



Department of Science & Technology
Government of Gujarat



EMERGING TRENDS IN MANAGEMENT AND INFORMATION TECHNOLOGY

(KSCON 2020)

Editors:

Dr. Anjali Gokhru

Dr. Kalyani Patel



**K.S. School of Business Management,
Gujarat University**

KSCON 2020

K.S. School of Business Management, department of Gujarat University, is one of the pioneers in 5 year Integrated Management and Computer Applications & Information Technology courses. The National Conference KSCON 2020, held on 8th February 2020 was instrumental in giving a platform to aspiring students, budding academicians and industry practitioners to present, share, discuss their research work/interest area in Management, Information Technology and inter disciplinary research papers. The Conference received overwhelming response with 139 papers. The topics covered were very extensive and contemporary - Online Retailing, Social Media Marketing, Emotional Intelligence, Digitalization of HR in SME, Fin Tec, Carbon Credit, Forensic Auditing, Cloud Computing, IOT, Block chain, IT in Banking - to name a few. This is a collection of selected peer reviewed papers.



K.S. School of Business Management
Gujarat University, Navrangpura,
Ahmedabad - 380 009, Gujarat, India.
Website: www.ksschool.org.in



Aura Books International

Fremont California US
www.aurabooksinternational.com
info@aurabooksinternational.com
editorial@aurabooksinternational.com



EMERGING TRENDS IN MANAGEMENT AND INFORMATION TECHNOLOGY

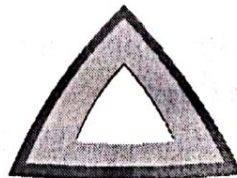
Editors:

Dr. Anjali Gokhru

*Faculty of Management
K.S. School of Business Management,
Gujarat University, Ahmedabad,
Gujarat, India*

Dr. Kalyani Patel

*Faculty of M.Sc.(CA &IT),
K.S. School of Business Management,
Gujarat University, Ahmedabad,
Gujarat, India*



aura

AURA BOOKS INTERNATIONAL

CALIFORNIA UNITED STATES

© Contributors

First Published 2021

No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording without the prior permission in writing of the publisher. Application for such permission should be addressed to the publisher.

Disclaimer-

The editors and the publisher have taken every effort to the maximum of their skill, expertise and knowledge to provide correct material in the book. Even then if some mistakes persist in the content of the book, the publisher does not take responsibility for the same. The publisher shall have no liability to any person or entity with respect to any loss or damage caused, or alleged to have been caused directly or indirectly, by the information contained in this book. Hence, the book should be taken as general guide only. The publisher has fully tried to follow the copyright law. However, if any work found to be similar to it is unintentional and the same should not be used as defamatory or to file legal suit against the editors/publisher. If the readers find any mistakes, we shall be grateful to them to point out those to us so that they can be corrected in the next edition.

AURA BOOKS INTERNATIONAL

3842, Carol Ave, Fremont, California 94538 US

www.aurabooksinternational.com

editorial@aurabooksinternational.com

British Library Cataloguing in Publication Data

A catalogue record for this is available from the British Library

ISBN 978-1-954467-04-0

Typeset in Palatino font

Printed on paper from sustainable resources.

PREFACE

The world is emerging. We are experiencing an explosion of change: the technological factors, the socio-economic factors, the organizational dynamics and flattening structure. Nothing is static. Globalization has also contributed to the major organizational change arising out of international integration and interchange of world views, products, ideas and culture. 21st century has also been defined by application of and advancement in information technology. Information technology has become an integral part of our daily life. Information technology has served as a big change agent in different aspect of business and society. It has proven a game changer in resolving economic and social issues. Integrating the role of information technology in management and therefore, transforming organizations has created a sea change in the arena of management and IT education.

In these changing times, in- depth academic knowledge and vast exposure to the field experience creates a good professional. Practical learning, strategy building, team coordination, management of multiple resources, etc. skills are pre-requisite for an individual to accomplish his/her aspiration of becoming a successful manager. Apart from acquiring skills, sincere and in-depth research work can make the path easier and innovative.

Addressing to the challenges, issues and strategies in areas of business, deliberation and brainstorming of intellectual minds in the conference has led to the emergence of this book. The book titled "Emerging trends in Management and IT" presents 57 papers in the areas of accounting & finance, strategic management, entrepreneurship & innovation, marketing, human resource management and information technology.

