IT companies. The contribution to study is that IT due to vagrant style of functioning-generate new styles of conflict which this paper had tried to address.

Keywords: Conflicts, IT companies, Means, Mechanism

Introduction

The current environment is encompassed by CORONA virus. This has transformed the means and mechanisms of work force environment and thereby resolution of conflicts and thus its management. Conflicts occur whenever individuals work in an atmosphere where competitiveness drives the basic needs of human beings.

Today, technology has proved to be a boon for the business units. It has shown the way for doing business without the need of physical presence within the premises of the organization. Work From Home or WFH is the new norm nowadays. Switching to WFH does not mean conflicts have gone away. In fact they have become more aggressive in nature. For example, WFH has



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Factors Affecting Buying Behavior Towards Ready to Cook Food.

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ABSTRACT

Abstract: The aim of this study is to provide an understanding of consumer buying behavior with respect to Ready To Cook(RTC) food such as Instant mixes, Ready made sauces, Mc Cain's food products, MTR food products, frozen and chopped vegetables etc. Exploratory study has been used to systematically review the previous relevant studies done in this niche area of research. Automated insights from Qualitative Data Analysis software NVivo 11Plus have been used for analysis of literature. Apart from academic relevance, understanding of factors affecting behavior of consumers is also important for practitioners so that prudent strategic decisions to influence consumers could be made efficiently.

Keywords: Processed Food, Ready to Cook Food, Convenience Orientation, Subjective Norms, Perceived Behavioral Control.

1. INTRODUCTION

The word "food refers to the chemical substances taken into the body in order to keep the body in a healthy and active condition Convenience food can be well-defined as "Any completely or moderately cooked food product in which substantial planning & preparation time, cookery abilities, or efforts involved have been transferred from person cooking food to producer of food product" (Traub & Odland, 1979) Convenience food market includes both ready to cook (RTC) and ready to eat(RTE) products. According to (Costa et al 2011) there are 4 categories of convenience food. "Ready-to-eat" (RTE), "Ready to heat" (RTH), "Ready to end-cook" (RTEC) and "Ready to cook" (RTC).

emotional and societal factors. Each person has basic needs such as hunger, shelter, thirst, etc., which have to be satisfied for survival. The psychological factors like prestige, stature and social factors like family, neighbors, work and blood relations also affect our purchasing choices.

As per study done in south India by Indumathi et al (2002) the occupational status of women, family income, size of family availability of time and amount of time saved while cooking are the most influencing factors of RTC products. Another study done in Finland by Lähteenmäki and Urala (2004) revealed that male and females have difference in their buying behavior. Males tend to compromise on taste, sensory appeals while females do not easily compromise on aforementioned parameters. Moreover the same study also revealed that youngsters are more open to experimentation in terms of functional food-as-well-as-they are open to change and are willing to experiment new products.. The same study also states that as the income of a person increases the higher his spending on convenience food is increased hence there is a linear relationship between income and convenient food choices.

2. REVIEW OF LITERATURE

Consumer behavior is "the study of how individuals, groups and organisations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants" (Kotler & Keller, 2009).

"Attitude is the predisposition of the individual to evaluate some symbol or object or aspect of his world in a favorable manner" (Katz, 1970).

Demographic Factors contribution in growth of RTE/RTC food

- > Gender
- > Age
- > Education level
- > Income
- > Occupation Status
- > Size of family

Consumer buying behavior is influenced by biological,

3.3 Health Orientation

A person who has a high concern for health is proactive and actively searches, reviews and is more serious towards purchasing products. "Health perception studies the likeliness of a consumer to accept healthiness in pursuit. A health aware person is more cautious about health and is focused about health and undertakes proactive efforts to maintain a healthy and a quality oriented lifestyle"(Kraft & Goodell, 1993; Newsom et al. 2005). "Consumers having high concern for health concern tend to be cautious and his attitude is governed by healthy options available." (Husic-Mehmedovic et al 2017)



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**AN EMPIRICAL STUDY OF WORKPLACE SPIRITUALITY
AND ITS IMPACT ON ORGANIZATIONAL COMMITMENT:
AN ISSUE OF SUSTAINABILITY**

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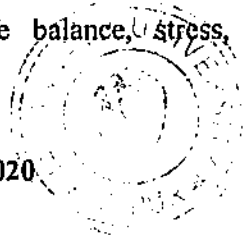
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**AN EMPIRICAL STUDY OF WORKPLACE SPIRITUALITY AND ITS IMPACT ON
ORGANIZATIONAL COMMITMENT: AN ISSUE OF SUSTAINABILITY**

