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**ROYAL**

**Ajanta Prakashan**

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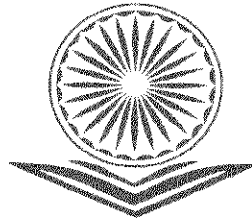
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ज्ञान-विज्ञान विमुक्तये

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Cell No. : 9579260877, 9822620877 Ph. No. : (0240) 2400877

E-mail : [ajanta6060@gmail.com](mailto:ajanta6060@gmail.com), [www.ajantaprakashan.com](http://www.ajantaprakashan.com)

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# 1. Loss of Air India Airlines

**Kajal Gala**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Nithyanand Suvarna**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Nishant Suvarna**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

## Abstract

This research carries out a detailed information on what were the issues, obstacles and barriers faced by Air India Airlines on trying to revive their business in the aviation industry. The research also carries information on why Air India Airlines did not manage to keep up with their competition in the aviation industry. Air India despite of being the only government funded airline didn't manage to keep their profits up and ended being a company which faced a loss of 8556.35 crores in the year 2018-2019 itself. The company was initially owned by TATA GROUP. The airline company used to offer great service and was one of the most profitable aviation company back in 1990's. In recent times the company is facing huge losses. The losses faced by the aviation company is so high that it is also becoming tough for the government to keep with the loss. At financial years end the company faces losses of thousands of crores. The company offers service in both domestic and international regions. The airline offers services to a total of 94 destinations with a total flight fleet of 400+ aircrafts which contain all variety of planes including atr.

In recent years people have started opting for other airlines as means of travelling. This research paper includes questions and answers about what are the opinion of various people on Air India and what can be done for improving the services overall which in-turn would bring back Air India as a better company. Suggestions have been provided in the research which further helps us to assess the scenario of the company and where the company can improve themselves for customer satisfaction. The company upon being one of the giants of Indian aviation just holds under 11% of the market share. Why other airlines are making more profits even after less time in the market and in which department Air India is lacking is the issue focused in this research paper.

## Topics Covered

1)	Abstract
2)	Introduction
3)	Research Of Methodology
4)	Data Collection And Responses
5)	Findings
6)	Main Content
7)	Literature Review
8)	Suggestions
9)	Conclusion
10)	References

## Introduction

The Indian aviation industries are among the top 5 aviation industries in the world. The aviation department is basically divided into domestic and international air flights. This air transportation now has attracted many foreign direct investments

Air India is the flag carrier airline of India, owned by air India limited. A company owned by the government enterprise. Air India operates with Airbus and Boeing airplanes. The major hubs of the company are located in the capital New Delhi and the financial capital Mumbai. Its other secondary hubs are located in Chennai and Kolkata. The Indian based company serves a total of 131 destinations worldwide and also has an approx. 35000 working employees in the company. Air India which is one of the most trusted aviation company also backed by the government of India has been in the spotlight for the past few years now. The airline company which was once owned by the tata group is now suffering a great loss over the past few years. After the attempt to privatize Air India from the year 2006 onwards the company has started suffering losses due to its merger with the Indian Airlines. Reports state that Air India suffered a total amount of Rs. 19000 cr. during 2020 - 2021. Air India's decline started with the management issues inside the company.

## Keypoints

- To know the basic issues why Air India is facing losses.
- What are the issues customers are facing and how these issues can be solved.
- How to revive the organizations business.
- How to maximize profits.
- Suggestions of customers on how to improve the services.

### **Research Methodology: Survey**

The primary stage of data collection involves generating a questionnaire to understand the situation of the company from a customer feedback point of view. It also shows where the customers are facing troubles with the airlines and what are the fields in which the company can improve themselves in. This survey also shows in what fields of service Air India is lacking to their competitors.

As per our survey, there were a total of 28 responses from people of various sectors and fields. The people who participated in the survey belong to different age group and have their interests and expectations from the airlines in different fields. Many of the respondents had filled the survey form, their mail id and personal details have been kept confidential. Only responses and suggestions of the survey participants have been recorded and no objection was raised by any of the participants. This below mentioned review was carried out online.

The questions presented in the survey are:

1. How often do you like to travel in Air India?

- always
- sometimes
- never
- will choose other airline if given an option

2. Do you like the services offered by Air India?

- yes
- no
- not always
- find the services of other airlines better

3. Which domestic airline would you prefer over Air India?

- INDIGO
- SPICEJET
- VISTARA
- GO AIR

4. Which domestic airline provides the best in-flight services according to you?

- INDIGO
- SPICEJET
- VISTARA
- GO AIR

5. In which sector Air India needs to improve the most?

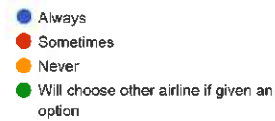
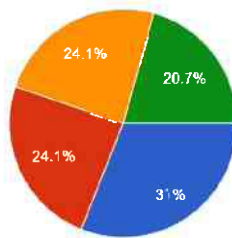
- Ticket pricing
- On-time flying
- Maintainence
- In-flight services

6. Would you recommend others to travel in Air India?

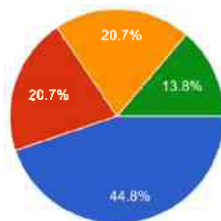
- Yes
- No
- Maybe
- Not at all

### Data Collection and Response

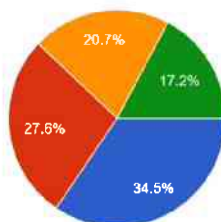
How often do you like to travel in Air India  
29 responses



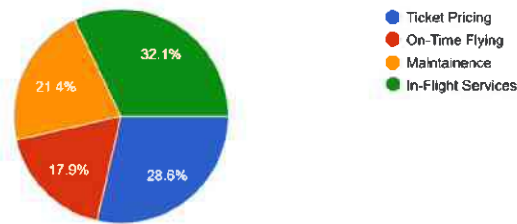
Do you like the services offered by Air India  
29 responses



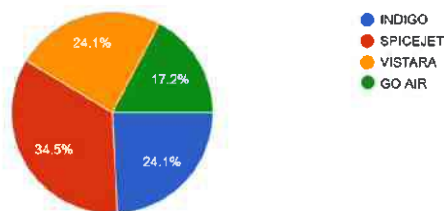
Which domestic air line would you prefer over Air India  
29 responses



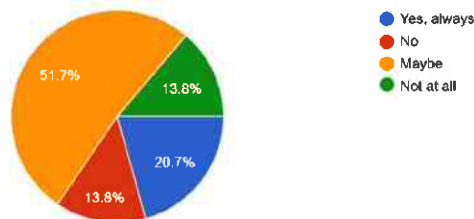
In which sector does Air India need to improve the most?  
28 responses



Which domestic airline provides the best in-flight services according to you  
29 responses



Would you recommend others to travel in Air India  
29 responses



## Findings

The survey report above shows us why people prefer other airlines over Air India. The company is almost facing customer problems in every regards.

In regards to the company sales, the company has many loyal customers who are willing to travel in Air India while a few others have this airline as a backup option. Very limited number of people have given up on the airline and its services and don't want to travel in it back again. The review also shows that the airline is not at all lacking in provide all round services as it has a total of 44.8% of people impressed by the service provided. Very less people are unhappy about the service provided by the company which shows why the company has stayed in Indian aviation industry for so long. 13.8% people say that the services provided by other air line are better so, overall Air India will have to improve inn this regard. When asked about in-flight services and meals, the Air India has to improve much towards its rival as

most customers find the meals of other airlines better. On being asked what sector would people like to see Air India improving the most people said the in-flight service sector. The company will have to look upon the customer feedbacks and their reviews so as to make Air India a profit earning company again. The current scenario of the airline is such that people are not willingly recommending others to travel in it. The above stated points are the areas in which the company needs to work and bring back their business.

### **Main Content**

There were many loopholes in the management of the government funded company "Air India". This resulted in the failure of the company. The major failure was less revenue generation which resulted a loss in major number of losses. This led to a requirement of more loans for the airline which eroded the benefits of financial restructuring plan of the whole company. The major points for its losses are as follow:

#### **1. Less income in passenger revenue**

This failure in the lost revenue was due to the company's own inefficiencies. Lacking in aircrafts availability, lowering the use of human resources, faults in the deployment and lacking in ancillary revenues.

#### **2. Low monetization of assets**

The primary requirements of meeting the revenue which led to the dipping in the fortune of the company.

#### **3. Non availability of proper airflights**

Due to improper management from the higher board executives and authority holder there were many problems faced, due to the demand and availability of the airplanes. There were many recommendations to but new A320 airplanes in order to reduce the maintenance cost. But it took much more time than expected for the flight to return to the global tender. So, the company could buy only 5 A320's which completely destroyed the plan of reducing the maintenance cost.

#### **4. International operations leading to a great loss**

Air India are in the process of expansion of their new international destinations but this is leading to a greater loss of the company as it is failing to recover the cost. Example: flights to the Americas and the Europe results in greater loss to the company. In the Mumbai-London-Mumbai the occupancy is 75% as the company faces competition from other companies as well.

## **5. Mismanagement**

The no. employees which worked for the company were much higher than required. They also were under utilization of the pilot and cabin crew count which also led to a great loss for the company.

Air India which was bought by the Maharaja mascot was once known for its decorated planes and services. The decline of this company started in the late 2000's. The company's reputation has been destroyed and now are in great financial debts. The management was the one to blame for the decline of the company. Customers were facing many problems like delays and also there was cost cutting in many factors inside the plane which resulted in the mind shift of the people to fly via planes of different companies. Competition from various airline companies which made the case even worse for Air India. Other companies like Jet Airways, Spice jet, Indigo were giving customers much more satisfaction than Air India. The company lacked modern airplanes which were more reliable and budget friendly so it had to face the problems.

Other than this there are some advantages to the company as it can fly nonstop to many destinations across the Americas and the Europe where there are good landing rights. Other airline companies like Etihad and Emirates can only go with one stop destinations.

## **Literature Review**

The survey has helped us to understand the current scenario of the airline company, in which department the airline was lacking. The airline still has a huge crowd of loyal customers as frequent flyers. The company can increase their revenue by using its flight services for cargo transport as well. Air India always used to provide cargo transportation services but the frequency of the flight will have to be increased in order to maximize profits. The company is in losses since many years and the only way out is by making profits. A job which can be done by one or two individuals is being done by four to five personals, this increases the cost of running the airline which in turn minimizes profits. The services and benefits offered by the airline is satisfactory to most of the passengers. But still, there are a few areas the company can improve in like in-flight meals, on time services (takeoff-landing), overall better management, following standards up to the mark of other better international airlines, skilled staff, adequate enough resources to carry out all operations smoothly, etc. The airline needs to make profits as soon as possible to clear out all the loans pending and to find new ways to make profit again.

## **Suggestions**

Air India should keep updating their websites and their services in smaller cities and some international cities.

Air India should also run surveys in order to get responses from the customers to see whether they are happy or not with the in-flight services.

The company has tele checks for the domestic airports in only major city airports of the country. Extension of its services should be done to all the cities domestically and internationally where Air India has its branches.

Mobile check in's too have the same problem of being in just major cities and needs to be extended in major as well as smaller sectors.

Management should be improved in air traffic systems and also the time delays of the flights should be managed for better services to the passengers.

### **Conclusion**

The existing contents and the data collected from the surveys have been well studied and reviewed that people are considering to travel through any other airlines than Air India.

If the company wants this to be changed proper services has to be given to the customers Air India being the national carrier of the country held a unique position in the Indian airline market. As the competition has rose from many airline companies in both domestic and international aspects.

