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(*Corresponding Author)

Perception of Job Fit and Fun at Workplace: Exploring Association with Employee Engagement Amid COVID 19

Ms. Antriksha Negi¹, Mr. Ravinder Pant², Prof. Nawal Kishor³

Abstract

Covid-19 pandemic has introduced a new challenge among employees to cope up with practically changed working scenario. The major challenges faced by the managers and the practitioners of Human Resource Management are to ensure the availability of important tools and gadgets to perform their jobs from home; and the employees are engaged with their jobs effectively (Aitken-Fox, et al., 2020). Using descriptive and cross sectional research design with 276 employee of IT and ITES companies in Delhi/NCR, multiple regression analysis and correlations findings suggests engagement is highly driven by the fun activities and the perception of job fit shown by the employees. It helps to drive engagement level among employees, improves organizational productivity and efficiency.

Keywords: *COVID 19, employee engagement, Fun at work, fun activities, perception of job fit, Work from home*

¹ Assistant Professor, L.S.M. Govt. P.G. College, Pithoragarh, Uttarakhand
antriksha.negi@gmail.com <https://orcid.org/0000-0002-4873-8763>

² Assistant Professor, ARSD College, University of Delhi , rpantscholar@gmail.com
<https://orcid.org/0000-0002-7298-0859>

³ Professor, SOMS, IGNOU, New Delhi nkishor@ignou.ac.in

A Study on Contagion Effect of Economic Crisis in Sri Lanka on Stock Market Performance in India and China: A Bekk Garch Model Approach

Priyank Kulshreshtha¹, Prof. (Dr.) K. Santi Swarup², Prof. (Dr.) Swami P. Saxena³

Abstract

India and China have been two prominent economic partners of Sri Lanka for a decade after a prolonged struggle with LTTE movement. Both the nations tried to strengthen their economic ties with Sri Lanka for their respective economic and geo- political interests. As a result, to which both the nations have invested heavily in the economy of Sri Lanka either by way of capital investments or by excessive lending. Since Sri Lanka is in the clutch of serious economic crisis, its impact on two prominent partners is inevitable because current situation is capable enough to create panic among investors by infusing a sense of insecurity of losing their investments. Present study throws light on economic ties among Sri Lanka, India and China and examine the impact of prevailing economic crisis in Sri Lanka on performance of stock markets in India and China by checking the causal linkage and volatility spill over due to the said crisis by applying Diagonal BEKK GARCH model on the 5-year daily stock price returns of Colombo Stock Exchange (CSE), National Stock Exchange (NSE) and Shanghai Stock Exchange (SSE). Study finds no causal relation among all three stock markets during the crisis period but confirms the existence of limited volatility spill over from Sri Lanka to the stock markets of India and China amid the crisis.

Keywords: *Geo- political interests, Capital investments, Economic crisis, Volatility spill over, Diagonal BEKK GARCH model.*

JEL Code: G01, G14, G15

¹ Senior Research Fellow, Department of Management, Faculty of Social Sciences, Dayalbagh Educational Institute, Dayalbagh, Agra, Uttar Pradesh, India, Pin: 282005. E- Mail: Priyank90.4@gmail.com

² Professor, Department of Management, Faculty of Social Sciences, Dayalbagh Educational Institute, Dayalbagh, Agra, Uttar Pradesh, India, Pin: 282005. E-Mail: kssdei2001@yahoo.com

³ Professor, Department of Applied Business Economics, Faculty of Commerce, Dayalbagh Educational Institute, Dayalbagh, Agra, Uttar Pradesh, India, Pin: 282005. E-Mail: spsaxena@dei.ac.in

Assessment of Problems and Prospects of Financial Inclusion in Rural India: A Study of East Champaran District of Bihar

Dr. Svati Kumari¹, Dr. Jagdish Raj Saini², Dr. Rizwana Khatun³

Abstract

Financial inclusion has been identified as an enabler for 7 of the 17 Sustainable Development Goals. Achieving financial inclusion is crucial for fostering economic development, reducing poverty, and promoting social equity. This paper reports the level of awareness of rural households and challenges they face while availing financial services from Formal Financial Institutions (FFIs). The challenges were classified into three categories, personal challenges, bank related challenges and bank's staff related challenges. The study further explores whether these challenges differ across demographic profile of respondents such as gender, marital status, age and education. The key findings indicate that personal and bank staff-related challenges were significantly higher for low educational qualification groups of rural households, limited knowledge of financial products is a significant personal challenge faced by rural households.