ABSTRACT

The term workplace spirituality has picked up prevalence in both the professional workplace and the scholarly community attributable to its critical effect on organizational endurance, achievements, and supportable advancement. It is an idea, which includes values, morals, motivation, work-life balance, stress, and management. What separates a profound



A DEMOGRAPHIC ASSESSMENT OF THE CONSUMPTION PATTERN FOR READY TO COOK FOOD IN DELHI & NCR

Deepika Varshney* Jyotsna Sharma**

As civilizations evolve, so does their lifestyle patterns which are marked by a wide range of changes pertaining to the basic elements associated with their lives. Eating habits is one such area which has witnessed a huge diversity dependent upon the various bases of market segmentation. Referring to the current scenario in our country including the influence of western culture, the eating habits of the masses have changed over the past few decades. Due to this shift in the social scenario, both males and females are left with lesser time for cooking due their professional commitments and also, the energy consumed in working out of home to generate more income. Another aspect of the story is this that with increasing economic resources, disposable income which is dual increases and the young generation with an average age of an Indian being 28 years doesn't mind spending little higher on food that is not traditionally cooked at home. In order to study this from a researcher's perspective, a statistical analysis was conducted through this study using the primary data collected via a self-structured questionnaire with acceptable reliability (Cronbach's alpha > .65) for examining the impact of various demographical factors such as age, gender, occupation, education and income on the consumption pattern of the ready to cook food items in the geographical area of Delhi-NCR. One-way ANOVA was used for hypothesis testing. This study holds practical implications for the marketers in ready to cook foods industry in identifying the most profitable segments based upon the mentioned demographics and the consumption score.

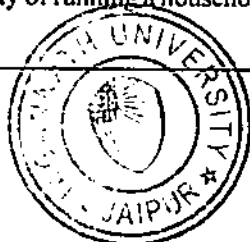
Keywords: Demographic, consumption pattern, market segmentation, working population, disposable income.

Ready-to-cook food as being considered for the current study is defined as a shelf-stable convenience food. It also refers to that particular food item or the material present in the food that has to be compulsorily brought to the temperature which is sufficient enough in order to ensure that the present pathogenic microorganisms get killed before-hand to confirm its edibility. The history of ready to cook meals dates long back from 19th century beginning in the western countries when soldiers used to consume meat and stew stored in tins. It was followed by an era of TV diners in 1950's and further, by microwave meals in the 1970's. Then, ready to cook meals were started getting available in different flavors in 1990's and with the beginning of the 20th century, ready to cook meals had become very popular as a meal option amongst the masses. Thus, the entire history of ready to cook foods documents its wide acceptance with the passage of time with its advent in India during the 'Kargil' war for the soldiers in 1999. Apart from the ready to cook meals being popular in the western countries, they have picked up very well in the context of India. With Generation Y and Z (Ahluwalia, H., 2018) making up a major proportion of the population aiming for exploiting the demographic dividend (Thakur, A., 2019), lifestyle has become busy and fast-paced. With modernisation coming into picture along with more females joining the working population (Chaturvedi, A., 2016) and the responsibility of running a household getting

distributed among both the genders in the family, it has become imperative to share the cooking job too. Over the days when traditional cooking was the major goal in Indian houses. This is evident from the pace with which the ready meals industry is flourishing in India. As per the report of the Techsci Research (2015), Ready-to-cook (RTC) food items' demand witnessed surging growth over the last few years in India because of the busier lifestyles along with increasing disposable incomes of the consumers. It has been documented that the increasing employment opportunities in urban India has led to the migration of masses from rural and semi-urban areas to tier 1 and tier 2 cities. Due to this, a huge impetus has been witnessed by the ready to cook foods market in India over the past few years. There has even been a paradigm shift in the lifestyle of the Indian middle class witnessing the trend of nuclear families and the bachelors staying in metropolitan cities for academic or employment purpose. Such populations are indeed one of the prominent

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An Analytical Review of Stress Measurement in Teachers in Professional Colleges in Delhi