We have tried to cover varied topics right from cross cultural communication, Indian start up eco system, effect of American depository receipt, GST impact, hostile takeover, cyber threats, retirement planning behaviour, digitalization, cross buying and up buying behaviour, internet of things, over the top digital future to counterfeit luxury, green HRM, Emotional Intelligence, customization of *Vivahik Manglashtak* using Natural language processing, Indian (Gujarati) sign language translator, Cloud computing security, Voting system using Block chain technology, m-Governance in Rural Population of Gujarat and Home automation. Thus, this book will serve as a platform to researchers and young minds to understand the latest nuances in the modern-day business environment. We sincerely hope that this book will ignite the young minds to dwell deep down in further research and make an indelible mark in the field of knowledge.

Dr. Anjali Gokhru

Dr. Kalyani Patel

CONTENTS

- Contributors viii
1. Noise pollution and Vehicle Horn limit violations — *Rushabh B. Parmar* 1
 2. Female college student safety in Ahmedabad
— *Dhara Shah, Laxmi Prajapati, Dr. Shamina Ansari* 11
 3. A study on BRTS: Stakeholder analysis & congestion problem
— *Furqaan Ahmed Jafri, Raj Shripal Shah, Krina Mayank Shah* 19
 4. Maid hub - a case study of a professional maid service provider company
— *Rima Bhavin Mistry* 45
 5. Cross Cultural Communication: an essential element for empowering Enterprises
— *Dr. Vaseemahmed G Qureshi* 56
 6. A study on the Indian Start up ecosystem
— *Devanshi Shah, Twinkle Prajapati, Dr Shamina Ansari* 61
 7. Strategic Mapping for a community based market enterprise
— *Furqaan Ahmed Jafri, Raj Shripal Shah* 74
 8. A study on motivating factors among women entrepreneurs of Porbandar District
— *Prof. Bhumika Tanna, Hinal Songhela* 89
 9. Methodological Issues In Social Entrepreneurship Research Exploring Social Entrepreneurship Research And Addressing The Methodological Issues
— *Vachhani-Talati Khushboo, Parmar Krishna* 97
 10. An Analysis on Effect of American Depository Receipt Issue on American & Indian Market with Special Reference to Indian Companies
— *Dr. Amish Bharkumar Soni, Mr. Faizanulhaqq Ansari* 108
 11. Corporate Financial Disclosure Practices in Selected top BSE Listed Companies in India with reference to Corporate Governance Disclosure
— *Mr. Rambhai J. Bharada* 122
 12. Impact of GST on Indian economy and Textile Industry
— *Niki Sharma, Dr. Dharmendra S. Mistry* 131
 13. Hostile takeover: Shielding with Just War Theory
— *Dr. Ismail Bootwala, Ms. Jayshree Waghela Parmar* 141

14. Blurring the lines between financial services and technology: A study on behavior of Fin-Tech in Ahmedabad
— Akshat Shah, Kiran
15. Secondary Analysis of Factors affecting Individual's Retirement Planning
— Viddhi Kotak, Dr. Anjali
16. Gender Gap in Financial Literacy: Evidence from Ahmedabad
— Senorita Dias, Karan
17. To Study the Awareness and Level of Satisfaction of Working Age People towards Retirement Planning
— Ms. Ria Sharma, Prof. Pooja
18. Supply Chain Finance
— Naman Jain, Ansari Mohammed Musaiif, Jeetendra
19. A Study on the Performance of Mutual Funds with special reference to equity cap and mid cap & Small cap mutual funds
— Sneha
20. Digitalization of financial services & cyber threats
— Meha Rakeshbhai Jani, Manali Manishkumar
21. A Study on Investors Preference towards Online and Offline Trading in Stock with Respect to Ahmedabad City
— Katiyar Rahul Sanjeevbhai, Niraj Gurprakash
22. Digitalization: Reality or myth
— Dr. Urvil Amin, Prema K
23. Awareness and Understanding towards Goods and Services Tax of Retail Gujarat With Reference to Rajkot District
— Parmarrashmi Kh
24. A Paper On Goods And Services Tax With Reference To Charitable And Religious Trusts In India
— Dr. Hirai
25. An Overview of Initiatives and Achievements of Economic Development Financial Inclusion in India
— Vaishali M. N
25. A Study on Consumer Behaviour Towards Zomato and Swiggy and Restaurants
— Siddha
26. People's Preference and Satisfaction Towards Various Places in Ahmedabad
— Zainab Boxwala, Harsh Rathod, Jay
27. Cross Buying and up buying behaviour in Retailing-Drivers and Consequences moderating effect of Psychological factors on Customer Retention Strategies
— Abhigna Va
28. Study of Consumer Satisfaction towards Shopping Mall in Ahmedabad
— Pratima R Rathod, Dr. Anjali G
29. A Study on Comparative Analysis of Social Media Marketing Scenario in Different Eras of Internet Usage in India
— Mr. Jaygiri A. Goswami, Dr. Rachna G
30. Internet of Things (IoT): Revolutionary Concept in Modern Marketing
— Mr. Sagar