As the news suggest that the TATA grp will be taking over the company it might lead to the upliftment of the company in various factors. The main thing that needs to be changed is the management and the internal issues leading to the downfall of the company. The no. of air crafts has to be increased and newer should be added on and also good services must be provided by the cabin crew

Air India have been struggling to make profits in the recent years as other companies like Jet Airways are too struggling with the same problem. These companies are even struggling to pay the fees of the pilots, airport fees and are even struggling to make payments to their initial plane owner.

The company has to merge with the TATA grp or might have to suspend some of their international routes.

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## 2. How Entrepreneur can Set Effective Goals

**Kajal Gala**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Musharaf Malim**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Krish Mali**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### **Abstract**

An Entrepreneurship is a skill which helps a simple ordinary individual, business, organization to take it to the realm of Extraordinary.

We have pondered the Attribute on how Entrepreneur can set effective goals, helping entrepreneurs to take their ideas & ventures into the reality of success.

The term "entrepreneur" has come to be used to describe anyone who begins and/or grows a small business.

According to the study, the entrepreneur functions as a trigger head, igniting economic activity through his business initiatives.

It is a fact that entrepreneur plays a significant part in shaping the landscape of a country's economy.

The paper will end with a conclusion summarizing all keys point discussed, research limitation, and recommendation for further research.

**Keywords:** Entrepreneur, Role of Entrepreneur, Goals of Entrepreneur, How to became Entrepreneur, Effective goals, Decision making, Entrepreneurial decision

### **Introduction**

Entrepreneurship is a life long journey of learning & experimenting things. We entrepreneur with business dreams work hard to fulfill them. Entrepreneurs are individuals who arrange & manage a business undertaking. An Entrepreneurs assume the investment/ security risk for the sake of their dreams & hopefully their profit. As an Entrepreneur it is difficult to stand above the crowded field, drive passion & workable leadership is required for a successful Entrepreneur.

Entrepreneurs come in all segment, shapes & sizes, yet there are some attributes that seem to be most similar in most of them. They are, for the most part, pretty good at getting things going.

In addition, entrepreneurship continually mixes up newly introduced and already existing productive resource among competing uses hence enhancing the efficiency of allocation it also creates the overall price within which Business decisions are made, and the rules of the game by which production and trade take place are influenced.

Entrepreneurs are motivated by the flow of new inventive ideas and the process of bringing them to life. It takes a lot of effort, but what happens if the idea fails? The entrepreneur's thrill vanishes!

That is why so many entrepreneurs are having difficulty keeping their businesses running smoothly.

Goal setting theory is founded on the most basic of introspective observations, which is one of the most important aspects that influences goal framing, namely that aware human activity is deliberate. It is governed by the goals of the individual. Goal-directedness, on the other hand, is a trait shared by all living species, including plants. As a result, the notion of goal-directed activity is not limited to conscious action.

Goal-directed action, according to Binswanger (1990), is characterized by two characteristics

1. Self-generation: The organism's energy source is an essential part of its structure.
2. Importance: the acts are not only necessary for an organism's life, but they also make it possible.

Example: a person's heart beats today because it beat successfully yesterday.

Humans have a greater level of consciousness, which includes the ability to think. They have the ability to comprehend goals and establish long-term objectives. People must select to learn what is helpful to their welfare, create goals to reach these goals, choose the means to achieve these goals, and then act on the basis of these judgments.

The domain of consciously directed action encompasses goal setting theory. The hypothesis attempts to explain why some people perform better at work than others. Individual disparities in task performance are explained at an immediate level in this idea. It also claims that the simplest and most direct motivational explanation for why some people perform better than others is that their performance goals are different.

The substance and strength of objectives, as well as their relationship to performance, have been investigated. In terms of content, the research has so far concentrated on two areas.

## **Research Methodology**

### **2.1 Data Collection**

Collection of data is a crucial part of every research. In order to collect the specific data.

Musharaf Malim<sup>1</sup>, & Krish Mali<sup>2</sup> has collected, observed and studied data from various information platforms i.e. Internet, case studies & articles available through a genuine source.

METHOD	DATA RECORDED
SURVEY METHOD	We distributed a list of questions to people in google forms format & collected the data.
Archival Research	We access documents through Internet for reference purpose.
Our Observations	We collected data consulting with experts & business owners sharing their Entrepreneur journey

### 1.1 Our Key Questions

We primarily focused on the following questions during the data collection procedure.

If you're having trouble answering this, try these questions to get some ideas:

What is the meaning of my life?

What does it mean to me?

Where do I want to make a strong recommendation?

What type of person or entrepreneur do I aspire to be?

What are the organizational objectives in which I can contribute?

What is it that my conscience is urging me to do?

As all the details mentioned above was the integral part of our research.

It was an initiative by us on putting some light on the topic of how entrepreneur can set effective goals.

Before moving Ahead of any startup, How an Entrepreneur finds its idea to get starts with or a simple question do you really want to be an Entrepreneur?

Let's look for it,

Reasons why you should not start your own business.

The goal is to make money.

You're fed up with your current job.

Because everyone around you is starting their own business.

The following are some reasons why you should start your own business.

You've got a problem that's entirely taken over your life.

Capable of navigating the ups and downs of your journey

You have a group of folks that are willing to assist you.

### **1.2 Generating Ideas.**

#### **How to keep generating Ideas**

- Seeing what is happening globally and applying it locally.
- Most business success in the world because they do something that it is already been done, but in a better way.
- Inspiration can come from anywhere.

Look at business that have succeeded in the past, which are not there anymore.

- Reason it closed?
- Taking an old idea
- Reimagining it with the current tech & needs.

Ahead, In the Main Content we have further discussed in detail about the topic.

### **1.3 Main Content**

Entrepreneurs, like gamblers, have a better chance of succeeding if they have the right cards in their hands. Let's take a look at some of the traits and qualities that make an entrepreneur successful.

A willingness to take risks is a key characteristic for entrepreneurs. Risk-taking can be defined as engaging in an activity despite the possibility of undesirable consequences. Starting a business is dangerous, and starting one with your own money is even worse. You can spread the risk by enlisting investors or building an entrepreneurial team to help you with your new firm. But, in the end, if you want to start a new firm and innovate, you can't avoid risk.

Entrepreneurs require imagination as well. Take, for example, Steve Jobs and Mark Zuckerberg, two entrepreneurs who brought groundbreaking products to market and changed the way we live. Successful entrepreneurs succeed in one of two ways. They have the ability to introduce a completely new product or service, such as the first cell phone. On the other hand, much as the phone revolutionized the world of smart phones, they have the power to radically improve anything.

It is also necessary to take initiative. Entrepreneurs are in charge. Your new business will never get off the ground if you are unwilling to start without being pushed. Eddie, for example, had a business idea right out of college and took the initiative to establish it. He didn't need to be persuaded to act; he just did it.

Independence is also a paramount attribute for entrepreneurs. Nobody holds an entrepreneur's hand, and they don't want any hand-holding. Successful entrepreneurs must be

willing to go it alone and succeed or fail on their own effort without relying must on the other people.

Entrepreneurship puts new business ideas into practice. As a result, employment that promote personal development are created. Entrepreneurs can also address societal issues with their disruptive ideas and innovation. It's a worthwhile endeavour to contemplate, but if it's not for you, consider how to pass on its values to the next generation and enroll in classes on how to encourage and teach our children in this manner. It's apparent that entrepreneurship is a catalyst for economic development.

#### **1.4 Characteristics of setting Effective Goals**

##### **1. How to create an Action Plan**

First decide exactly what you want

Personal and professional progress, as well as your social and spiritual development. Most individuals have no idea what they really want, and most people are implicitly preoccupied with the fear of failing, which prevents them from defining clear particular goals. If you don't make clear specific goals, you can't fail to attain them because they are so vague.

##### **2. Write down your goals on paper**

We found that only 3% of entrepreneurs have written goals & everyone else plans to write them

Down someday success begins with a piece of paper & pen writing down.

When you write a goal down, it's as if you're programming it into your subconscious mind, activating a whole series of mental powers that will allow you to achieve far more than you ever imagined, and then you start expecting to achieve the goals, attracting people and circumstances into your life that are consistent with your goal's achievement.

##### **3. Set a deadline**

Setting a deadline if it's a large goal a set a series of sub deadlines & what if you don't achieve your goal by the deadline set another deadline remember, If you want to achieve financial independence, you can set a 10- or 20-year goal and then break it down year by year so you know how much you need to save and invest each year. There is no reason to set a deadline because you may achieve the goal well in advance or it may take you much longer than you expect.

**4. Make a list of everything you could possibly think of that you will have to do achieve your goal.**

One of the things that holds people back once they've set a goal is not taking the time to write out all of the minor tasks they'll need to complete to get there. In order to reach your

goal, identify the challenges you'll face, the knowledge, information, and skills you'll need, and the people you'll need to support and work with. The longer your list is, the more driven you will feel, the more intense your desire will be, and the more likely you will believe it is possible to combine all of them into a well-organized strategy. What is more important and what is less important sequence is what you must accomplish before doing something else and in what order list every single step you can think of that you must follow as you think of new items, add them to your list.

The 80/20 rule states that 20% of your efforts will produce 80% of your results, while the 20/80 rule states that the first 20% of time spent speed planning and organising your objective will be worth 80% of the time and effort required to reach the goal.

### **5. Schedule it into a comprehensive plan**

Comprehensive plan helps to plan each day week & month in advance plan each month at the beginning of the month plan each week the weekend before and plan each day the evening before the more careful and detailed you're once you plan your activities and tasks the more you'll accomplish in less time the rule is that each minute spent on planning saves 10 minutes on execution then as you go through each day of plan select your number one most important goal for the day again you set your goal.

## **Barriers of Entrepreneurs**

### **Barriers to entrepreneurship**

An entrepreneur faces lot of problems, main problems faced by an entrepreneur are Personal Barriers, Financial Barriers, Environmental Barriers, political barriers & Societal Barriers. Starting with personal barriers, this is the attitude of an entrepreneur, the emotional block, the character of the person. "You make your own cages that limit you within your mind," remarked Stephen Redhead, a motivational speaker, novelist, singer, and philosopher. This is a personal barrier that is impeding your company's progress. Lack of creativity and innovation leads to slower growth in new products, and a lack of motivation and self-confidence is one of the major issues. To overcome this, an entrepreneur must study extensively, acquire knowledge, which builds confidence, and then have patience, as he will encounter numerous failures. He must view these failures as stepping stones, and use them to motivate himself and others.

### **Financial barrier**

It is like fuel to an organization's engine; there should be a proper flow of finance through the organization and subsequently out into the market, which leads to a successful enterprise. We can see a lot of entrepreneurs on the rise in India and around the world; there

are an innumerable number of small-time entrepreneurs whose only goal is to start a startup company, achieve a small success, and sell it to large organizations, but they lack the strength and vision to scale up their enterprise because whatever the company's value, the product's quantity to quality, it may ultimately come down to money, finance.

**Environmental Barrier**

There are five resources which are required for a business the '5m' money, material, manpower, machinery & methods. The environmental barriers like availability of raw material, scarcity in the material especially getting the raw material in peak season or when there is a huge demand in the product is a very big barrier & a good facility is required for smooth operation the infrastructure land & building & then human resource are required good machinery are required not only the maintenance of these & smooth automation must happen at an ideal time these are very difficult for small businessmen & budding entrepreneurs.