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Research Scholar

Jagannath University, Jaipur

Dr. Jyotsana Sharma

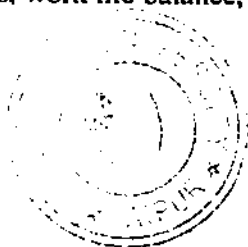
Professor

Jagannath University, Jaipur

Abstract

Stress is a state of unrest when an individual shows deflection from the normal expected behavior. Nowadays, teaching profession is no more lived as the most convenient option available for attaining a good work life balance. Teachers are found to be under immense stress as it has been observed in the recent times that their job stays with them mentally 24x7. Thus, this study is an attempt to measure the stress levels existing among the faculty members in some private management schools in Delhi. This is a primary research conducted on a sample of 100 female teachers who were selected based on judgemental convenience sampling. Data was collected using a standardized questionnaire on 'Stress Management' proposed by the International Stress Management Association, United Kingdom. This questionnaire presented dichotomous statements for the respondents to respond to and the summation of the score depicted the stress levels of the teachers in those B-schools. This study holds greater relevance as it aimed at studying the relationship between the demographical variables like age, education, income and years of experience with the stress level being experienced by the teachers. The hypothesis testing was done using Analysis of Variance assuming 5% level of significance. This study aims at providing suggestions to curb the problem of increasing stress among the teachers along with providing inputs for the existing literature.

Keywords : stress, work life balance, demographic variables, teaching profession, B-schools.



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An Analytical Review of Stress in Context of College Faculty in Delhi

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Abstract

This study aims at reviewing the stress levels of the faculty teaching in post-graduate programs in selected colleges in Delhi. Stress can be defined as "a state of affair involving demand of physical or mental energy". It highlights the condition or the circumstances that could disturb the normal physical as well as the mental health of an individual. Stress can also be defined as the way one reacts physically, mentally and even, emotionally to various conditions that change and demand in one's life. Major domains that lead to stress were work, family and other issues, alone or in combination. Considering the stress levels among faculty members, an analytical study has been conducted that has been summated in the current paper. This study has a descriptive research design. For this study, a standardized questionnaire with dichotomous statements (yes/no) was taken and responses were recorded for 100 faculty members as the respondents. Convenience sampling has been used. The statistical analysis has been done using percentages, mean, standard deviation and (linear) multiple regression. Major purpose of this analysis was to analyze the impact of selected demographics, namely, age, gender, marital status, income, education and years of experience on stress levels experienced by the selected respondents. This study holds relevant in the current scenario as educational sector is one of the primary sectors essential for building an intellectually strong nation. And, teachers are the makers of this sector thus, studying their stress levels along with the factors responsible can help in providing appropriate recommendations for solving the problem.

An Analysis of Factors Contributing to Job Satisfaction among Bank Employees: A Case Study of Axis Bank in Rajasthan

Dr. Jyotsana Sharma

Abstract: From the past few decades the importance of manpower in the organization has increased. Human Resource is treated as the most important asset. Organizations, in the changing scenario, understand that the key to increase productivity is to keep the workers happy. As, a direct relationship has been observed between productivity and job satisfaction, the organizations are not leaving any chance to boost the employee job satisfaction in the organizations. Job satisfaction can be described as a positive attitude towards the job. When an employee perceives him/her as satisfied from the job, it indicates that he/she is satisfied and positive about it. Increasing employee job satisfaction in the organization helps in increasing productivity. A number of techniques to motivate them to work harder. Banks are no exception in this regard. Private sector banks are adopting several strategies to increase the level of job satisfaction of the employees. Through this paper effort has been made to study the concept and factor affecting job satisfaction. The main purpose of the study is to identify the levels of job satisfaction among employees of Axis Bank in Rajasthan and the factors contributing to job satisfaction. This paper focuses on the role of middle managers, as they form a delicate link between the top level and bottom level management and thus play a significant role in the overall working of the Bank.

Keywords: Employees, Job satisfaction, Productivity, Strategies.

1. Introduction

Human beings spend most of their life working. They join organizations and institutions with certain expectations. They are looking for a better economic position for themselves and their families. They are not just satisfied in themselves in jobs not just to satisfy their economic needs but also to get a sense of achievement. Job satisfaction has always been a subject of great interest to understand and identify the factors that contribute to job satisfaction. Job satisfaction can't be standardized. Management has to understand the needs of each individual employee. It is a dynamic process and gets affected by any factor in the organization. Job satisfaction is a pleasurable state of emotions towards one's job. Job satisfaction can be defined as the difference between what an employee expects from his/her job and what he/she is getting in return of the work done.

In the current scenario of the Banking scenario has changed tremendously. This drastic change has affected the employees (both physically and mentally). Keeping in mind that the success of an organization to a large extent depends on the effective coordination, cooperation and collaboration between the employees and the banking management. It is important to understand job satisfaction factors that contribute to job satisfaction in the banks.

