

EMERGING
ISSUES
IN
MANAGEMENT
&
ECONOMICS
IN THE

POST PANDEMIC ERA



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ECONOMICS IN THE POST PANDEMIC ERA**

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CHAPTER-1

A STUDY ON MONETARY POLICY OPERATIONS DURING COVID-19 IN INDIA

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ABSTRACT

The impact of the COVID-19 pandemic was mitigated through monetary policy and liquidity operations in 2020-21. The objective of the study is to understand major developments in monetary policy during COVID-19 along with studying the operating framework, drivers and management of liquidity during COVID-19. And also it aims to know the operating targets and policy rates during COVID-19 situation. The study is based on literary review and secondary data gathered from various research papers, annual reports and websites. The information has been majorly extracted from the Monetary Policy Operations part of the Annual Report of RBI. In 2020-21, monetary policy had to deal with the dual task of recovering growth after COVID-19's losses while also ensuring that inflation fell below the upper tolerance band and aligned with the target. It was also found that the inflation remains a major problem, preventing monetary policymakers from taking advantage of the space available to promote

CHAPTER-2

A STUDY ON CHALLENGES FACED BY KANPUR BASED LEATHER EXPORTERS

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ABSTRACT

Kanpur, is a city which is known as industrial hub of the state of Uttar Pradesh, holds a major industrial cluster of leather and leather products manufacturing and exports of India. It consists of mainly small and medium business enterprises, located at the bank of the Ganga River. These industrial units have been meeting the needs of society and economy by generating employments and earning foreign exchanges for India, but many industrial surveys reveal that the cluster does not meet the requirement of the first pillar of sustainability i.e. environment. This study focuses on the challenges faced by the leather and leather product manufacturing units in order to find out appropriate strategies for its sustainable development.

Keywords: Kanpur; Cawnpore, India. Leather; Saddlery,

CHAPTER-3

A STUDY ON GREEN MARKETING PRACTICES IN INDIA

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ABSTRACT

This research paper explains the concept of green marketing and the practices which are adopted by few notorious companies of India. Green marketing is a concept of buying and selling those good which is not harmful for the environment and for the health and also includes the producing, consuming, recycling and disposing of products. This concept gained recognition when the people become more concern about the environment. Due to this consumer gets the new segment and marketers also get the new opportunity to target the consumers and earn the more profit and along with this focus on the environmental issues. The concerns of these consumers were shared by a number of famous companies so that's why they start adopting these new practices for protecting and preserving the environment.

Keywords: Green Marketing, Consumers and Practices.

CHAPTER-4

EDUCATIONAL INNOVATION FOR LEARNER AND INSTITUTION SUCCESS

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ABSTRACT

The goal of this article is to provide an in-depth analysis of the educational innovation area in India. It defines innovation, addresses barriers to innovation, and proposes strategies for increasing the scope and rate of innovation-based educational reforms. Innovation is becoming increasingly important in our society, and it is linked to the prospect of long-term economic and social growth. Educational institutions have become increasingly important for innovation-based economic development in this new context. As a result, partnership for the promotion of sustainable development with environmental preservation is one of education's key tasks. In terms of the economic, social, and environmental pillars, the economic pillar has been developed largely in isolation, favouring financial factors over social and almost neglecting global environmental issues.

Keywords: Implementation, Innovation, Educational Technology, Time efficiency

CHAPTER-5

FINANCIAL PERFORMANCE OF STATE BANK OF INDIA AND ICICI BANK – A COMPARATIVE STUDY

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ABSTRACT

State Bank of India (SBI) and ICICI Bank are the two largest banks in India in public and private sector. Performance and efficiency of commercial banks are the key elements of countries financial system. In view of this, the study set out to apply profitability ratios, solvency ratios and Management efficiency ratios on SBI and ICICI Bank in order to compare their efficiency and solvency position. On basis of the analysis, it has been found that both the banks are maintaining the required standards and running profitably. This comparative study of SBI and ICICI Bank demonstrates that there are significant differences on the performance of SBI and ICICI Bank in terms of Deposits, Advances, Investments, Net profit, and Total assets. The study analyzes and reflects a difference of performance in the working of SBI and ICICI Banks. Data used for the study is