**Political Barrier**

The government & bureaucracy, bureaucracy is permanent but the government changes once in five years leading to policy change, that's a downer for entrepreneur, the things they have build their networking all is wasted, everything must be started from the scratch when the policies rules & regulations are changed, this is the nexus of Politics.

**Societal Barriers**

There are a lot of linguistic, cultural & religious diversities in the world the conservative attitude communal fear, the difference in race all these frictions in the different people leads to decline in the entrepreneurs, even the economy of the country. There are a lot of socio-cultural norms religious affiliations, which hinders the entrepreneurial development.

**Barriers faced by a women entrepreneur**

Discriminatory property, matrimonial and inheritance laws, cultural traditions, limited mobility, voice and representation, and an unequal share of family and household obligations are some of the key challenges experienced by women entrepreneurs while beginning and growing their firms. According to a 2006 study, good societal perceptions of entrepreneurship have a stronger influence on females than on males to pursue entrepreneurial activities, and gender equality does not increase the number of female entrepreneurs. Many studies have shown that there is a considerable gap between male and female entrepreneurs.

TABLE

LIFE EXCUSES	ENTREPRENEUR EXCUSES
OTHER SMART PEOPLE MADE THE SAME MISTAKE.	IT WAS A CLOSE CALL.

ALL MY FRIENDS WANTED TO DO IT.	I COULDN'T GO AGAINST THE TEAM BECAUSE THE TEAM WAS AGAINST ME.
ALL THE COOL KIDS ARE DOING IT.	IT WAS INDUSTRY BEST PRACTICE; I DIDN'T REALIZE IT WAS ILLEGAL
IT WASN'T PERFECT, SO I DECIDED NOT TO COMPETE.	WE NEVER TRIED TO SELL OUR PRODUCT BECAUSE WE NEVER HAD TOTAL PRODUCT MARKET FIT.

**FINAL WORDS** Over the past decades technological advances have dramatically lowered the financial bar for starting a new company, But the **COURAGE BAR** for building a great company remains as high as it has ever been.

### Suggestion

[Http://www.sba.gov](http://www.sba.gov). This is the most visited government site for small business. It will give you access to a large collection of free online training, access to local resources, and tools. Most important, you will get information on Small Business Administration (SBA) Loan Programs. This is a good starting point for all entrepreneurial leaders.

[Http://www.sba.gov/aboutsba/sbaprograms/sbdc/index.html](http://www.sba.gov/aboutsba/sbaprograms/sbdc/index.html). Small Business

Development Centers (SBDCs) provide management assistance to existing business and startups.

SBDCs offer free, confidential counselling as well as low-cost educational opportunities.

There are more than 1,000 SBDCs across the United States.

You should make an appointment with your local SBDC to learn more about its services. Having an advisor or mentor for your business is one of the keys to its success.

### Conclusion

#### Musharaf Malim

For anyone seeking for an answer, the grand conclusion will be a massive letdown.

The simple answer is that there isn't one. The move from entrepreneur to business owner is difficult.

Every entrepreneur has his or her unique destiny, which only he or she can find.

#### Krish Mali

Surprisingly, a large number of entrepreneurs may result in intense rivalry and a loss of job options for individuals. Aspirations tend to soar when there are too many businesses. Because the success of entrepreneurial ventures varies, having too many entrepreneurs may result in income disparities, increasing rather than decreasing citizen dissatisfaction. The interesting link between entrepreneurship and economic growth, on the other hand, can benefit



politicians, development institutions, business owners, change agents, and philanthropic contributors. If we realise the benefits and drawbacks, a balanced approach to supporting entrepreneurship would definitely have a positive impact on the economy and society.

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### 3. Communication Gap Analysis at a Cloth Manufacturing Company

**Preksha Bapna**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

#### **Abstract**

The objective of this research is to investigate the communication gap by using semi-structure interview and focus group discussion technique. This has been carried out at a cloth manufacturing company. A standard report is also created to overcome this communication issues by having each person in each level to review and report their standard operation to their subordinates regularly based on the decided frequency.

**Key words:** Semi-structure Interview, Focus Group Discussion

#### **1.0 Introduction**

Globalisation have made businesses around the world more difficult and complicated than before. Every company is trying to search for a solution to remain successful and competitive, therefore survive in this industry. For manufacturing companies, it has become more complicated.

To survive in this competition, companies have been struggling to improve their streamline business process, inventories, cycle times and factors related to cost. The latter involves reducing the manufacturing costs, strengthen relationships with the suppliers, offering variety of products and most importantly reducing the response time to meet their customers' needs and expectations. It has been estimated that almost 50% of manufacturing costs are attributed to purchase items, the raw material account for 80% of a finished product's lead time and 30% of its quality problems [1-2]. All of these are actually driven by the economic needs. Moreover, if a manufacturing company manage to overcome all of these problems, it will bring them more customer demands.

However, many manufacturing companies nowadays are in different situation due to the various problems they are facing which include excessive inventories, non-competitiveness, loosing the market share and unable to cater to the customers' needs on time.

Therefore, many manufacturing companies try to search for a system that can make their process more effective. For over two decades there have been numerous manufacturing “revolutions”, accompanied by clarion calls for universal adoption of some new paradigm such as Manufacturing Resources Planning (MRPII), Just in Time (JIT), Optimized Production Technology/Theory of Constraints (OPT/TOC), Flexible Manufacturing Systems (FMS), Total Quality Management (TQM), Lean Manufacturing, Agility, Time-Based Competition (TBC), Quick Response Manufacturing (QR/QRM) and Business Process ReEngineering (BPR).

Nevertheless, the main issue that needs to be dealt with is the smooth communication with all level in the organisation without which none of the techniques above can be implemented successfully.

The purpose of this study is to investigate the current communication gap during the implementation of lean at the cloth manufacturing company by using semi-structure interview and focus group discussion. A standard reporting report was also created to overcome this communication issues by having each person in each level to review and report their standard operation to their subordinates regularly based on an agreed upon frequency.

## **2.0 Communication**

Communication is one of the important things that must be considered in order to improve an organization or individual performance. It is critical not only in obtaining a job, but also in performing the job effectively. For example, in a study reported in Personnel , a survey questionnaire was sent to each personnel manager of 175 of the largest companies in a western state. One of the key questions in the study concerned the factors and skills most important in helping graduating business students obtain employment. Written and oral communication skills were the two most important factors or skills in obtaining employment. Strong interpersonal and communication skills appear to be of primary importance in the hiring decision.

“Nearly two-third (of recruiters surveyed) thought MBAs have fully satisfactory skills and knowledge in their specialty areas. However, fully half thought MBAs were lacking to some degree in both interpersonal and written communications skills, the very skills reported to be the most important hiring criteria. One third reported that MBAs were lacking in some degree in oral communication skills.” .

Actually there are two main types of communication, first is the management communication that includes business plans, strategic documents, procedures and work

instructions. Second category is information dissemination internally and also externally such as press releases for public relations, news letter and wall displays.

### **3.0 Research Methodology**

This research was conducted through a interview technique with top management (GM) and focus groups discussion with approximately 10 shop floor leaders [Head Of Department (HOD)/ Head Of Section (HOS)/Engineer/Executive/ Team Leader].These techniques had been used along with direct observation of the plant operation for collecting the earlier primary data (Gap analysis) to study and investigate the current communication gap at all levels in the company.

### **4.0 Semi-structure interview and Focus group discussions.**

Interviews are perhaps the most frequently occurring form of communication apart from conversation and it does occur regularly in organisations. However, sometimes people view interviews as simply conversations though it is different. An interview is a specialized form of communication conducted for a specific task-related purpose. In this research, author used semi-structured interviews technique in order to attain a non rigid and non formal technique so that it will be more staff-friendly. This way, staff co operation and interest can be achieved without much hassle.

The main reasons why the author used this technique is because it is a vital management skill (when done well, an interview can provide author information not otherwise available). The information gathered from the interviews will influence the decisions made by the researcher.

As for methods of focus group discussion, it is defined as a panel of individuals (customers or non customers) who answer questions about a company's products and services as well as those of competitors. This methodology approach allows getting info for important issues such as the experiences or the expectations in depth and it will provides the collective insights of group dynamics while preserving individual preferences. Below is the definition that can be found in literature for Focus Group:

“Are a qualitative technique allowing for “the explicit use of group interaction to produce data and insights that would be less accessible without the interaction found in a group.”

The main reasons why author use this technique in the beginning of the research is same as semi structure interviews i.e. if conducted properly, this technique can provide

meaningful experiences and ideas on this topics. In other words it can be the direct voice of the customer.

Examples of others advantages to use focus group discussion are

- i. The speed and flexibility to get an answer
- ii. Results are reported sooner
- iii. Costs are minimised.
- iv. Flexibility to explore beyond the boundaries of tightly words questions
- v. Allows participants to focus over researcher emphasis.

On the other hand, this technique also has their disadvantages especially if the researcher has no experience being a moderator and unable to handle big groups of people simultaneously. To overcome of this problem, focus group discussion was done with a smaller number of people.

## **5.0 Findings and Discussions**

### **5.1 Identify the current communication gap at all level. (Gap Analysis)**

Based on semi structure interview with General Manager and focus group discussion with HOD/ HOS/ Executive and Team Leader in the job floor (Gap Analysis), it was noted that there was no common interpretation of mission statement and vision among the employees, thus a misunderstanding of the company's goal and objective. When this occurred, there appeared to be misalignment especially between the company's goal and the operational strategy. Employees were doing their jobs without clear expectation about the outcome and the employer was not maximizing the effectiveness of the resources.

Apart from these, communication was also a problem between the employees and the top management. It could be approximated that there was only 40% efficiency of communication between the top management and the employee. This problem was very serious because without communication and relationship, we could not built and improve the company.

Sometimes it makes the introductions of certain new systems or programme such as TPM and Lean Manufacturing to fail. And even worse, majority of the employee only knew some information or news about their company in terms of problem, performance or the introductions of new company product from other channels such as the local newspaper and not from their top management announcement.

Actually, this communication breakdown was due to lacking of standardize reporting from the ground level to middle and subsequently the top management personnel such as General Manager(GM) and Head Of Department (HOD). Standardization of reporting was very crucial because it was a way to make everybody in the company aware of the happenings in the company. Each level of employees had to report to their immediate supervisor at a fixed timing on matters pertaining to their daily routine jobs. This way, communication breakdown could be reduced and any problems could be detected and corrected earlier and efficiently.

Apart from these problems, there was also unclear ownership of responsibility among the employees. Their job scopes were indistinct because they did not have specific job descriptions. Overlapping of works also occurred and this was made worst due to improper description of one's job scope. The top management was unable to simply give a task to their subordinates because there was no formal declaration of their job scopes.

Employees will do their task as they wish and without proper guidance resulting in difficulty to measure their achievement and effort. This was partly because no particular targets were set to appraise them and there was also no measurement system to evaluate and gauge their performance.

In terms of production, data tracking between the production and the management level was also lacking resulting in communication breakdown.

### **5.2 Setting standard reporting based on QCDAC.**

Figure 1.0 (Appendix 1) presents the Standard Operation reporting flow in each level in the organisations. The chart shows that there are 5 levels of standard operating reports. Each person in each level will review and reports their standard operation to their subordinates regularly based on the predefined frequency.

To fulfil this course of action, SOFT analysis (Figure 2.0 in Appendix 2) was chosen to be the basic of Standard Operation reporting. SOFT analysis was used in the standard reporting of the company to identify the strengths, opportunities, failure factors and the treatments (the countermeasure of problem solving) of identified problem or failure at the production areas and management level. For example of Standard Reporting Based for HOD/HOS/ HOU/AREA LEADER/TEAM LEADER.

