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A REVIEW AND ANALYSIS OF HUMAN RESOURCE MANAGEMENT IN COVID-19 PANDEMIC TIMES

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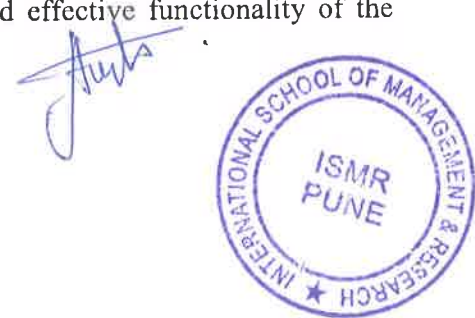
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Abstract: Companies of all sizes throughout the globe are already feeling the effects of the COVID-19 pandemic, which includes steep declines in revenue, bankruptcy, and the loss of employees. As a corollary, the challenges experienced by businesses are exacerbated by the enforcement of travel restrictions, the adoption of quarantine processes, and the shutting of international borders. In order for their organizations to continue operating regularly and address the new difficulties that have developed as a consequence of the outbreak, human resource managers will need to be flexible and open to new methods of doing business. Consequently, strong multidimensional leadership skills and prompt, calibrated policy responses are required to manage the effects of Covid-19 on HR processes for both employees and the organization as a whole. The research report summarizes the difficulties encountered by HR specialists, especially managers, and their functions in addressing the void left by the covid-19 epidemic. In addition to addressing the problems that have already arisen as a result of the corona virus pandemic, the research makes suggestions on how to foster a productive telework and sustainable working environment among employees and the organization both during and after the outbreak.

Keyword: Human Resource Management; Employee well-being, Teleworking, Covid-19

1. INTRODUCTION

HR managers during the COVID-19 period prioritized health and safety considerations in the workplace (for both workers and employers), and they encouraged a swift shift to telework to mitigate the impact of the epidemic on efficiency and output. To counteract the epidemic, teleworking was used extensively. Human resources professionals, in particular, have prepared the workforce for the oncoming pandemic by encouraging its members to strengthen their resilience and increase their output. Because of this, businesses and their employees are better equipped to deal with the epidemic. With the corona virus being the newest pandemic, it has provided HR professionals with a broad range of challenges. Human resources is facing a wide variety of difficulties, many of which have gotten more complex with the spread of the covid-19 virus. Despite mobility restrictions, the inability to hold physical meetings, the appraisal of employees despite remote working, effective ways to sensitize employees on the corona virus and its effects, the maintenance of personal hygiene, the psychological state of employees to function effectively, etc., HR professionals now have to worry about the efficient and effective functionality of the organization towards the achievement of organizational goals.



ANALYSIS ON EFFECTS OF COVID-19 ON THE OIL AND GAS SECTOR

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Abstract: The outbreak of COVID-19, often known as SARS-CoV-2, has wreaked havoc on the economy of global pioneers like the United States and China, and it is continuing to spread around the globe. Because Wuhan, the capital of Central China's Hubei Province, is where the Crown incident took place, the primary epicenter of this scourge is there. As a result, the job of ensuring the financial wellbeing of China at this stage assumes an essential role in the economy of the entire world, which contributes to the United States' position as the world leader. The world has been impacted by COVID-19, which is most likely the worst health crisis since SARS in 2003. Despite the fact that the entire world has been impacted by COVID-19, the World Health Organization is not currently classifying it as a pandemic because of its effort proximity all over the world. The economy has taken a significant blow, in addition to the clear toll it has had on people's health and the money it has cost them. The effect is so powerful that almost every country is under lockdown, which has an adverse impact on their trade and commerce. This test paper will lead you through the current state of the global economy, but the primary focus will be on the impact that the pandemic will have on the state of the Indian economy, both now and in the future. This article will aid in understanding how different segments of Indian companies are reacting to this situation and adopting steps to reduce the loss or risk in this precarious situation.

Keyword: COVID-19, Asymmetric Volatility, Leverage Effect, Crude Oil, Natural Gas, MCX Limited.

