

# INQUEST

*Bi-Annual Newsletter by FPM Department (Volume-1, Issue-1) (March '2021)*

## *This Issue*

*Page 1*

*Research- Origin & Recent Trends*

*Page 2*

*FPM at JIMS*

*Page 3*

*-Event Gallery*

*-Early Breakthroughs in Consultancy Projects*

*Page 4*

*Scholar's Paper Publications & Presentations*

*Page 5*

*Scholar's Speak*

*Page 6*

*-Research Mystifier*

*-Upcoming Conferences*



## ORIGIN

The term research is derived from the French word "recherché" which simply means "to go about seeking". The term was recorded earliest in 1577. According to John W. Cresswell, "research is a process of steps used to collect and analyse information to increase our understanding of a topic or issue". It consists of three steps: pose a question, collect data to answer the question, and present an answer to the question.

## RECENT TRENDS

Covid-19 has disrupted the world in a manner wherein all business processes have been affected. All the fields of research have also been affected by the pandemic no matter whether it is about social sciences, medical sciences, engineering or technology. When Covid-19 broke many laboratory experiments were in progress and then lockdown happened. Consequently the experimenters were forced to proceed with these studies again. However, researchers have started dealing with these situations in their unique way. For instance, field surveys questionnaire have been replaced by online survey questionnaires. Furthermore, recent trends in management research revolve around unexplored avenues of revolution in the domain of management that will drive sustainable growth. As a result, researchers are exploring contemporary issues such as Post-Covid Management Strategies, Pandemic Crisis and Financial Stability, Disruptive and Innovative Marketing; Employee engagement in the times of crisis; Global talent mobility post pandemic; Ethical issues in work from home culture; Employee behavioural changes during crisis to name a few.

## Message from Editorial Team

Dear Readers,

This issue of half-yearly newsletter has been designed to provide a glimpse of FPM Department at JIMS, Rohini. It also provides a snapshot of the events, workshops & consultancy projects undertaken by the department in the year 2020. Moreover, this issue shares the research publications and presentations by our fellow scholars during the last six months.

Thanks for giving your valuable time.

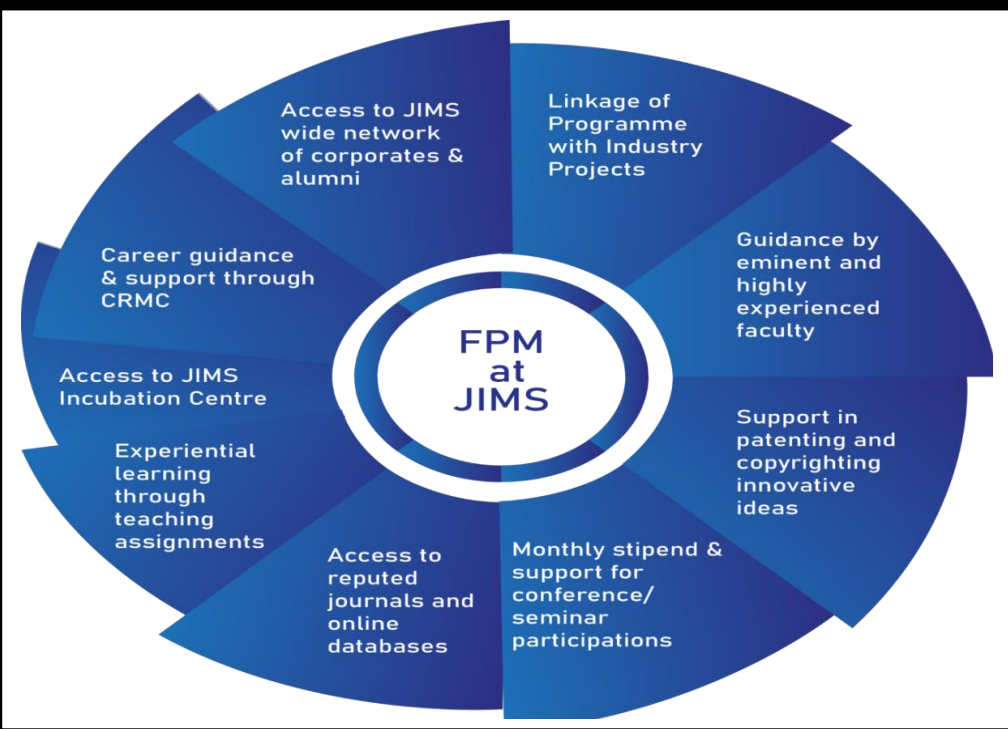
Happy Reading!!!