The reports are divided into four parts, namely Part A for the introduction; Part B for the SOFT analysis reports, Part C for the RAG status reports, Part D for the program and plan status and lastly Part E for the action plan of continuous improvement.

## **6.0 Overview of the Research findings**

Listed below is a summary of the important findings that address the questions of the study:-

### **A. The scenarios identified at company gathered from Semi-structure interview and Focus group discussion (Gap Analysis)**

- i. No common interpretation of vision / mission.
- ii. No standardization of reporting.
- iii. Misunderstanding of company objective.
- iv. Difficulty to measure company and employee performance.
- v. Communication breakdown.
- vi. Unclear ownership of responsibility.
- vii. Failure to identify the gaps.

### **B. Operation Reporting**

- i. Standard Operation reporting flow have been created in each level in the organisations. Each person in each level will review and reports their standard operation to their subordinates regularly based on the frequency that had been decided.
- ii. To fulfil this course of action, SOFT analysis was chosen to be the basic of Standard Operation reporting to their subordinates. The reports are divided into four parts, namely Part A for the introduction; Part B for the SOFT analysis reports, Part C for the RAG status reports, Part D for the program and plan status and lastly Part E for the action plan of continuous improvement.

## **7.0 Conclusion**

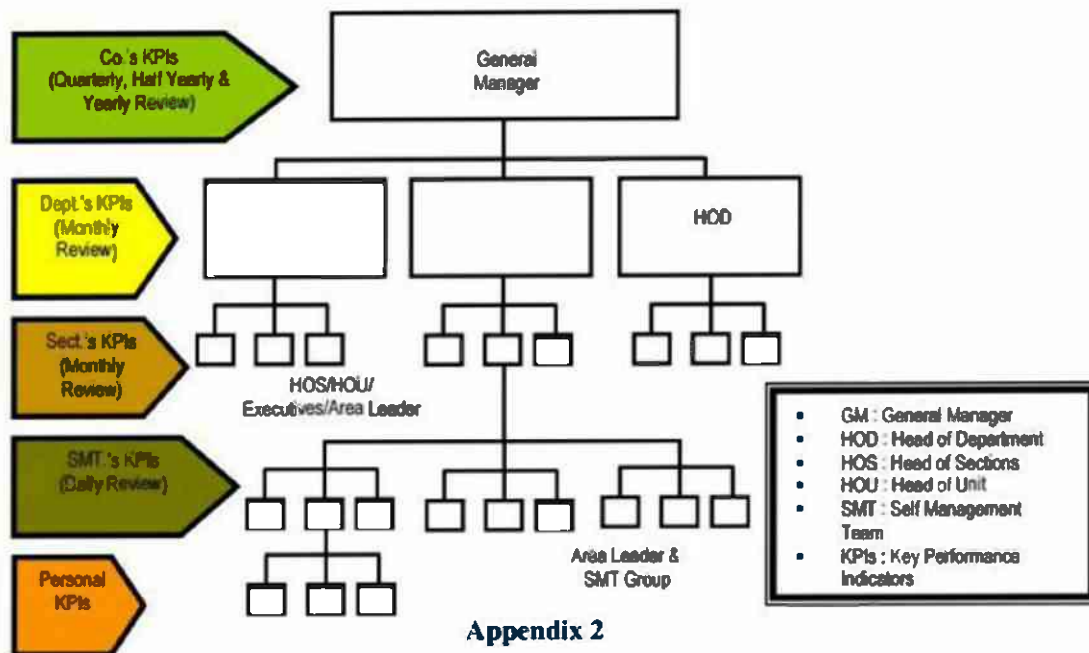
Among the success factor of a program such as lean implemented in the company is depended on the effectiveness of the communications among all level of the employee.

Method such as the Semi structure interview and Focus Group discussions can be used to get the gap and design ways to resolve the communication issue. Once the scenarios has been identified and standard operating procedure had been established the communication issue of the cloth manufacturing company was able to be resolved.

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**Appendix 1**



**Figure 1.0: Company standard reporting flow and the reviewing frequency**

<p><b><u>Strength</u></b>                  To show any achievement in manufacturing process</p>	<p><b><u>Opportunity</u></b>                  To identify any opportunity in order to improve productivity</p>
<p><b><u>Failure factors</u></b>                  To identify the root cause of failure / problem occurred</p>	<p><b><u>Treatment</u></b>                  To identify the best solution to tackle any problem occurred</p>

**Figure 2.0 : S.O.F.T Matrix Analysis**



## 4. Conflict Management in an Educational Institute

**Kajal Gala**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Zainab Syed**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Adit Tambe**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### Abstract

This research carries out detailed information on Conflicts that happens in an educational institute and various Remedies on how we can avoid these conflicts, also at the same time it tells us about how does the conflict take place and ways to resolve them. This research concludes that paying attention to this in an early stage and taking proper steps and ensuring equal support to two different parties without any diplomacy in between which will bring a positive result.

We have also collected data on how different people react when the conflict occurs and the ways they use to respond to it. So, it continues with their reviews and some suggestions. The paper concludes that early recognition to the conflict and listening to both sides should be used to resolving conflicting parties. Whereas if we force this and want to end it up on one's side will only be counterproductive.

**Key words:** Conflict Management, Resolve, Educational Institutes, People, Person, Responsibilities

### Objective of this Research

- To study various conflict resolution strategies in an institute.
- To suggest suitable measures to overcome conflicts happening in an institute.
- To implement procedures to manage conflicts in educational institution.

### Introduction

Conflict is inevitable whether it's in between a person's life or between two persons or nations. When there is a group of people working together on something there is a chance the conflict may occur between them. It happens because of different thinking of people, a having opposite views and ideas towards something which another person doesn't like it. The people

around us only see the actions behind the conflict whereas those actions and harsh words are just a small part of the conflict process (Mashanne and Glinow, 2008).

Since Conflicts are unavoidable managers should be able to make constructive and destructive potential to learn how to manage conflict and to implement conflict resolution techniques in a practical way (Fleer wood, 1987). However, coping with it easily and effectively is possible of the most important role of manager's position. Conflict may also be encouraged by actions, constraints and demands of the organization and responsibilities to be performed by the worker.

### **Review of Literature**

As per the findings and the research we have done, we can say that conflicts are a real issue in all the educational institutes. And people are not talking about it much and helping each other. Instead, these conflicts are just raising anger and fear in everyone. When there is a Disagreement in opinions between people or groups due to differences in attitudes, beliefs, values, or needs. In the institute differences in characteristics such as work experience, personality, peer group, environment and attitude, all lead to differences in personal attitudes, beliefs, values or needs. Chou and Hsu (2009) provided the clearest definition of online education related conflict: "Conflict is an awareness on the part of the parties involved of discrepancies, incompatible wishes, or irreconcilable desires" The importance of this definition says that the perception of the parties that constitutes the core of the conflict. Furthermore Algert, N.E.Froyd, J. "Jeong has successfully combined behavioral and structural analysis of the dynamics of social conflict." It, shows a clear distinction between conflict and violence. includes violence actions, words, situations, structures, or systems that cause physical, mental, social, or environmental damage and/or prevent a person from reaching their full potential.

From the above sentences, it is clear that there is not just one practical definition of conflict, and each person has a different perspective towards it. It can be concluded that conflict can affect everyone to a varying extent but if handled properly it will always be benefited to both parties.

### **Main Content**

Nowadays conflict continues to be a factor in academic life. Schools often appear to be centres of tension; sometimes, they might be the Manifestation of problems in society. Conflicts in an institute are never positive or negative whereas, it is always seen as basic and result oriented in school life. Conflicts offer competition as well as ways to improve ourselves

if properly managed and looked after in an initial stage. As it is observed in the results above conflicts mainly happens because of individual differences or different mindset of an individual and as followed frustration is the seen in an individual which can be a source of conflict.

The disagreement which happens in an individual or group of individuals also is considered as a source of conflict, if this disagreement is handled at an initial stage the conflict can be avoided. Consequences in an institute such as lack of participation, poor staffing problems, unfriendliness among the members in a group which also disturbs the academic progress are some of the reasons where conflicts take place. Therefore, it becomes common that conflict can happen in an institution frequently. Conflicts involve different people who are united in the process of achieving their needs and objectives, which arise when the difference between two or more people demand a change in at least one person for their participation to continue and develop.

In the teaching and learning process, conflicts are natural, the management of it should be done effectively to avoid such things to happen and which will also benefit the institute. So according to our findings, people seem to be ignoring the conflicts instead of resolving them politely. Here are some of conflict Resolution Strategies: 1) Collaborating 2) Compromising 3) Avoiding 4) Accommodating 5) Control over our languages. AS it is seen in the above findings that people aggressively react to the conflict whereas it can be done by listening to the other party's perspective too and by co-ordinating one can solve the conflict well. Further, while in the conflict people accept that sometimes it is better to compromise for others so that the conflict doesn't get stretched and get resolved. Many times, avoiding some things will also help keeping conflicts far away from us. Above In the Findings it was asked by the individual to write what they felt when they are stuck or when there are some obligations on them, each of them had their own way of responding to it, but it was observed that accommodating someone and guiding them towards the way are the options which many of the respondents choose to do resolve conflicts. Lastly, Having Control over the language is the more important thing one must do to avoid negativity last long, the last questions asked in the survey was, if people say somethings in conflict and regret them later. Most of the People were on the highest scale which truly said that, it is important to have and control over languages in conflict So as to avoid damage for the long term.

A set of actions and reactions between actors and outsiders in a conflict are referred to as conflict management. Conflict resolution entails a process-oriented approach that leads to the perpetrator's and outsider's communication forms (including behaviour) and how they affect interests and interpretations. Outsiders (those who are not involved in the dispute) as third parties require correct information about the conflict scenario. It's because efficient communication between actors is possible when there's faith in a third party. Lack of conflict management can lead to many problems such as absenteeism, incompleteness of projects, many individuals tend to leave the institute because of anxiety also bullying caused by their superiors. On the basis of these issues, it is vital to evaluate the effects of conflict management in the management of educational institute in the fields of education, research, and community service, with a focus on academic issues, human resource facilities, infrastructure, and student field. Administrators-teachers, teachers-teachers, teachers-students, parents-parents, and students-students can all have conflicts. It is important to remember that, regardless of the type of conflict or the participants, unless it is resolved, disputes will develop and become more complicated, and everyone involved in the conflict will suffer negative feelings (Argon, 2014). This will have a detrimental impact on employee performance and lower the quality of education and training in schools. All educators should be made aware of the need of effective conflict resolution in schools so that they can participate in the process. Prior to conflict situations, necessary steps should be made to ensure that disputes between educators, the school environment, and students do not negatively impact the quality of education and training. When handled properly, disagreements can benefit both the school's goals and the educators and students involved. As a result, in-service training courses and seminars should be held so that instructors can better understand and manage school problems.

### **Research Methodology**

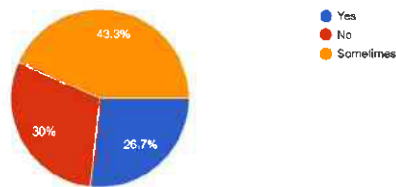
In this research, we used Questionnaire Method, where we connected to the people and asked questions about conflicts they faced in an educational institute. The questions which were created was to study that how many people fall into conflicts and ways they used to resolve them.

As per our respondents we got 30 responses from students, teachers as well as the non-teaching staff's. They were personally contacted by us to fill the survey form online. Many of the people took initiative and filled the forms through email Ids and personal details which

were kept confidential, Only the responses were used for the research paper and there were no objections raised from anyone.