Keywords: Financial Inclusion, Rural Households, Financial Awareness, Poverty, Financial Products

¹ Assistant Professor, Department of Management Sciences, Mahatma Gandhi Central University of Bihar, Email: svatikumari.cuhp@gmail.com

² Assistant Professor, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi, 110007 (INDIA), Email: jagdishsaini001@gmail.com

³ Research Assistant, ICSSR Project, Department of Management Studies, Mahatma Gandhi Central University of Bihar, Email: rizwanakhatun@rediffmail.com

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Impact of Covid-19 on insurance Sector in India: A Comparative Study

Dr. Sandeep Kumar Goel¹, Ms. Stuti Jain², Mr. Nitin Kumar Aggarwal³

Abstract

The Covid-19 pandemic that emerged in 2019 is still evolving and has far-reaching consequences, affecting economies, healthcare systems, education, and daily life around the world. There is no industry in the world left untouched by the negative impact of the pandemic. The Covid-19 pandemic has had a considerable impact on the insurance sector, affecting both insurers and policyholders. The present study aims to assess and analyse the impact of Covid-19 on insurance industry in India using solvency ratio, net premiums and claims of select companies over the study period. Paired sample t test is used to make comparisons for pre and post Covid data. The findings reveal that pandemic has significantly affected claims incurred by select companies where as the impact was insignificant on solvency ratio and net premiums earned by them.

Keyword: Insurance, Insurance companies, Covid-19, Solvency ratio, Premiums
GEL codes: G22, I13

¹ Associate Professor, Acharya Narendra Dev College, University of Delhi, Email: sandeepgoel@andc.du.ac.in

² Designation: Assistant Professor, Indraprastha College for Women, University of Delhi, Email: stutij231@gmail.com

³ Student, Acharya Narendra Dev College, University of Delhi, Email: nitingarg2801@gmail.com

Corporate Environmentalism and Green Marketing Manifestations in the Covid-19 Era

Dr Gurmeet Kaur¹

Abstract

Environmentalism is a much-hyped slogan for today's business. In response to the pressure from the environmentalists, business firms started embracing what has become known as 'corporate environmentalism' – green manufacturing facilities, processes, and marketing strategies. The green trend is more discernible in developed countries, however, due to the multinational culture, it has slowly started gaining ground in developing countries too. Unfortunately, the growing consumer interest in protecting the environment has also attracted so-called green marketeers, who were quick to join the environmentalism bandwagon with deceptive or misleading packaging and advertisements proclaiming or implying environmental safety. Marketers of products that are unrelated to the environment have also tied their advertising to the environment (Schiffman and Kanuk, 1998). In many cases, the true motive of corporate environmentalism has been questionable. In reality, corporates are using the triple bottom line concept to boost their lifeline, that is profits. The recent outbreak of the coronavirus pandemic has further raised doubts about environmentalism among corporates. The present paper explores the drivers of corporate environmentalism, environmental practices adopted by the corporates, and how they veil their environmentally harmful practices under the garb of practising environmentally responsible marketing.

Keywords: *Corporate environmentalism, green marketing, green consumerism, ecological consciousness, Covid-19*

¹ Associate Professor, Daulat Ram College, University of Delhi, Delhi 110007. **Email Id:** gurmeetkaur@dr.du.ac.in, gurmeet.gambhir@gmail.com

Impact of Fossil Fuel Consumption, Population Growth and Financial Development on the Carbon Emissions in India

Amit Kumar Singh¹, Rohit Kumar Shrivastav², Ramkrishna Chapagain³, Kaushal Yadav⁴

Abstract

Carbon emissions and climate change impact create tension in the world around us. In this paper, we explore the impact of the use of fossil fuels, population growth, and financial development on carbon emissions in India taking data from 1990 to 2019 using econometric tools such as Unit Root Test, Granger Causality Test and Multiple Regression. The result shows that the increase in fossil fuels contributes to carbon emissions in India. It is suggested to the policymaker to shift from fossil fuel consumption to renewable energy consumption.

Keywords: *Carbon emissions, Financial Development, Fossil Fuel consumption*

¹ Professor, Department of Commerce, Delhi School of Economics, University of Delhi, Email: aksingh1@commerce.du.ac.in

² Assistant Professor, Department of Commerce, Delhi School of Economics, University of Delhi, Email: rohitkumarshrivastav@commerce.du.ac.in

³ PhD scholar, Department of Commerce, Delhi School of Economics, University of Delhi, Email: ramkrishnachapagain@gmail.com

⁴ M Phil Scholar, Department of Commerce, Delhi School of Economics, University of Delhi, Email: kaushal95yadav@gmail.com)