# FPM at JIMS



The Fellowship Program in Management (FPM) at JIMS, Rohini is duly approved by AICTE. It is a well curated course which encourages quality research in various domains of management. The program aims to strengthen JIMS vision of promoting quality research along with quality teaching. JIMS as a research driven institution provides a conducive research environment to young researchers to become innovative problem solvers and critical thinkers by enhancing their research acumen and analytical skills. The strong research culture at the institute not only nurtures the right attitude & skill-sets of the scholars but also provides abundant opportunities to students enrolled in other programs at JIMS to benefit from the ongoing empirical research at the campus.

*Congratulations to our Research Scholars for getting their research proposals registered!!!*



Research Title	Research Scholar
Stock Volatility and Cross-country Inter-linkages: Evidence from Big Emerging markets (BEMs)	Jasmeet Kaur
Dimensions influencing consumer engagement on social media and its impact on purchase intention of Generation Y	Kashika Chadha
Influence of Crowdsourcing on Brand Building with specific reference to FMCG Industry	Sarvesh Yadav
Interdependence of Agriculture Exports and Economic Growth in Agrarian Economies: An Econometric Analysis	Shabnam Kumari
Perception of Rooftop Solar Panels Amongst Residents of Rajasthan with special reference to Jaipur	Pooja Kudesia
Dynamic Forecasting of Indian Stock Market Returns using Neural Networks	Himanshu Goel
Influence of entrepreneurial leadership, emotional intelligence and mindfulness on organisational climate: A study of select entrepreneurial organisation in Delhi, NCR	Somya Jain
Employee engagement drivers for fostering adaptive performance and affective commitment of Generation Z employees in IT companies of Delhi, NCR	Priyanka Sadhna

## New Joinees in August'2020



### Heena Arora

*FPM at JIMS because the institute provides an opportunity to young researchers to become critical thinkers and gain expertise in the research domain. JIMS believe in giving practical exposure to the fellow members and provides them ample opportunities to present their research work at national and international conferences. The maintained discipline, supportive staff and culture at JIMS attracts me to be part of such a renowned institute.*



### Deepak Sharma

*I wanted to pursue FPM at a reputed institution, and JIMS is one of the best B-Schools in Delhi NCR. The institute has highly experienced faculty and technical resources required to carry out an excellent research. The campus has good connectivity and located just a few steps away from the metro station. I am 100 per cent positive that JIMS would enrich me with its forward-focused education which is essential to be a well-organised academician.*



### Ashish Sinha

*My decision to pursue FPM at JIMS was primarily because of the reason that the institute provide rigorous, world-class, inter-disciplinary training in various domains of management to equip research scholars with the ability to conduct cutting-edge research of international standards.*