31. Counterfeit luxury and underlying factors of its consumption
— *Ms. Deepika Mittal, Dr. Rachna Gandhi* 354
32. A Study on Influence of Brand Name on Consumer Decision Making Process for B-Natural Juices of ITC Ltd
— *Deepa Vyas, Niti Upadhyay* 364
33. Shift in Consumer Behaviour: From TV to OTT Digital Future
— *Harshil Rohit, Ingita Jain* 372
34. Consumer Behaviour towards Clothing Disposal for the scope of Sustainable Consumption
— *Anjali Panchal, Ms. Ingita Jain* 378
35. India's Electric Vehicle (EV) Ride- Dream to Reality
— *Smeet Darbar* 385
36. Innovation in Online Food Delivery Service Industry
— *Bhoomika Laniya, Radhika Rakholiya, Mr. Jayraj Pandya* 395
38. Service Quality Dimensions of Department of Post - with Special Reference to Porbandar
— *Parekh Charmi Chetan* 403
37. Understanding Emotional Intelligence and Work - life balance
— *Noopur Surti* 408
38. An Analytical Study to comprehend the changes that working women have experienced apart from financial changes
— *Shubham Daiya* 417
39. Latest methods of Electronic Monitoring used by employers
— *Dr. Kalpesh P. Prajapati, Priyanka M. Jha* 426
40. Positive Employee experience leads to job satisfaction in the clothing segment of the Retail industry in Ahmedabad
— *Jinali Kapadia, Ms. Mikita Puri* 433
41. A study of Green HRM and its application in the organization
— *Rajvi Mistri, Drashti Panchal, Akanxa Galande* 441
42. Employee Motivation In Insurance Sector
— *Hardi Kamleshbhai Khatri, Bruhati Bhasmangkumar Trivedi, Jayraj K. Pandya* 451
43. Mental Health among College Students
— *Janvi Ishwarbhai Prajapati, Roshani Vinay Trivedi, Zalak Natvarbhai Nagar* 458
44. Kids also require Stress Management! A bitter fact
— *Neha Doshi, Dr. Anjali Gokhru* 467
45. Self-Productivity in Career Planning: Improving Profession Arrangements among Business Undergraduate
— *Aneri Shah, Manisha Bhavnani, Aakash Dabhi* 473
46. A Study on Employee Welfare in organisation in Ahmedabad
— *Hetal Dalvadi, Dhruvi Prajapati, Akanxa Galande* 479
46. Home Automation - Implementing Technology in Domestic Environment
— *Het Pandya, Kumar Rajwani, Jay Argade* 489
47. Nested Named Entity Recognition models - A survey
— *Prof. Jigisha Purohit, Dr. Kalyani Patel* 495

48. Contemporary scenario of e-banking embracing in Developed and Developing Countries
— Ms. Nita Meghani, Dr. Anjali Gokhale
49. Blockchain Based Voting
— Kinjal Thakkar
50. A Predictive Analysis of Indian Premier League Players Performance and Team Strength
— Chirag Narani
51. Natural Language Processing for Vaivahik Manglashtak Generator
— Bhaveshkumar Parmar, Dr. Kalyani Patel
52. 'Bitcoin'- Ponzi or Future Currency?
— Divyang Vyasa
53. Technology and Tradition: - IoT in Agriculture
— Pararth Dave
54. Enhancement in Education System through IOT based Smart Learning Environment
— Dr. Monika Patel
55. Computerized Gujarati Sign Language Translator
— Nasrin Aarifbhai Aasofwala, Dr. Kalyani A. Patel
56. Predicting diffusion of m-Governance in Rural Population of Gujarat
— Dr. Ruchita Shah
57. Survey of Data Security techniques in Cloud Computing
— Shreeja Shah, Prajapati Amisha Rajubhai, Dr. Kalyani A. Patel
Prajapati Shivangi Pareshbhai