CHAPTER-6

GIG ECONOMY: RENAISSANCE OF BLUE COLLAR JOBS IN INDIA

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ABSTRACT

'Gig' – a new buzz word which was coined long ago is making news nowadays. In the current scenario, a 'gig economy' involves a temporary contractual job or short-term contract or freelance work that a person may take, on a project-to-project basis, for which the payment is made once the task is completed. The gig economy gets its name from each piece of work being akin to an individual 'gig'. Gig economy is considered as an offshoot of the digital era. Freelancers are attracted to the gig economy because they can follow their niche and, at the same time, leverage the flexibility and independence that comes with it and on the other hand it is a cost-effective way of saving administrative and compliance costs that they would otherwise incur if they choose to hire full time or regular employees for companies. Present study is a review article on exploring the various aspects of this new economic phenomenon. The study begins by exploring the attributes of the gig economy. Data collection is

CHAPTER-7

IMPACT OF COVID-19 ON MERGERS & ACQUISITIONS

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ABSTRACT

Many economic downturns have reduced the inefficiency of the economic system. This research paper aims to investigate the impact of the COVID-19 epidemic — a serious health problem — on global integration and discovery (M&A). By collecting statistical data on global transaction volume, quantity, and type, the study aims to find an overview of how integration, acquisition, and other reorganization activities are used to support business objectives during these unprecedented periods. Although the full impact of COVID-19 cannot be fully understood yet (early 2021), research is trying to show how this change in economic stability has led to the destruction of industrial Schumpeterian art. As firms prepare for the growth that will follow this decline, M&A will enable companies to look to the future with technology and business models divergent in structure. This research paper therefore captures the deliberate change taking place in

CHAPTER-8

INFLUENCER MARKETING IS AN EMERGENT TREND IN DIGITAL MARKETING TO INFLUENCE CONSUMER PURCHASE JOURNEY

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ABSTRACT

With the magnificent growth of technology and proliferation of social networking sites as a significant digital marketing tool, the opportunities are increasing for both common people and businesses. SMIs or social media influencer marketing is one of the recent trends in the category of digital marketing techniques. These influencers are the common people who are popular on social media platforms for the personality they carry, the lifestyle that they share on social media, and the content which they curate by posting blogs and vlogs. The marketing managers had recognized these trends and started collaborating with these influencers as these SMIs are very famous among common people and also have their credibility and trust among them. The marketer's leverage this fame and trust feature of these SMIs as these influencers affect the buying decisions of the consumers. This chapter discusses the conceptual framework and role

CHAPTER-9

DIGITALIZATION OF HUMAN RESOURCE FUNCTION: A COMPARATIVE STUDY OF PRIVATE AND PUBLIC SECTOR LIFE INSURANCE COMPANIES

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ABSTRACT

In private as well as public organizations are using digital tools in recent years. Functions of HRM also had got impacted by digitalization. Digitalization has become very important for the functions of HR to make their work simple, economic, and fast. Factors such as technological people and organizational tools are necessary for successfully implementing new digital tools in the functions of HRM in an organization. The term "Insurtech" is used to define new technologies that have the potential to be innovative in the insurance industry as well as have the potential to influence regulatory practices in the market of insurance. The key driver of change in the insurance sector is the innovation through digital tools and it has also led to infinite efficiency gains, even though all such transformations can have uncertainty and doubts. Digitalization can

CHAPTER-10

PUBLIC SECTOR IN INDIA AND POLICY SHIFTS DURING 1990'

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1. Introduction

PSUs have risen to the top of the economy and have been at the forefront of the industrialization process, supplying infrastructure, steel, and capital goods that are critical in a quickly changing economy. The public sector is the bedrock upon which contemporary India has been constructed. The motto of the 1950s, 1960s, and 1970s was self-reliance in major infrastructure sectors, which helped establish outstanding capacity in petroleum, power, steel, fertilisers, railways, and road networks. The private sector was free to provide other goods and services while public investment took care of long-term, capital-intensive infrastructure. Despite the fact that PSUs were created as commercial organisations, many of them operated in a distorted market environment. A handful of them, particularly those providing critical infrastructure services, were monopolies in their respective fields. A total of about 19 lakh people are employed in roughly 240 central public sector firms; 161 of these enterprises are in