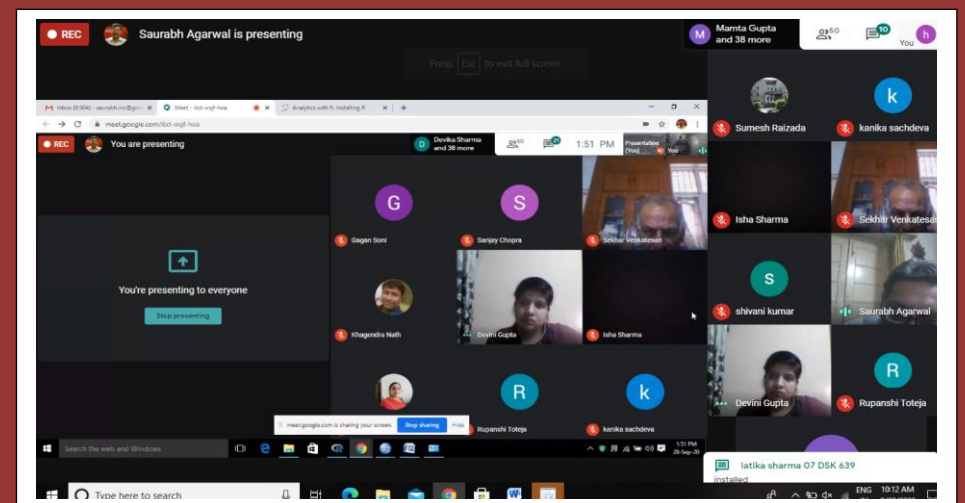
# Event Gallery



The FPM department organised a two-week online Faculty Development Programme on “Skill Enhancement for Effectiveness in Teaching” for their Research Scholars from 1-15 June, 2020. The FDP intended to enhance the teaching skills of the research scholars and familiarize them with different teaching pedagogies. In total twenty sessions by eighteen faculty members were conducted. Overall, the FDP was highly appreciated by the scholars as they had so much to take along with them from each session.

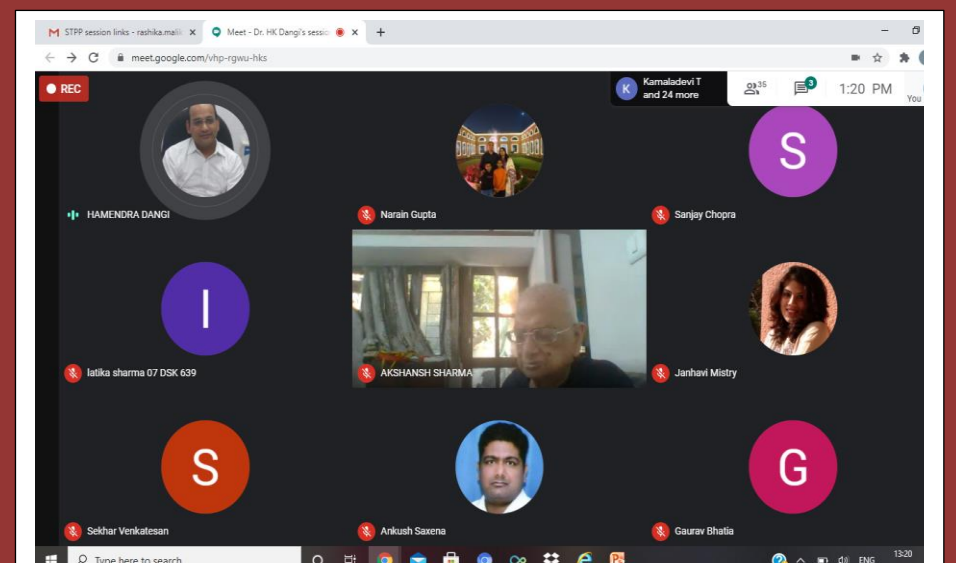


Ph.D. Synopsis Presentations for Somya Jain and Priyanka Sadhna were held on 10th September'2020. The evaluation committee comprised of Dr. Puja Khatri, Faculty, Guru Gobind Singh IndraPrastha University; Dr. Shikha N. Khera, Faculty, Delhi Technological University and the Departmental Research Committee, JIMS.



The department organized Research Progress Presentations of scholars (2018 Batch) namely – Kashika Chadha, Jasmeet Kaur, Shabnam Kumari, Sarvesh Yadav and Himanshu Goel before the Departmental Research Committee, JIMS on 5<sup>th</sup> October'2020 at the campus. However, one scholar- Pooja Kudesia based in Jaipur had requested for online presentation, so her presentation was conducted online on 9<sup>th</sup> October'2020.

Research scholars benefitted through AICTE approved Short Term Training Program-I & II on ‘Decision Making using Data Analysis’ in the month of August, September & October, 2020. The sessions were conducted by renowned guest speakers-Dr. H.K. Dangi, Mr. O.P. Sharma, Mr. Saurabh Agarwal & Dr. A.K. Chauhan. Our in-house faculty, Dr. N.P. Singh also took few sessions.



Scholars also got the opportunity to attend one-day MDP on ‘Data Analysis using R’ conducted by Mr. Sunny Seth, our in-house faculty in the month of December, 2020.