I. INTRODUCTION

The Indian Oil & Gas (O&G) industry is notable in the global context – it contributes to 5.2% of the global oil demand, is among the top three large markets in demand growth and 4th in the world in refining capacity (~249 MTPA). India is also very imports-dependent, with oil imports at 84% and gas imports at 53% of their respective annual demands. Incidentally, O&G imports constituted ~25% of India's import bill in FY'19. Therefore the impact of COVID-19, whether due to the wide-spread demand destruction, or the downward spiral of crude prices, is of enormous concern for all of the Indian O&G industry participants.

The Indian O&G industry is usually proficient at disaster response and its effectiveness has been demonstrated across a range of disaster scenarios in the past. With COVID-19 too, the industry has done reasonably well thus far, as evinced by the near continuous operations and availability of different fuels, almost across the entire country. However, most O&G CXOs believe that the recovery for the sector is likely to be longer, and more protracted than anticipated.

The recovery for the Indian economy lies between a couple of equally plausible but alternate futures – a 'protracted' recovery (what is popularly known as 'U' shaped recovery) or

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A STUDY OF EFFECTIVE EMPLOYEE ENGAGEMENT IN INFORMATION TECHNOLOGY SECTOR

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Abstract: *The Indian information technology industry is now facing a number of concerns and challenges as a result of the available talent and the exploitation of that potential. Effective involvement of the workforce is necessary in order to keep the motivation levels of the workforce at a high level. Employee engagement is best achieved when there is a high level of trust between employees and management. At the very least, employees should be aware of the factors that drive the firm for which they work, as well as the objectives of the organization and the means by which those objectives might be accomplished. Building up the workers' and management's confidence in one another via openness, transparency, and clear communication is possible. According to the findings of a number of studies, the conduct of workers is the primary component that has the most significant influence, in general, on their levels of motivation. This study focuses primarily on the many distinct difficulties and problems associated with employee engagement in IT organizations. Additionally, it offers a concise review of the most recent developments in employee engagement in the IT industry. Employee engagement as both a concept and a practice is gaining steam for the following reason: nowadays, businesses are placing more of an emphasis on enhancing their internal environments by consistently utilizing efficient engagement mechanisms in an effort to hold on to highly motivated staff members. The study provides some ideas about a model that may be utilized for engaging employees in an organization in an effective manner by meeting both the career aspirations of the employee and the objectives of the organization. These suggestions are provided as a result of the research.*

Keyword: *Effective employee engagement, Challenges, New trends, IT sector.*

I. INTRODUCTION

The most valuable resource that has to be exploited in today's continuously changing business context is the human resource, which organizations have come to know is the most important resource to use. This requires not only luring the best and brightest and holding on to them, but also keeping them inspired and dedicated to the accomplishment of the organization's objectives. Even while Employee Engagement (EE) as a corporate term has created study and steam since the new economy service sectors like IT (Information Technology) and ITES (IT enabled services) have taken off, the roots of engagement date back to the beginning of humanity himself. By investigating the early beginnings of engagement practices, we will endeavour to decipher and define the concept of employee engagement as it is now used and carried out by businesses today. The Information Technology and Information Technology Enabled Services (IT- ITeS) industry is altering the structure of Indian company quality as a result of its fast expansion and cutting edge competitions. The information technology and information technology services industry in India may be broken down into four primary subsectors: business process management (BPM), hardware and software products;

An Analysis of the Venture Capital Investment and New Business Creation Ecosystem has driven the Economic Revolution of the Past Decades

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Abstract: *The objective of this comparative research is to get an analytical comprehension of the function that venture capital investment plays as a method for funding new business ventures all over the globe. The field of venture capital has evolved into one of the most illustrious and exciting subsets of finance, and in the same way, venture-backed start-ups have reimagined the concept of the entire industry as a whole. Some of the most innovative start-ups have surpassed the traditional oil and banking giants to become the most valuable companies on the planet. However, with regard to this matter, venture capital has played a crucial part in the creation of today's huge start-ups such as Apple, Amazon, Goggle, Microsoft, Facebook, Alibaba, and Tencent, all of which have fundamentally impacted the prospects for the economy of the whole world. Roughly four million people are employed by publicly traded companies that have received funding from venture capitalists, and these companies account for about twenty percent of the total market capitalization in the economy. Because of this, the firm that was financed by venture capital investment has contributed to an increase in the economy's research and development, as well as employment and income.*