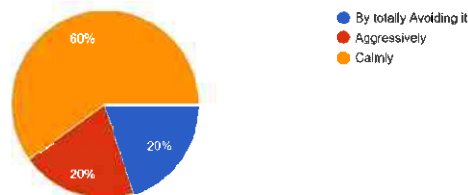
### Findings

Do you ever face conflicts during your group projects?  
30 responses



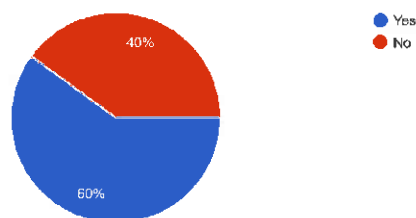
In facing conflicts during group projects, 43% of people think they face conflicts sometimes only, 30% people think they face no conflicts and 27% people think they do face conflicts maximum times.

How do you respond to a conflict?  
30 responsees



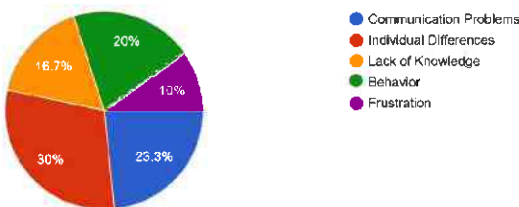
As we can see, 60% of people respond to a conflict calmly, 20% respond aggressively and 20% of them just avoid it.

Have you ever got provoked when someone has blamed you for something?  
30 responsees



By this response, we can see that, 60% have had been provoked when someone has blamed them for something and 40% have had not been provoked.

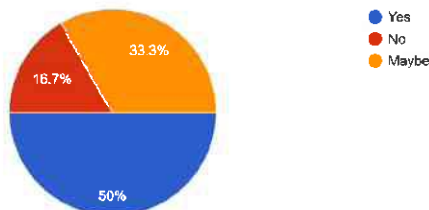
In your opinion, anything is the main cause of conflict?  
30 responses



The main causes of conflict as per people think are:-

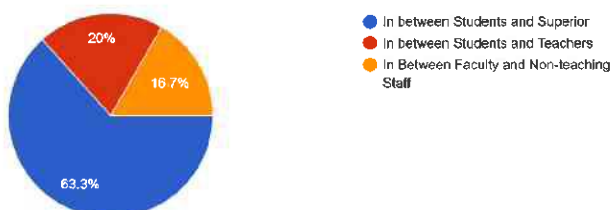
23% people think communication is the problem, 30% people think individual differences is the problem, 16.7% people think lack of knowledge is the problem, 20% people think it's the behaviour and 10% people think it's the frustration.

Do you think the variety in the mindset of an individual defers because of which conflict occurs?  
30 responses



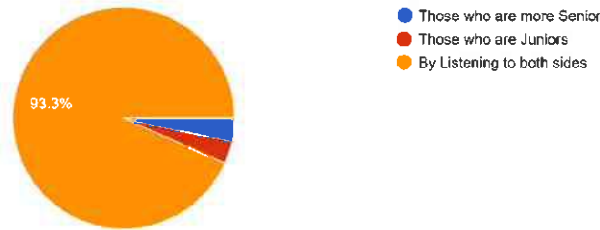
In this diagram, 50% of people think variety of mindset is why conflicts occur, 16.7% of people do not think that's the cause and 33.3% of people think maybe it is the cause.

According to you in what level the conflict is seen in an educational institute?  
30 responses



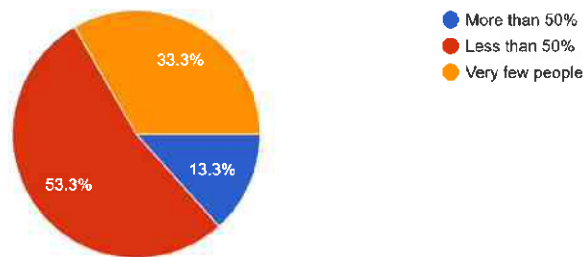
According to this diagram, 63.3% of people think conflicts occur between students and the superior, 20% of them think it's between students and the teachers and 16.7% of people think conflicts occur between faculty and non-teaching staff.

Who do you look that can handle the conflict more effectively?  
30 responses



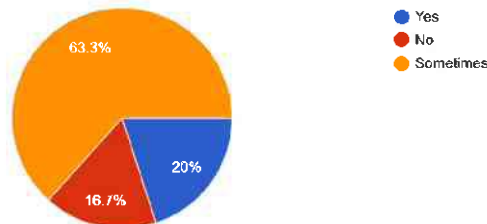
This diagram shows that the maximum people think that, listening to both sides of the story handles the conflict more effectively.

According to you how many people are able to resolve the conflict?  
30 responses



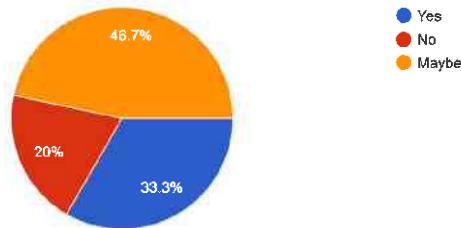
Here 53.3% of people think less than 50% people can resolve a conflict, 13.3% people think more than 50% people can and 33.3% of people think very few people are needed to resolve a conflict.

Is it necessary that one must compromise in a conflict?  
30 responses



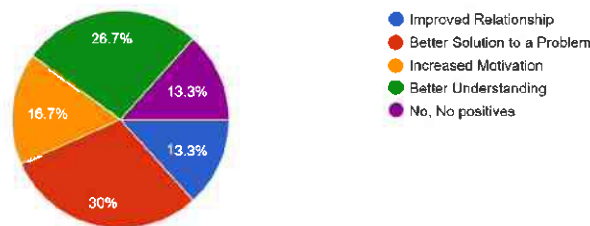
This diagram shows that 63.3% people think sometimes compromising is good, 20% people think it is necessary to compromise and 16.7% people think you shouldn't compromise.

Does a conflict allow you to change your behavior?  
30 responses



Here 46.7% of people think maybe conflicts do change a person's behaviour, 33.3% of people think yes, it does change your behaviour and 20% of people think it does not.

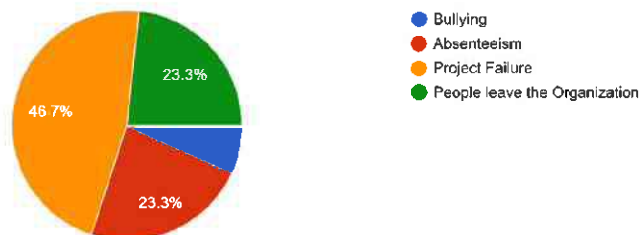
What are the positive outcomes of conflict according to you?  
30 responses



The positive outcomes as per people's responses:

13.3% people believe it improves relationship, 30% people say it's a better solution to a problem, 16.7% people think it increases motivation, 26.7% of people believe it gives better understanding and 13.3% people say there are no single positive outcomes.

What are the negative outcomes you have seen after the conflict?  
30 responses

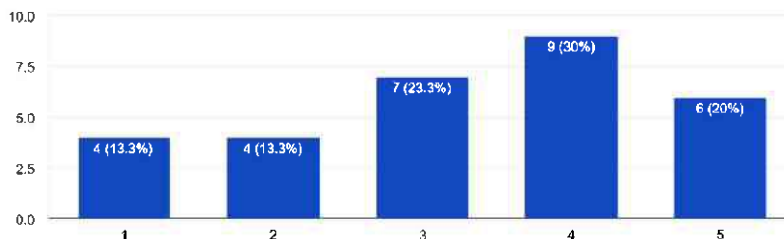


The negative outcomes as per people's responses:

46.7% of people think it causes project failure, 23.3% of people think people leave the organisation or it causes absenteeism and very less people think it ends with bullying.



During a conflict, I often end up saying things and regret them later. (How much you agree to this sentence)  
30 responses



### Suggestions

Conflicting situations may arise in you schools, colleges or universities. There are many reports of constant conflicts such as fighting, arguing, verbally abusing others. Unfortunately, sometimes these things lead to mental illness, depression or even deaths. Here are some tips to assist you to avoid conflicts: -

1. Keep friends who are polite, calm, obedient, obey all the rules and respect all their teachers, parents, seniors and other mates.
2. Be respectful to other people's feeling. Avoid gossiping. Do not bully their colleagues.
3. Do not be quick to judge people remember everyone makes mistakes, including you.
4. Don't destroy other people's properties. Respect their life choices.
5. Offer you help whenever in need. Helps you and oneself make good choices.

### Conclusion

This research study found that conflict management and resolution cannot be separated into distinct components, but, some strategies can be used in conflicts management as well as in resolving conflicts; hence, it's a continuum of strategies and techniques. Conflict management strategies used in educational institutes include; building on leadership skills and having a mechanism in place to deal with conflicts. They also work on being knowledgeable about sources of conflicts, expanding resources, giving staff opportunities for growth, and also trying to embrace change. Further, leaders strive to create on leadership skills like knowing when to modify leadership styles supported situation, being accountable and responsible, they struggle to involve teachers in decision making, and make ways to acknowledge and reward staff, they struggle to know individual uniqueness, and make sure the school environment is safe for learning.

If conflicts escalate to disputes, resolving conflict is the last result. There is different type of techniques used based on situation, including; discussions, punishing, forcing, compromise (win-win situation), avoidance, and ignorance as well as taking individual differences in account. The research study concluded that the educational institutes should develop leadership competences, and gave a mechanism in place to management conflicts besides knowing when to intervene (resolving conflicts). The institutes should acquire additional resources (seek funds), create conducive learning environment, provide opportunities for teacher's growth and develop a collaboration between the teachers and the institutes stakeholders.

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## 5. Business Ethics

**Kajal Gala**

Asst. Prof.ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Manish Jangid**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Ajjit Kumar**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### **Abstract**

Ethics is a social science subject concerned with ethical principles and societal values. The study of suitable company rules and practices surrounding potentially problematic problems such as corporate governance, insider trading, bribery, discrimination, corporate social responsibility, and fiduciary responsibilities is referred to as "business ethics."

Some basic principles must be followed by businesses. It should provide consumers with high-quality goods and services at competitive pricing. Adulteration, deceptive advertising, and other unethical actions must also be avoided.

A firm must also fulfil other obligations, such as paying fair salaries, maintaining safe working conditions, and not discriminating against employees.

**Keywords-** ethics, business ethics, societal, corporate responsibility ,fiduciary responsibility.

### **The Following are the Goals/Objectives of Business Ethics**

#### **i. At the individual level**

At a personal level, a policy should be established not to misappropriate the property of others or the organization, to honor promises and give mutual assistance, not to pursue rapid gains, and not to engage in politics in order to obtain power.

#### **ii. At the level of internal policy**

When interacting with employees and other stakeholders, the company should use ethical methods. At all levels of the organization, there should be open and improved communication. Employees should be motivated by the organization's leadership for increased productivity and the greater benefit.

#### **iii. On a societal scale**

Business organizations should prioritize social concerns such as nondiscrimination and compassion for the underprivileged. Internal policies should emphasize the best use of finite resources, a clean environment, and a higher quality of life for all stakeholders.

### **Introduction to Business Ethics**

The use of ethical principles and moral ideals when conducting business is referred to as business ethics. A firm must conduct itself ethically in all internal concerns as well as in relations with the outside world. When dealing with business transactions, all players must ensure that ethical standards are followed. The difficulty for management is to ensure that all internal functions have reasonable standards that are governed by policy, procedures, and sanctions in a controlled environment.