Review of literature

Job satisfaction is the degree to which individual feels positively or negatively about their work. Herzberg (1959, p. 68) explained job satisfaction, as the assessment of an individual's attitude towards his/her job. Hopwood (1966, p. 47) described job satisfaction as any



Satisfaction among Bank Employees: A Case Study of Axis Bank in Rajasthan
Dr. Jyotsana Sharma



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Expectations Mapping and Experience

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“Any customer can have a car painted any colour that he wants so long as it is black.”

Henry Ford

Over a hundred years ago companies followed an undifferentiated approach. We have come a long way since the times of Henry Ford. TVS – Scooty has been made available in India with over 100 shades, choices available today to customers are immense. Post World War II, due to advent of technology, transportation, communication and availability of human and financial resources, mass production took place. These mass produced products were capable of providing products at reasonable prices. Mass production put emphasis on products rather than on markets and consumers.

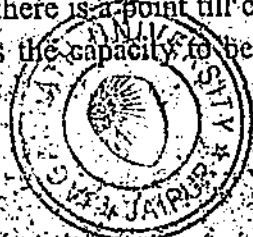
Mass marketing is considered dead today and all marketers' attempts to fulfill their desire levels to provide positive individualized experience.

“The mind knows not what the tongue wants?”

Howard Moskowitz, Psychophysicist

Paradox of Choices

We all love choices, but there is a point till choice is the hallmark of individual freedom and self-determination but it has the capacity to become detrimental to our psychological and emotional well-being.



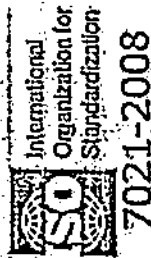
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Authored by:

Ms. SMITA KAUSHIK, Assistant Professor

From

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CSR AND EMPLOYEE INVOLVEMENT - A CONCEPTUAL ANALYSIS

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ABSTRACT

Human resource has been recognized as a crucial part of an organization's ability to survive and be successful in this competitive world. Studies show that more and more of the employees want to be part of a company that impacts the world around them. Many a studies have concluded that Corporate Social Responsibility is directly linked to employee retention, productivity, and the involvement as a whole. All those companies that engage in socially and commercially responsible practices are able to recognize and reap these advantages in lieu of CSR. Hence, there's no doubt that when companies help the world, they actually help themselves. To understand the actual meaning and relevance of employee involvement in the era of CSR, in this paper, we first discuss the effects of corporate social responsibility (CSR) on employees as per the opinion of the various corporate leaders. Although the effect is two-sided but still we need to analyse as to why the individuals (i.e., employees) are affected by CSR and in turn how the organizations are benefitted out of it in the long-run. Thus, a deliberate review of the literature becomes necessary so as to conceptually analyse the relationship between Corporate Social Responsibility and employee involvement. This kind of analysis will provide an understanding of the conceptual relationship between CSR and employee involvement, and enhance research both theoretically and empirically. It will address this initiative by means of a conceptual analysis of the past and current research conducted and the articles and publications highlighting the connections between CSR and employee involvement. The paper will also highlight the concrete consequences of the same for the society at large in terms of sustainability.

Keywords:- Corporate social responsibility, employee involvement, sustainability, conceptual analysis.

1. INTRODUCTION

CSR means many things to many people: what is understood as CSR has developed over time (Carroll, A. B., 1999, Lee, M. D. P., 2008); varies with region, country and culture (Matten & Moon, 2008); is different for different types of organizations (Spence, 2007); and is entirely in the eye of the paradigm beholder (cf. Fleming, P. and Jones, M. T., 2012; Porter, M. E. and Kramer, M. R., 2006). Knowing this, companies should use CSR initiatives in ways that make employees feel connected and involved and further improve company culture in the long-term. As per the need of the hour the most important question that arises is – Are companies looking for more involved employees? Throughout the last few years, there have been greater demands for companies to increase employee involvement by reinventing corporate social responsibility strategies (CSR). One way to foster involvement at your company is through sustainability, also called corporate social responsibility (CSR). CSR goes farther than inviting everyone out for a day with Habitat for Humanity or offering volunteer time off. It means integrating your company's mission and purpose with sustainable values, and supporting environmental and social goals in ways that connect to your company's business.

Then what exactly is employee involvement? Employee involvement can be defined as:

“When employees participate directly to help an organization fulfill its mission and meet its objectives by applying their ideas, expertise, and efforts towards problem solving and decision making”.

To understand employee involvement, let's take a look at what the research has to say. The purpose of this paper is to understand this situation in two ways: first, by conceptually analysing the examples of the various companies who have tried to balance CSR with employee involvement and the vice-versa. This will also include a review of a few interview precepts of the renowned corporate leaders in lieu of effective CSR in building a range of conceptualizations that specifically focus on the positive relationship between CSR and

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