## Early Breakthroughs in Consultancy Projects



JIMS, Rohini recently entered into a corporate alliance with ROINET Solution Pvt. Ltd. to enhance their HR Processes predominantly in four areas, namely- HR Policies Audit, Performance Management Enhancement, Execution of Employee Engagement Activities and Statutory Compliance and Personnel File Management. As part of this alliance, few HR consulting assignments that have been undertaken so far relates to the Career Management Practices and Employees Leave & Holiday Entitlements. Their current practices and policies pertaining to these domains have been comprehensively reviewed, basis which suggestive new policies and practices have been curated and submitted to the company.

Moreover, Work From Home policy was formulated for ROINET Solution & University Connection in view of the current safety related challenges faced by their employees due to COVID-19 crisis situation.

# Scholar's Paper Publications & Presentations



<p style="text-align: center;"><b>Paper Publication</b></p> <p>"Disruptions Exacerbating E-learning Process at Instructor's End- An Empirical work has been published in Sambodhi Journal (UGC CARE) , Oct-Dec 2020.</p> <p style="text-align: center;"><b>Paper Acceptance</b></p> <p>"Sustainable Strategies for Tele-Medicine Industry- An Empirical Work has been accepted in Shodh Sanchar Bulletin(UGC Care), Oct- Dec 2020.</p> <p style="text-align: center;"><b>Paper Presentation</b></p> <p>"Disruptions Exacerbating E-Learning Process- An Empirical Work" has been presented at National e-conference on SDG-4 COVID - 19: Re-calibrating Indian Education Systems at PHD Chamber of Commerce and Industry on 24th July 2020.</p> <p>"Sustainable Strategies for Tele-Medicine Industry- An Empirical work" has been presented at International Conference on Strategies for Sustainable Practices organized by Jagannath University on 1st Oct 2020.</p> <p>"Confirmatory Analysis of Factors Influencing User's Adoption of OTT Industry" has been selected among Best 4 papers in E-conference on Industry 4.0 organized by PHD Chambers of Commerce and Industry on 16th Oct 2020.</p> <p style="text-align: right;"><b>Rupanshi Toteja</b></p>	<p style="text-align: center;"><b>Paper Acceptance</b></p> <p>"Impact of the Covid 19, Lockdown and Unlock on the Indian stock market and its international linkage with the Chinese stock market" has been accepted in International Journal of Monetary Economics and Finance (ABDC-C Category, Scopus, UGC Care).</p> <p>"Analyzing Interlinkages of Indian stock Market with other Emerging Markets" has been accepted in International Journal of Economics and Business Research (ABDC - C and Scopus).</p> <p>"Analyzing nexus between Stock Market and Key Macroeconomic Variable using Causality and Cointegration Approaches" has been accepted in International Journal of Indian Culture and Business Management (ESCI-Web of Science).</p> <p style="text-align: center;"><b>Paper Presentation</b></p> <p>"Dynamic Prediction of Indian Stock Market: An Artificial Neural Network Approach" has been presented at 4th IIBG 2020 held at Hongkong on 4th Dec 2020.</p> <p>"Are Indian and Chinese stock market interrelated? An integration of Causality and Cointegration Approaches" has been presented at Finance India Conference held on 8th August 2020.</p> <p style="text-align: right;"><b>Himanshu Goel</b></p>
<p style="text-align: center;"><b>Paper Presentation</b></p> <p>"Developing a conceptual framework of Social Media Engagement: Driver, Dimensions and Consequences" has been presented in 6th International Management Conference- AMRIT organized by FIIB from 16th -18th Dec 2020.</p> <p style="text-align: right;"><b>Kashika Chadha</b></p>	<p style="text-align: center;"><b>Paper Acceptance</b></p> <p>"Sustainable Banking: A roadmap to Sustainable Development" has been accepted in Corporate Governance and Sustainability Review (ABDC-C Category).</p> <p style="text-align: right;"><b>Rashika Malik</b></p>
<p style="text-align: center;"><b>Paper Presentation</b></p> <p>"Neuromarketing: A Tool To Understand Consumer Psychology" has been accepted for paper presentation in International Conference on Changing Business Paradigm being organized by MDI Murshidabad from 19th-21st March'2021.</p> <p style="text-align: right;"><b>Heena Arora</b></p>	<p style="text-align: center;"><b>Paper Presentation</b></p> <p>" Nudge Theory and Its Application in Organic Consumer Products: A Review Study" has been accepted for paper presentation in International Conference on Changing Business Paradigm being organized by MDI Murshidabad from 19th-21st March'2021.</p> <p style="text-align: right;"><b>Deepak Sharma</b></p>