The findings of this study demonstrate how investments in venture capital (VC) may impact long-term development and lead to an increase in successful investors. There is no real evidence that venture capital investment contributes to the success or market price of the companies that it is invested in, despite the extensive amount of research that has been conducted on the subject. This is the case despite the fact that there is a correlation between venture capital investment and beginning results. This research examined how venture capital investment influences the sustainable growth and success of a start-up business at each stage of its development in order to more properly assess the effect of VC investment. According to the findings of this research, there is a correlation between initial venture capital investments and the formation of new businesses and the results of such businesses, as well as an imbalance between theory and competence.

We study whether or whether the venture capital industry in the United States is well-positioned for the quick commercial exploitation of energy technology. The use of a transition to renewable energy is motivated not only by ecological sustainability, but also from the need for energy protection, to resolve increasing concerns about such a liquidity crisis, and as a possible source of sustainable employment. In addition, the use of renewable energy transition is motivated by the need for energy protection. In this section, we claim that one of the most essential elements of this field is that the issues it contains cannot be "rectified" by a single kind of technology. This field spans a wide range of disciplines. It would be necessary for there to be broad technological advancements, which would call for the production of a wide range of different products and methods.

Keyword: Brand communication, Brand Image, Buyer attraction, Marketing Mix, Package Design, Packaging, Pulse rate.



ROLE OF PACKAGING IN MARKETING FOR BRAND COMMUNICATION

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Abstract: Packaging is taken into consideration to be an essential component of the 'Product' component of the marketing mix. In addition to serving fundamental purposes such as protection and preservation, confinement, convenience, and communication, packaging may also be used as a tool for marketing. Because of the significant influence it plays in conveying an organization's image and identity, packaging is an essential component of the process of branding that an enterprise engages in. The purpose of this research is to investigate the function that packaging plays in brand communication and to identify the components and characteristics of packaging that are most effective in conveying brand value to end users. The authors have developed a research framework for packaging in order to pursue these objectives. This framework divides the primary objective into four sub-objectives, which are as follows: the dependence of packaging design upon the buyer attraction, communication to buyer, convenience in handling and using, salability of product, and green aspect; relationships between liking for package and brand, country of origin, color connotation, symbol connotation, and size; and relationships between communication through symbols. The authors of this study have developed a research framework for packaging in order to A questionnaire is used to gather the data, and a pulse oximeter is used to monitor the respondents' pulse rates while they are answering the questions. Following the completion of a reliability test to see whether or not the questionnaire is consistent, multiple regression analysis is carried out to determine the nature of the connection that exists between a dependent variable and independent variables. According to the findings of this study, the primary focus in package design should be how to attract customers, while environmental factors should be given little weight. Customers are more likely to place importance on the brand of the product rather than the packaging, and the form of the container is the most important factor in determining how effectively messages are conveyed via product packaging.

Keyword: Brand communication, Brand Image, Buyer attraction, Marketing Mix, Package Design, Packaging, Pulse rate.

I. INTRODUCTION

The term "packaging" refers to the container that a product is kept in, and it encompasses not only the product's physical look but also the container's design, color, form, labeling, and the materials that are utilized. The vast majority of marketing textbooks believe product packaging to be an essential component of the product aspect of the four pillars of marketing known as the "4 P's": product, price, place, and promotion. Rather than just being an extension of the product, some people believe that packaging should be seen as a promotional strategy. Keller [21] believes that packaging is an aspect of the product that has no connection to the product itself. According to him, it is one of the five components that make up a brand, along with the company's name, its logo or other visual sign, the company's

THE EFFECTS OF SMARTPHONES ON CONSUMER BEHAVIOIR AND SOCIAL LIVES

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Abstract:

As of late, the majority of the worldwide populaces (particularly school and college understudies), use cell phones, because of its wide scope of uses. While useful from numerous points of view, cell phones have disservices, for example, decrease in work adequacy, individual consideration social annoyance, and mental fixation. Presently, the dependence on cell phones among understudies is 24.8%–27.8%, and it is continuously expanding each year. Delay in proficient execution because of delayed telephone exercises, and diverted with cell phone applications.