To comprehend the nature of this problem in greater depth, one must first comprehend the obstacles that exist inside a company's numerous internal activities.

### **Research Methodology**

As the models and circumstances of work-integrated learning (WIL) change, research is needed to create a strong evidence base, to deepen our understanding, and to aid in informed decision making in order to progress practice (Zegwaard, 2015). WIL research in the 1900s, particularly cooperative education (co-op) research, focused on the practicalities of delivery and administration of co-op programmes, as well as the advantages to stakeholders of co-op membership (Wilson, 1988).

Bartkus and Stull (1997) criticized the body of published work in cooperative and work-integrated education and suggested that additional rigorous investigations based on theory were needed. Bartkus (2007) claimed in a later assessment focused on quantitative research that while the studies published offered an important contribution to the body of knowledge, the research quality had numerous shortcomings. He also remarked that much of the study was still "descriptive in nature" (p. 63) and lacked critical theory-informed debate. Kalnins and Coll (2009), similar comments about variability in research quality and a lack of theory underpinning the research design or analysis of the results were echoed in their examination of interpretive research. However, because of the complexity of WIL contexts and the types of issues WIL researchers needed to investigate, they strongly advocated for researchers to consider using qualitative research approaches. In 2011, several commentaries on WIL research acknowledged that the quality of WIL research had improved and that more

recent research was grounded in a theoretical foundation (Bartkus & Higgs, 2011; Coll & Zegwaard, 2011; Zegwaard & Coll, 2011).

Researchers were using existing theories (e.g., experiential learning theory, activity theory, socio-cultural theories) and applying these to WIL contexts.

### **Ontology of business Ethics**

Embeddedness: this field's research is constantly wrapped in a tension between freedom and limitation. In economic action, ethics is always an embedded ethics — it is embedded in the institutions, frameworks, and organizations. It was demonstrated that research ontology should allow for both the objective regularities and patterns that develop in economic behavior, as well as the contingency induced by human subjectivity, in our knowledge of the economic setting of business ethics. When considering moral agency, it was pointed out that our autonomy as moral actors is always bound by circumstances.

The importance of corporate ethics in the choosing of research tactics and methodology is significant. Strategies that neglect the economic background, which both enables and constrains ethical behavior, are destined to yield superficial and unusable knowledge. What is required are techniques and methodologies capable of researching ethical behavior in such a way that both the actors' freedom (subjectivity and personal autonomy) and the impact of the economic context (objective and cultural) on it are recognized. This ontological assessment reveals which research tactics and methodology are insufficient in the field of corporate ethics.

### **Stage of development**

Recently emerging disciplines of study are prone to growing pains that more established fields have already overcome. Among these growing pains are a lack of theoretical foundation and a misunderstanding of essential concepts. The criteria for what constitutes appropriate research in such newly formed disciplines are frequently undefined. It is undeniable that business ethics is a relatively new topic of study, especially on a global basis. Its stage of development is a significant consideration in study design. As a relatively new field of research, a significant amount of work must be expended on developing new theories and elaborating on those that already exist (cf. Crane, 1999:239). As a result, research should be exploratory in order to find new features of this field, which can benefit the theory-building process. Hypothesis-generating research is frequently more desirable and acceptable than hypothesis-testing research at this level. The majority of exploratory research is qualitative in character, and qualitative rather than quantitative approaches are preferred.

### **Ambiguity**

The vagueness of important terminology in business ethics has ramifications for research strategy and technique decisions as well. This ambiguity is due to two factors. The first has to do with the field's current level of development. As a new and evolving area, there is currently a lack of agreement among academics on the definitions of important words. This is something that will be addressed in the future. However, there is another source of uncertainty that time will almost certainly not resolve, and that has to do with the nature of ethics itself.

Because notions like good, ethical, right, and wrong do not correspond to factual conditions of circumstances, but rather to value judgments made by individuals, the contents of important ethical ideas are doomed to stay vague. Two people can see the identical event (fact) but arrive at very different conclusions (values) about the quality or correctness of what happened. This reality is borne out by the common moral challenges of our time. If one adopts Macintyre's (1985) diagnosis of moral dissension, namely that these disparities in value judgments might be linked to differences in the ultimate ideals to which individuals adhere, it is clear that time will not be able to resolve the ambiguity involved with ethical judgement.

### **Sensitivity**

The sensitivity of this topic of inquiry is a last consideration that should inform research design (cf. Cowton & Crisp, 1998:101). Ethical concerns are delicate since they reflect on our character and can have negative effects. Most people would enjoy being recognized for acting ethically (with honesty, integrity, and care), whereas being labelled as engaging in unethical behavior (that is, being dishonest, unscrupulous, or cruel) is something to avoid. Being accused of unethical behaviour can have a negative impact on one's professional career and perhaps jeopardise one's job.

It's hardly surprising, then, that social desirability response bias and a high percentage of non-response plague corporate ethics research.

The phenomenon of respondents reporting their real moral behavior rather than how they would prefer others (including the researcher) to perceive them is known as social desirability response bias. Non-response (or refusal to participate in research) is a common occurrence in studies, but it is especially frequent in business ethics studies. 5 This high rate of non-response is thought to be the result of the sensitive nature of ethics mentioned earlier.

## Conclusion

Business is a human activity, and it has been and will continue to be judged from a moral standpoint, as have most human activities (Robin and Reidenbach, 1987). Branding is no exception when it comes to business. Business ethics in organizations necessitates values-based leadership from top management, deliberate actions such as planning and implementing proper conduct standards, as well as transparency and a constant effort to enhance the organization's ethical performance. The authors of this paper came to the inevitable conclusion that ethical issues and concerns facing business entities are no longer limited to the limited frameworks of Journal of Academic and Business Ethics International Business Ethics, national, or even regional arenas after studying recent developments in international trade and the far-reaching expansion of global entities. These problems have taken on global proportions, necessitating global solutions. Business activity, as well as that of other organizations, necessitates an understanding of the global concerns. Ethics plays a vital role in this context. Regardless of whether it is referred to as corporate social responsibility or sustainable development, the word business ethics remains the most important classification for this field. While the study of ethics has a long history, the key difficulty that ethics faces today is the need to be aware of the basic force of the culture in which the action takes place.

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## 6. Lack of Motivation

**Mrs. Soni Singh**

Co-ordinator, ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Anurag Poojary**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Rishab Purohit**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### Abstract

Motivation is defined as “powering people to achieve high levels of performance and overcoming barriers in order to change” The reason of this research is to find the effects of lack of motivation at various levels like in school or at work places and to find solution to this problem and to determine the cause of lack of motivation. This research also includes the scope and objectives which will help to eradicate the problems of lack of motivation Motivation is the backbone of any work without proper motivation goals cannot be achieved like students need motivation to study or workers needs motivation to work properly.

### Introduction

To understand our topic lack of motivation we first need to understand what is motivation ? Motivation was derived from latin term ‘move’ meaning movement . Motivation is used to move people particularly accordingly to the main objective of an organization. It can be used to strengthen the bond and unite people to move co-operatively to achieve a common objective

**Key Words-** Motivation , Movement , Goal

### Objective

1. To find the reason of lack of motivation at schools and work places
2. To find methods to motivate workers
3. To help organisation to unite help them achieve their goods through motivation
4. To study the importance of motivation on daily basis
5. To understand what lack of motivation can do.

### Scope

1. It helps to increase productivity and effectiveness at work places



2. It helps the students to know what they want
3. It increases their interest in studies or other works
4. It helps to analyse the problems causing lack of motivation

### **Cause of lack of motivation at work places**

#### **1. Job Insecurity**

If a person is insecure about his job how will he work properly he might be looking for another job thinking this job is like a sinking ship he can't do anything

#### **2. Feeling Under Value**

If a person is not paid properly or thinks that he is not paid properly he will slowly lose his motive to work it's the leader's duty to ensure workers don't feel this way

#### **3. No Development Opportunities**

Imagine being stuck at a place for the rest of your life of course you will feel low and it's the same at jobs if workers think that he is stuck at his job with no increment or promotion he will gradually lose motivation

#### **4. Conflict**

If there is disagreement or some kind of conflict at any topic and if it is not resolved properly it might affect other person's ideas or beliefs and may cause to lose motivation

#### **5. Unrealistic Workload**

If a single person is burdened with most of the work he is obviously to do mistakes and also lose motivation to work. It is necessary all the workers are treated equally

### **Effects of Lack of Motivation-**

#### **1. Productivity is Low**

As the motivation of workers decreases the productivity or the quality of service provided also decreases so it is necessary to keep eye on the productivity

#### **2. Increase in Mistake**

As people get demotivated they tend to get frustrated and get angry this causes them to not work properly and make mistakes while working

#### **3. Workers Seem Disengaged Generally**

A low morale level means that workers are disengaged low in confidence they are falling down and they don't care about anything not even themselves so it can affect the organization drastically

These are effects and signs that you need to be aware of and things you need to take care of before it becomes a bigger problem to the organization. By doing this you will improve the working condition of workers and also the organization.

### **Methods to improve motivation at work places**

1. Have a positive attitude
2. Define the purpose of your work
3. Don't micromanage
4. Focus on the big picture
5. Be clear about what you expect
6. Set small, easy to measure goals
7. Recognize results
8. Reward great work
9. Stay focused
10. Give regular breaks
11. Make work enjoyable
12. Create a sense of security
13. Cultivate strong employee relationships
14. Build team work
15. Avoid workers burnout (conflict)

These are some basic points and methods which one can follow to improve the motivation of workers.

### **Causes of lack of motivation in students**

#### **1. Students see no proper reason in studying**

Well, some students don't like to study; they think it's boring to study; they have no interest in it because they don't know how useful it is for their life; they don't know the purpose or the reason behind learning.

#### **2. Their interest has turned into obsession**

Many students have different interests like playing games, football, and they give priority to these things; then they are not giving their best while studying things about things they like.

### **3. Boring teaching methods**

It is the teachers duty to make the subject they are teaching interesting they must make sure that the students are not bored in their lectures and teachers must aware curiosity in students regarding the subject.

### **4. Family circumstances**

Some students cant focus on studies due to some family circumstance like parents fighting among them or any other reason which may cause a student mind to distract easily

### **5. Burn out**

Nowadays children have a lot more on their plates than they did before so they get exhausted easily and cant focus on anything.

### **6. Learning disabilities**

Different cognitive , intellectual and development disabilities can effect student health well being and the ability to study optimally. In such casesit is best to get professional help or advice

### **Why is motivation in eEducation Important**

1. Help direct students attentiontowards tasks that need to be done
2. Allow student to do task in shorter period
3. Minimize distraction and resist them
4. Affect how much information is retain and started
5. Influence the perception of how easy or difficult task can appear
6. Most importantly motivation urges to student perform an action without it completing the action can be difficult or impossible.

### **Role of teachers & parents in motivating student**

Motivating is the driving force which makes student move towards their goal and directs guides them. Imagine a student without any interest in studies or anything they think it is useless to study or they might want to study but some family circumstance may not allow them to study it all of this ultimately affect their mental health and they loose rationally. They at obsessed with other things and may also go down the wrong path .they don't know the importance of studying so it is their parents and teachers duty to motivate them to study help them so they know what's wrong and right for them. Students shouldn't think that studying is boring instead they should be curious and it's the teachers job to make them curious and motivated to study. Teachers can use different methods of teaching reward student praise them

when they are doing good keep them motivated. Parents should always keep talks on their child and ensure he is happy and parents shouldn't force children to study they should make them realise and motivate to study .