***Congratulations to Himanshu Goel and Rashika Malik for their paper acceptance in ABDC-C Category Journals!!***

## Scholar's Speak



**Kashika Chadha**  
Batch(2018)

*“FPM at JIMS offers several opportunities to scholars to present their research work at various forums such as national and international conferences at IIMs and other reputed B-schools. It’s a perfect institution for pursuing research as it has an exceptionally talented faculty with diverse research background who have achieved various milestones in their respective fields”.*

*“Studying the FPM programme at a renowned institution like JIMS allows me to push the boundaries of international business theory and practices with contemporary tools and innovative research methods. This institution is providing an excellent opportunity to produce a standard applicable research with all the supporting facilities. This programme will help in exploring the career in academics and research field.*



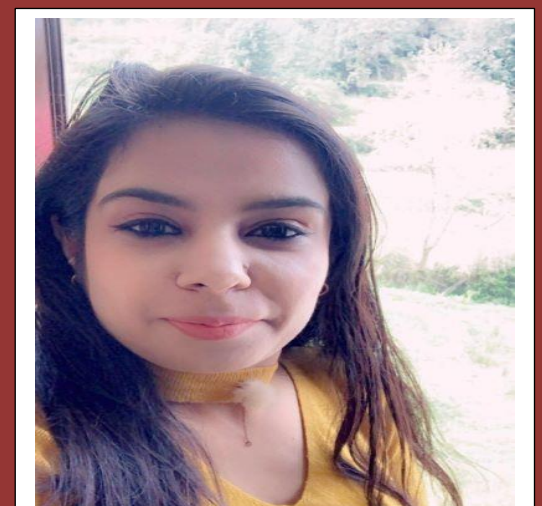
**Shabnam Kumari**  
Batch(2018)

*“FPM at JIMS has provided me a platform to enrich my research and academic skills. The experienced faculty here provides you with opportunities that help in shaping your career. I really appreciate the kind of knowledge I am getting that will surely help in enhancing my research and academic skills. Pursuing FPM at JIMS would surely be a wonderful experience”.*



**Himanshu Goel**  
Batch(2018)

*“The journey at JIMS so far has been exceptionally good. JIMS has a culture of upskilling its scholars by conducting various research based workshops, FDPs, conferences and webinars on regular basis. It’s a delight to receive guidance from the renowned and experienced faculty at JIMS which I’m sure will go a long way in shaping our career. I have completed a year very joyfully with a lot of exposure. Looking forward for upcoming years!!*



