

## RESEARCH PAPERS

### **Are Men from Mars and Women from Venus: A Study on Gender Differences in Online Shopping Behavior**

*Deepti Verma, Preeti Tarkar*

### **Continuous Improvement Practices in the Manufacturing Industries of Ethiopia: An Analytical View**

*Solomon Alemu Tesfaye*

### **Challenge to Indian Democracy: Perception of Young Generations**

*Amal Krishna Saha*

### **Workplace Training Vis a Vis Learning Styles of Employees in the IT Industry in India**

*Dr. Rita Basu*

## CASE STUDY

### **Essentiality of Emergency Corpus Fund for Individuals: Lessons to be Learnt from the Jet Airways Fiasco**

*P Kalyani, Dr. Disha Pathak*

## BOOK REVIEW

### **Mean People Suck: How Empathy Leads to Bigger Profits and a Better Life**

*Dr. Ritu Sinha*

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## **Are Men from Mars and Women from Venus: A Study on Gender Differences in Online Shopping Behavior**

*Traditionally, shopping is considered as a feminine activity and females generally shop more than males in the high street, but with the emergence of online shopping a change has been seen in shopping behavior of males and females. The objective of this study is to provide comprehensive insight into the factors affecting adoption of online shopping and this study provides further insight on the role of gender in online shopping intention adoption intention. Extended Technology Acceptance Model (TAM) model has being used and the gender difference was used as moderator. The structural model path coefficients were analyzed by Smart PLS and structural model was fit on the data set. Understanding the difference in behavior of both the gender will provide E Commerce industry to streamline their e-tailing strategies to develop better marketing strategies in order to gain business opportunities.*

**Deepti Verma**

**Preeti Tarkar**

**Keywords:** Gender Difference, Online Shopping, TAM, Perceived Usefulness, Perceived Ease of Use, Perceived Risk.

## **Continuous Improvement Practices in the Manufacturing Industries of Ethiopia: An Analytical View**

*Increasing global competition makes continuous improvement practice strategically important to all kinds of organizations be it large- or small-scale enterprise, manufacturing industries or service giving organizations. Theoretically Continuous Improvement Tools believed to link higher quality to lower costs and higher market share. Therefore, analysis of the awareness level, and the proper implementation of continuous improvement practices of selected Manufacturing Industries in Ethiopia is the major objective of this study. The manufacturing industries were categorized into five sub-sectors namely, Textile and Apparel Industry Leather and Leather Product Industry, Metal Engineering Industry, Chemicals and Allied Product Industry, Major Food and beverage Industries to collect relevant data for the study. Data were collected through structured questionnaires distributed to experts of selected manufacturing industries. The result of the study revealed the fact that, the manufacturing industries level of awareness of CIP tools is relatively poor. On the other hand, their level of awareness about the application of CI and its benefit is commendable. Despite good awareness level of the benefit of CIP the level of implementation of CIP in all observed industries is poor with the exception of the metal engineering sub-sector whose implementation is somewhat moderate. The major reason for such poor implementation of CIP is lack of awareness of important tools of CI and their consistent implementation in all areas of the manufacturing industries.*

**Solomon Alemu Tesfaye**

**Key Words:** Continues Improvement Tools, Manufacturing Industries, Implementation, Awareness Level

### **Challenge to Indian Democracy: Perception of Young Generations**

*In this study an attempt was made to investigate the challenges Indian democracy have been facing since her independence. The research findings suggest that significant numbers of parliamentarians are associated with criminal activities and they along with few businessmen have been siphoning out large sums of money from the country since Indian independence. Indian federal system is also threatened by the uprising of regional interests. It is a big challenge for Indian Government to uplift the poverty driven people and create opportunities to provide scientific and uniform education to all her future generations. Discrimination between men and women and caste systems are also widespread in all walks of Indian life. Political dynasty in India plays significant role to focus a family member as a leader of the country without his/her charisma and quality of leadership.*

**Amal Krishna Saha**

**Keywords:** *Corruption, discrimination, illiteracy, poverty*

### **Workplace Training Vis a Vis Learning Styles of Employees in the IT Industry in India**

*Training plays an important role in the development of the existing and as well as new employees. The objectives of any organizational training are learning new habits, skill upgradation for the improvement in the employees' performance in their job. A survey was conducted on 100 IT executives to identify their perception about effectiveness of the imparted organizational training and their preferred learning styles in organization. Results showed that all types of preferred learning styles are moderately high in nature which indicates that the respondents' preferences vary according to the situation. But employees are not happy with the organizational training, at the same time their learning styles are negatively correlated with the effectiveness of organizational training. It is suggested that the training can be given to employees by analyzing their need. If possible, the personal involvement or active participation of the trainee should be got in the training program. He should be provided with opportunity to practice the newly needed behaviour norms.*

**Dr. Rita Basu**

**Key Words:** *Effectiveness of training, Learning styles, IT executives.*

### **Essentiality of Emergency Corpus Fund for Individuals:**

#### **Lessons to be Learnt from the Jet Airways Fiasco**

*The case discusses the experiences of Jet Airways employees post shutdown of the company in the year 2019 and highlights the need of emergency corpus fund for an individual. The suspension of Jet Airways operations in April 2019 had left thousands of its employees and their families in miserable situation. With just a handful of airlines operating in India during that time, the job opportunities in aviation sector were very few. The employees of Jet Airways which was a major airline in India might have never dreamt of this awkward situation in their lives. The thinking of individuals that "this will not happen to me" should be stopped at least in terms of financial uncertainties. A proper financial planning and an emergency corpus fund would be at the rescue of an individual in such an hour of crisis. The case throws light on the process to create an emergency corpus fund and also discusses the various avenues that can be considered for the creation of this fund.*

**P Kalyani**

**Dr. Disha Pathak**

**Keywords:** *Emergency Corpus Fund, Jet Airways Fiasco, Shutdown, Employees*

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