Cell phone is the most predominant entrance of data and correspondence innovation. A psychological hindrance coming about because of present day innovation has gone to the consideration of sociologists, therapists, and researchers of training on portable fixation.

Keywords: Smartphone, Consumer Behaviour, Attitude, Technology

Introduction:

New advances accessible with cell gadgets and the presentation of cell phones have become an enormous piece of person's lives in the previous hardly any many years. Cell phones can perform pretty much every activity fundamental for people whenever or place.

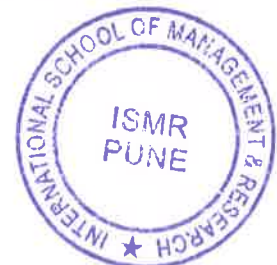
Cell phones are implying for people to convey rapidly while collaborating on different sites and informal communication stages simultaneously. Every day the capacities of cell phones proceed to develop and permit clients to set up more data through these mediums, without the additional work of utilizing different gadgets and projects.

The examination researched the everyday utilization of cell phones by people in various age gatherings. There were 20 members in the investigation, and 6 of them reacted to the 3 discretionary open-finished inquiries to depict any close to home encounters members have had with their cell phones.

These more youthful people utilize the cell phones as their fundamental type of correspondence. The goal of this examination is to explore how Smartphone 's is affecting the general public and furthermore how Smartphone 's will change the way of life, public activity, innovation scene and other assorted parts of current society. The paper will likewise suggest arrangements, so as to lessen the negative effects of Smartphone 's and acknowledges more advantages of this leaving innovation.

Objectives of the Study

1. To Study of client conduct.
2. To Study of how frequently, us of mobile phone.
3. To Study of vital anticipating item and extent of existing item.



STUDY OF RISK MANAGEMENT IN BANKING SECTOR- AN EMPIRICAL STUDY

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Abstract:

Risk: Definition of 'hazardous' according to Webster's complete dictionary "chance of experiencing injury or loss, accident, Risk" or "exposure to the possibility of injury or loss". Therefore, the most potent thing to cause injury or loss to one or more planned purposes is called Accident. The word Risk comes from the Italian word "Risicare" meaning "To Dare". It is a manifestation of the risk of serious deviation from the actual results from any expected outcome. Banks for International Settlement (BIS) has defined this as "the risk that an event or action will adversely affect the organization's ability to achieve its goals and achieve its strategies.

Keywords: Risk, Risk Management, Credit Risk, Market Risk, Bank, Wealth Management

Introduction:

Risk Management: Risk Management is an arranged technique for managing the expected misfortune or harm. It is a progressing cycle of Risk evaluation through different techniques and devices which constantly

- Assess what could turn out badly
- Determine which Risks are essential to manage
- Implement procedures to manage those Risks

Meaning of Bank – A bank is a money related establishment authorized to get stores and make credits. Banks may likewise offer monetary types of assistance, for example, abundance the board, money trade, and safe store boxes. There are a few various types of banks including retail banks, business or corporate banks, and venture banks. In many nations, banks are directed by the public government or national bank.

Basel I Accord: The Basel Committee on Banking Supervision, which appeared in 1974, elected to build up a structure for sound financial practices universally. In 1988 the full arrangement of proposals was recorded and given to the Central banks of the nations for usage to suit their public frameworks. This is known as the Basel Capital Accord or Basel I Accord. It gave level battleground by specifying the measure of capital that should be kept up by globally dynamic banks. The new proposition depends on three commonly strengthening columns that permit banks and administrators to assess appropriately the different Risks that banks need to confront and realign administrative capital all the more intimately with basic Risks. Every one of these