#### 8 Things That Cause Your Lack of Motivation (And How to Fix Them)

#### **Conclusion**

From the result of this study we conclude that lack of motivation can be awful if not counted properly whether its student or workers it doesn't matter lack of motivation can cause any one to loose faith in themselves and make mistakes and on the positive note motivated workers student are bound to be great they wont loose their confidence and wont give easily to motivate someone you don't need to be professional or something you just have to say a few words to help them feel better that's all.

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## 7. Labour Issues Faced in Industrial and Private Sector

**Gaurav Khosla**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### **Abstract**

A Labour is a person who helps with the physical work of an organization or Business. Labour's in our country face a lot of issues with their wages and also being underpaid. When we think about the word labour it comes to our mind that a person who does the groundwork in different sectors like Factory, Building various structures and various other things. It is for sure that labour plays an important role when it comes to doing physical work and make sure the work is done precisely and on time. Labour's get underpaid and also made to do more work for less wages which raises an issue. This paper will end up covering multiple issues that the labour faces in our country and in general in every sector all points will be discussed and summarized.

**Keywords:** Labour, Labour being underpaid.

### **Introduction**

"By labour is meant the economic work of man, whether with hand or head. Labour is the most important factor of production. A nation having plenty of rich land but no labour force, cannot attain any economic development or prosperity. Agriculture, industries, mining, transport system, trade activities, etc., all require sufficient and efficient workers for proper functioning.

People specialize only in one branch of productive work, as per their capability and aptitude, and acquire high standards of quality and efficiency in their field. The overall improvement in living standard of the people is particularly due to specialization (division) of labour. Due to this aspect, large-scale manufacture of good quality commodities has become possible for the use by common masses. In spite of many advantages, there are certain disadvantages of specialization of labour like social evils of factory system, class-conflict among workers etc.

Labour always indicates some kind of 'mental' or 'physical' exertion undertaken with a motive to earn money. Any effort or exertion undertaken for the sake of pleasure or social service is not considered as labour. . The work done by machines or animals is not 'labour'.

Also labour faces various issues in this industrial sector some times they don't get paid for their work or they get injured and not get looked after. That is why Labours face a lot of issues.Lets find out the Issues that Labour's face.

## **Research Methodology**

### **1.1 Data collection**

Collection of data is the most important aspect of any research. In order to collect the data Gaurav Khosla has collected,studied the data from various sources i.e. Internet,Articles from genuine platforms.

Method	Data collected
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Research	Documents available on the internet from trustable sources
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Observation	In daily life we observe the work labour's do and issues they face are openly available on all platforms and surveys.
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## **Objectives**

### **1.2 Key questions**

The key observation on the topic was done on the basis of these questions

1. Do you get paid well by the amount of work you do ?
2. What are the major issues you face when you work for new organisations?
3. What kind of discrimination you face in your everyday life?

All of the questions mentioned was the crucial part of my research.

### **2.1 Main Content**

What are the issues that a labour faces in almost every day of his/her life?

In almost every day of labourers life they face discrimination from various people their senior officials or normal citizens,they go through a whole day of working and still get underpaid there's no guarantee if there is any injury the organisation will take care of it they have to treat it from their personal savings most importantly no guarantee of work if the senior officer is not satisfied with their work they are sent off without prior notice this shows they don't have any guarantee of their jobs.

Due to the lack of finding jobs people migrate to other cities for work but some get it some don't but they keep on trying for months and in the end they get work but for a very little

amount which is not enough for a whole family so they unfortunately head back to their hometown and in the current crisis it is even harder to find new jobs for labour's.

In industrial sector relations between the two parties are not always good the main issue that arises is the freedom and the work load that has been put on the labours and in private sectors relations are not strong because of lack of communication between the parties.

### **Labour Issues**

Being a labour is a very difficult profession it has been like that for centuries and decades it used to be a lot difficult for people in 18th century due to lack of machinery all the work for majorly hand done with few tools.

Being a labour in current time is not an easy job because of the rising cost of living all around the world and labour's still getting underpaid and also machines are taking over resulting in labour's losing jobs which is a really sad part but also reality.

### **Characteristics**

Labour's play a really important role in our day to day life so they need to be treated the right way.

1. 1.Sacrifice they make my coming away from their family in search for work and even afterwards working days and nights they don't make enough money to help people back in their hometown.
2. 2.They put their life at risk each and every constructing buildings,roads,etc working at extreme high temperatures in order to provide for themselves and their families.

### **3.1 Findings based on questions**

1. After conducting a survey in a local construction site majority of the answers were that they were being underpaid,also according to the study conducted on the internet in India labour's all over the country are not paid well according to the work performed.
2. While working under new industries,organisations major issue they face is job security there is no guarantee that they will be there all along the project but also in some organisations there are contracts which make sure they are insured of the job.
3. Being looked down on people sometimes are really disrespectful towards them saying wrong things if they make a small mistake and not giving enough respect a person deserves.

### **Suggestion**

- There are various new organisations that offer proper contracts and also insurance to their labour and which insures their job.
- The Indian journal of Labour economics is available on the internet accessible for all is where information can be found on the topic.
- Labour Unions in different states which is a group of labour's which help prevent discrimination among labour's.

### **Conclusion**

As per the study presented there are a lot of issues faced by the labour's by this day and not a lot of action is taken to make sure this doesn't continue but government and other organisations have come forward to help them by providing basic needs and medical aid which is getting better but still there are cases where there are some drawbacks but slowly and steadily there are steps being taken for better future of the labour's in our country.

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## 8. Working Conditions & Their Effects on Mental Health

**Kajal Gala**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Mann Dave**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Sakshi Jobalia**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

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### Abstract

Flexible working arrangements are becoming more widespread in industrialized countries, but the effects on employee health and well-being are unknown. We cover a wide range of topics in this review, including how work affects people's health and health inequities. We begin by discussing the health differences between people who work for a living and those who do not, as well as the important positive and negative exposures that can cause health inequalities among the employed. We also talk about how differing levels of exposure to these characteristics of work contribute to health inequities within and across generations. Work and work conditions are a major cause of social inequality over generations, although they have received less attention from health inequality researchers than other aspects of economic status, such as education or income. In this review, we touch on a wide range of ways in which work is linked to the health of individuals and communities. In addition to the material benefits and status that come with being paid for a particular job, the job also shapes one's exposure to a wide range of physical, environmental and psychological factors that can affect health. In this research, the role of occupational structure and the policy climate in a given society for producing societal health inequalities is examined.

**Key Words:** Workplace environment, Motivation, Mental health, Employee performance.

Physical and behavioural aspects are important components of a normal working environment. Physical environment refers to the elements that are connected with an employee's ability to physically connect with the workplace setting. While the behavioural environmental components link the office users' etiquettes with one another. Individual

employee behaviour is favourably influenced by the office environment. As a result, the quality of the workplace plays an important role in influencing employee and worker motivation, productivity, and performance. Employee motivation, inventive behaviour, absenteeism, engagement with other workers, and job retention are all affected by how well individuals are connected to a business. Employee productivity is today's most important concern, and it is influenced by the workplace in a variety of ways. Depending on the physical circumstances in the workplace, it might have a beneficial or bad impact.

- The goal is to determine the impact of working conditions on mental health.
- To understand relationship between the employees and their work environment.
- To identify the impact of the workplace on employee performance.

### **Methodology**

The procedures or strategies used to find, collect, organize, and analyse information about a topic are referred to as research methodology. The methodology portion of a research article allows the reader to critically examine the research's main relevance and dependability.

The research work is a descriptive research of secondary data.

### **Working Conditions In An Organization**

The phrase "working condition" has a fairly broad definition. It is broad in the sense that it covers a wide range of administrative and management topics, including office atmosphere, communication, and motivation, among others.

Working conditions has an impact on employee performance. Workers today are more informed than ever before, and they are more likely to express concerns about their working environment. Because management is an ongoing concept, it must support and address the supply of a decent working environment for workers in order to boost productivity.

Alienation is perhaps the most difficult obstacle to clear for those with psychological disorders, and it is also accompanied with guilt and shame, anxiety, and disappointment. Depression clearly has a high cost in terms of human suffering, social isolation, stigmatisation of mentally unstable people and their families, and financial costs. However, world population ages and stressors from societal issues and disturbance, such as crime, war, and catastrophic events, the pressure is anticipated to increase beyond time.

A handful of these mental health conditions, such as anxiety, mood disorders, and Hyperactivity, are virtually always associated with a loss of focus. Impaired judgment, flights

of imagination, trouble concentrating, and impatience are all symptoms of several mental health issues. Workers that suffer from these kind of mental health problems encounter failures, poor judgment, reduced performance, and bad quality of work life as a result of their lack of commitment.

### **Effects of working conditions on workers**

**Poor work conditions-** One of the most crucial selling factors of office space is a clean and sanitary atmosphere. The threshold of sanitation and cleanliness has been kept exceptionally high, especially given the pandemic times. People's ability to focus on their task is hampered by poor hygiene standards, which leads to a negative outlook. This might have a negative impact on production and morale.

**Lack of recognition -** Employees are happier and more motivated when they realise they are valued and, more importantly, that their job is significant. Employees that are happy and motivated are also more productive.

**Unreasonable workloads-** A stressed workforce can have detrimental effects on your organization. Your employees may lose their motivation, engage in conflicts, and have difficulty completing their tasks. Poor mental focus, sleep deprivation, fatigue are all common side effects of work-related stress.

### **Workplace Challenges Faced in an Organisation**

When it comes to the job, a challenge is a difficulty that prevents you from attaining workplace or professional success. Different management styles, personality types, and personal goals exist in every company, which can lead to workplace friction or issues.

People spend a significant portion of their life at work, and professional difficulties are frequently a cause of stress and anxiety. While a corporation might aim to create a conflict-free work environment, the fact is that workplaces will always encounter difficulties.

Workplaces must be adaptable in order to cope with these typical difficulties and address them with creative solutions, from staff productivity to staying up to speed with new technology.

### **Types of Workplace Challenges Faced by Workers**

**Unfair behaviour:** Inequality is becoming a more wide topic, and rightfully so. All workers are treated equitably in a well-designed and well-maintained workplace. Race, ethnicity, sex, age, or any other potentially discriminatory aspect should not be consideration. Employees should instead be allowed to treat based on their strengths and ability.

**Bully:** Anxiety and tension are caused by them. They frequently target anyone they perceive to be a danger. Allowing them to isolate you or make you feel horrible about yourself is not a good idea. Make a stand for yourself. Never sink to their level. Discuss the problem with a mentor to find the best way to handle them. If they are threatening you, report it to your supervisor.

**Employees being weak in technology:** Employees in the workplace are always required to stay up with technological advancements. Advances in computer programmes and gadgets imply that the workplace is always changing to accommodate these new technology, yet many managers fail to provide adequate training for their staff to keep up with these changes. It might be difficult for elderly workers to keep up with modern technology. Formal knowledge is crucial. If managers want to operate a successful business, they need give on-the-job training and inductions to new technology to their employees.

**Enormous amount of work:** Employees suffer a great deal as a result of work overload. Detrimental stress, emotional disorders, and disease are all signs and symptoms.

**Undergo fraud:** Bottom-tier workers suffer the most when companies close due to CEO misconduct, especially in terms of future earnings.

### **Effects of Mental Health on Workers**

Mental health issues have a variety of effects on one's ability to function and work. An individual's working ability may be severely affected depending on the age of beginning of a mental health issue. Mental illnesses are typically one of the top three causes of disability. Cardiovascular disease is most common.