**Rupanshi Toteja**  
Batch(2019)

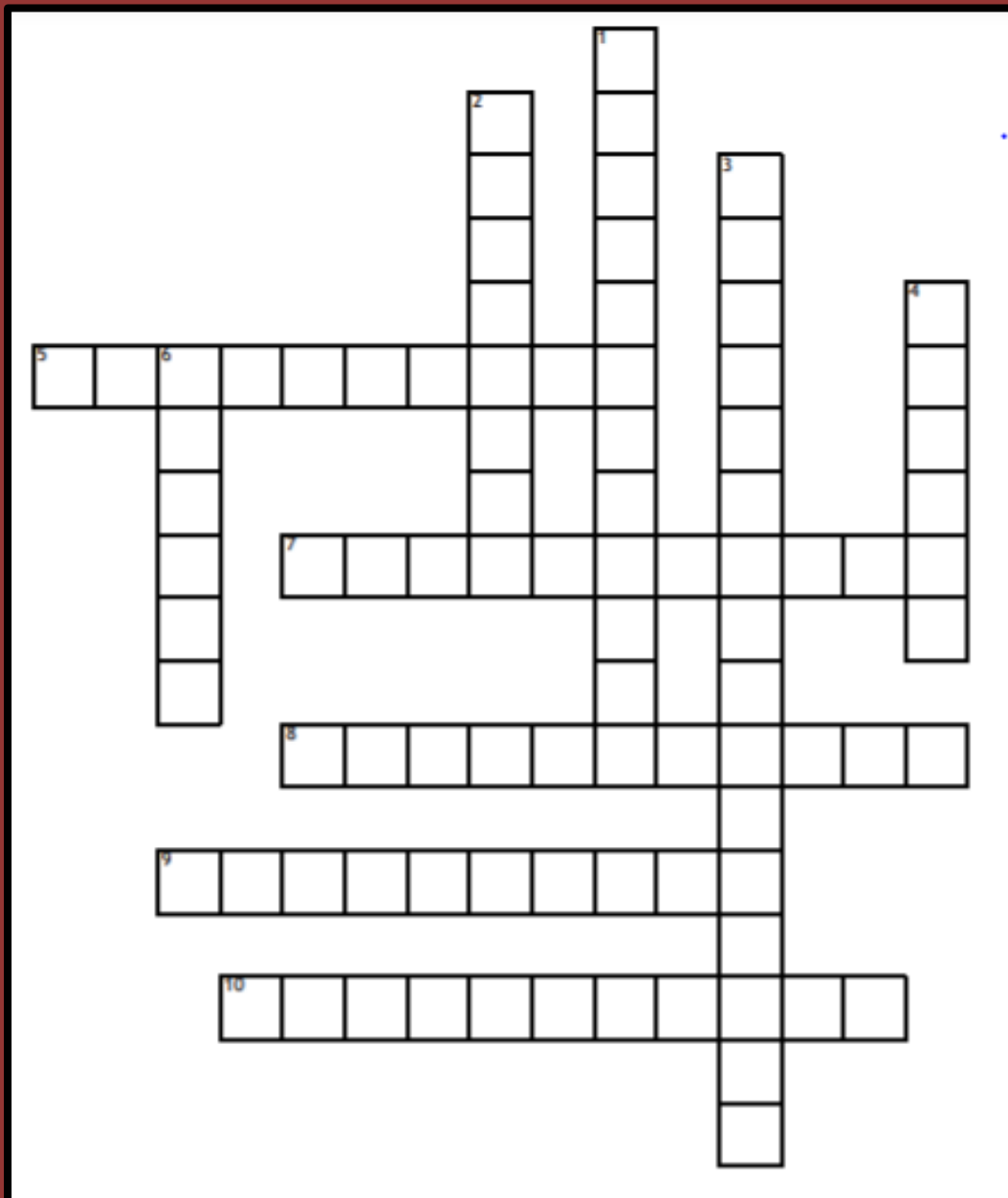
*My journey at JIMS has been good so far. The faculty here is highly experienced, committed and knowledgeable and their guidance is highly appreciated. The MDPs and FDPs at JIMS are designed and organized in such a way that helps in improving one’s skills and enhances the knowledge base. The guidance and support provided by FPM department is commendable.*



**Rashika Malik**  
Batch(2019)

# Research Mystifier

## Crossword



### Across

5. Type of survey involving closed ended questions with forced choice
7. Data that is open ended, in-depth, and insight-oriented
8. Type of sampling sometimes known as grab, accidental, or opportunity sampling
9. Type of criterion validity that has the ability to predict future events
10. Results when a scale produces consistent results

### Down

1. Section of a research paper that introduces the topic and tells of its importance
2. Level of measurement where distance has no meaning
3. Section of a research paper that discusses the literature used and is organized through themes
4. Also known as a questionnaire
6. Only chance determines which elements will make it into the sample

## Upcoming Conferences

- ❖ IIM Bangalore to host the XVI International Conference on Public Policy & Management, August 23 - 25, 2021. Last date for specific track proposal submission: April 30, 2021.
- ❖ International Conference on Advances in Management Practices (ICAMP 2021) to be organized by JIMS on 28th May 2021. Date for Submission of Full Paper: March 15, 2021.
- ❖ 1<sup>st</sup> IIM Bodh Gaya Management Conference 2021 on Post COVID Management Strategies: Recovery, Resilience & Adaptation. Last date for abstract submission: March 15, 2021.

### Editorial Team

Dr. Neelam Dhall, Dean (Research & Development)  
 Ms. Heena Arora, Research Scholar  
 Ms. Rupanshi Toteja, Research Scholar