Environmental, physical, legal, institutional, and attitudinal impediments prevent people with disabilities, particularly those with mental problems, from achieving equitable opportunities.

The consequences of mental health problems in the workplace can be summarized as follows

**1. Work Performance-** Stress is linked to worse organisational performance, lower worker overall quality, a high error rate and poor job quality, high staff turnover, and absence owing to health issues such as anxiety, anxiety problem, work-life stress, sadness, and other maladies including debilitating headaches.

**2. Staff Attitude & Behaviour-** The influence of an employee's attitude on others around them is one factor to consider. Individuals with positive attitude can elevate their

workers' spirits, while those with a bad attitude might bring them down. Mindset may influence an employee's job performance as well as that of co-worker's.

**3. Relationship at work-** Workplace connections are distinct interpersonal interactions that have significant ramifications for the people involved as well as the organisations in which they exist and grow. the lack of interpersonal contacts at work, which can contribute to feelings of loneliness. Workplace connections include outstanding and familial interactions, in addition to friendships.

Workplace stress not only impacts the employee, but also has a negative impact on the firm's earnings. Workers' overall health, emotional health, and behaviour are all affected by task stress.

These impacts happen in stages, starting with discomfort in effect to stresses. Stress increases blood pressure and anxiety, that raises the risk of cardiovascular disease, addictions, and emotional problems.

A tired worker may have a negative impact on your business. Your staff may get demotivated, have disagreements, and struggle to complete their jobs. Poor ability to focus, insomnia, and exhaustion are all major work-related stress side effects.

### **Ways to Deal with Mental Health**

Treatment for mental illness should be part of a broader health and well-being strategy that includes safeguards, proper diagnosis, support, and therapy.

A multi approach to treatments is recommended by scientific research:

1. Reduce work-related risk factors to help your mental health.
2. Enhance positive aspects of work and workers' strengths to promote mental wellness.
3. Irrespective matter the cause, deal with mental health problems.
4. To help employees reduce anxiety and stress while improving focus and motivation, managers should host seminars or workshops on depression and stress management techniques such as self - control, deep breathing, and meditation.
5. Dedicated, quiet spaces for relaxation activities should be created and maintained.
6. Train managers to recognise the indications of stressors in their workers and to encourage them to seek help from skilled psychiatrists.
7. Allow employees to take part in decision-making about aspects that concern work stress.

## **Conclusion**

Worker mental health is increasingly being recognised as an important determinant of their overall well-being, with poor mental health and job demands contributing to a variety of physical problems such as high blood pressure, diabetes, and heart attacks, among others. Furthermore, psychological discomfort can lead to worker exhaustion, which has a significant influence on their capacity to contribute value in both their personal and professional life.

The workspace has a direct influence on employee motivation to complete their allocated tasks. Payment alone is insufficient to motivate employees to achieve the high levels of productivity required in highly challenging company climate. Top management will have to be prepared to deal with a large number of workplace elements that affect job satisfaction.

## **Suggestion**

In order to drive their companies to peak performance, managers and supervisors must show their human face in front of the crowd. The human-to-human relationship is crucial here, with each employee receiving personalised assistance and encouragement.

Time and energy will also be required to devote to providing effective performance

Incentives, management procedures, provision of adequate resources and on-the-job training.

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## 9. Sexual Harassment among Women at Work Places

**Kajal Gala**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Shweta Tarapara**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Prince Thakur**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

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### 1. Abstract

As we see/hear that every day there is a new victim of sexual harassment. Sexual harassment can occur anywhere anytime it can happen in public transports like busses and local trains or it can take place anywhere it can be offices, meetings, parties etc , But most of the incidents takes place at the workplaces, so we are going to do research on the concerning topic of sexual harassment among woman at the workplaces. We are going to carry out a survey in the form of questionnaire mode via google forms online, will distribute the form links to the maximum women's as much as possible to get the clear view of the ongoing scenario of sexual harassment among women at workplaces. While distributing the forms for responses we assure them that the personal information will be kept confidential and only the data which will be getting through the responses will be used for the further research. By referring some of the books and researches we came to know that most of the women don't raise their voices because they get scared of losing their status and dignity in the society and keep their mouth shut for so long until it turns into something big.

**Keywords:** Sexual, Harassment, Workplaces, Status, Dignity, Confidential

### Objectives

- To know the current scenario of sexual harassment at workplaces
- Why the voices of women's are worried if they try to rise against sexual harassment.
- Cause of sexual harassment
- Suggestions to overcome from sexual harassment.
- Sexual harassment is violations of women's right to equality, of life and liberty at the workplace.

## **2. Introduction**

Sexual harassment is a common problem that affects all women in the world, regardless of their profession, but the legal system is sleeping and thus fails to provide them with safety, Sexual harassment in fact a woman's fundamental rights to equality under Articles 14 and 15 of the Indian Constitution, also her right to life and to live with majesty Under Article 21 of the constitution, in addition to the right to practice any profession or carry on any occupation, trade, or business, which comprise a right to a safe Environment untied from sexual harassment.

### **Literature Review**

We have decided to put in perspective what exactly this kind of harassment is. We will be talking about what is happening at work places, much in the same way that we have observed it to be. We have referred AAMC (Association of American Medical Colleges)(2016a). 2016 physician speciality data report.

Observation states that people are just not getting what's happening at work places. It is observed that there are many incidents of sexual harassment at work places that are considered to be uncultured or unfeeling. This kind of sexual harassment is not being reported at all. Hence, we have decided to portray what exactly this kind of harassment looks like. And it also has observed what kind of literature is being used to deal with this issue. During research it's found that there are no books or articles dealing directly with sexual harassment. Books are used to discuss issues in general related to society. They are not being focused at sexual harassment in particular.

### **Research Methodology: Survey**

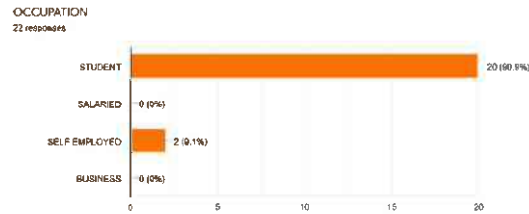
The Primary stage of data collection involves Generating a questionnaire to understand the ongoing scenario of sexual harassment at work places. The questionnaire was created to understand the concerning frequency of ongoing phenomenon sexual harassment among womens at workplaces. And to know that how many times times the had faced the same issue, or whether they know anyone who gone through it or facing the same issue of sexual harassment.

As per our survey, there were 22 respondents from various sectors and fields. And they were personally contacted by us to fill the survey form online. Many of the respondents had filled the survey form and their E-mail ids and personal details were kept confidential. Only

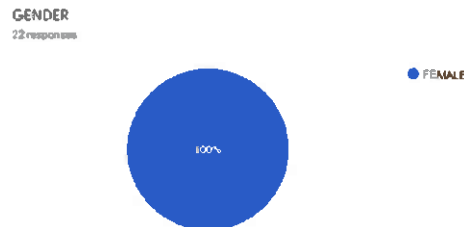


responses used for the research, and there were no objections found from the end of any of the respondents.

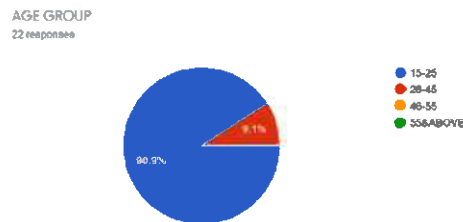
### Data Collection: Responses Of Questionnaire



Most of the responses were from the students which were 90.9% while the other responses came from the self-employed field of a total of 9.1%



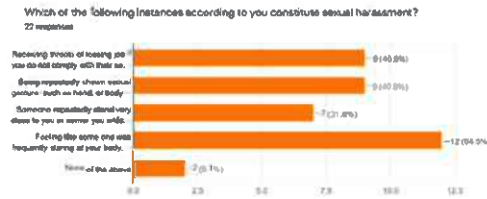
The survey which we took was mostly responded by females sharing their experience related to sexual harassment.



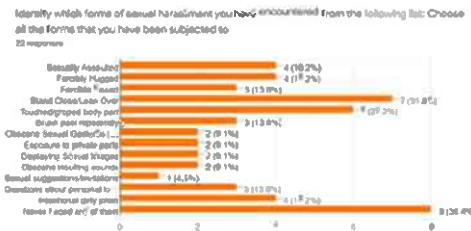
The age group of the females that responded the most occupying 90.9% were in between 15-25. While the other 9.1% were in between 26-45.



According to Survey There Were 13.6% Who Were Sexually Harassed at Their Work Places. 77.3% Were Not Sexually Harassed At Workplaces. And 9.1% Women's Are Not Sure About The Same.



According to Majority 54.5% Women's Feel That Staring at Their Body Constitutes Sexual Harassment.



31.8% women's have experienced sexual harassment by standing close or by leaning over. And 36.4% women's have not face sexual harassment.

**Main Content as per topic and Data analysis of Responses**

The main thing is what comprises of sexual harassment among women at the workplace. As per the data recorded in the response, it represents that mostly all the women are aware of the scenario of sexual harassment at workplaces. Most of the responses were from the fields of students which is approx. (90.9) % and the rest of the responses were from the self-employed fields which were (9.1) %. As per our research, we can say that the upcoming generations are well aware and educated to handle this situation of sexual harassment in the future if they face any.

But the concern is that the data collected by us shows that still, Sexual harassment exists in society it is not over yet. There are still some people in society who sexually harass people for their satisfaction. These harassers do not even have an idea that what will be happening in the life of the victims of sexual harassment.

A 13.6% of Women from the data of responses were the victims of sexual harassment at the workplace. This means harassment is going on somewhere, but the voices of women

have been buried because of the scare of losing their jobs, losing status in society, being threatened by the harassers every day but the hands of some women are tied back, Because their responsibilities are big and she cannot raise her voice, and this is the fact that which gives more power to the harassers, which results in ruin the life of other women as well.

There are many women's who never suffered sexual harassment but they know other people who had suffered this situation. There were several respondents who know few peoples who are suffering or suffered.

And good to see that majority of the people know that where they have to complain if it happens with them. So, it's important to have the knowledge about such things that it can be occur anytime anywhere but the thing is you have to be strong enough to tackle this. If one woman raises the voice against the harassers, we do not know about the rest, but all the women's who are present there will stand by joining hands with that victim and the harasser will not even have the courage to do anything further. And the harasser will think 10 times before doing something like this in future, so it will result in saving more lives of women from this harassment.

### **Conclusion**

The existing contents and data collected has been well studied and reviewed that the available writings on sexual harassment to provide an overview of the current ongoing knowledge. Various number of points have emerged which flaunt that although some aspects of harassment are well catalogued; and others are utterly under-researched. A fair example of this is that true scale of sexual harassment in India is unrevealed. There are no conclusive incidence surveys. Evaluation regarding its incidence and how widespread a problem it is vary widely, and without clear threshold data It is not possible to set on whether sexual harassment in Indian workplaces is increasing or decreasing. It is clear nonetheless, that sexual harassment can constitute an abuse of power and can take many formations.

If women are sitting quiet and getting harassed daily due to the scare of losing status then they will never able to overcome from this situation. It will give boost to the courage of the harasser which will be very difficult for the other women's too working at the same workplace.

### **Suggestions**

Sexual harassment at work is a form of gender-based violence that happens across society, but it's especially prevalent in low-income occupations.

Thankfully, there are steps you can take to protect yourself from sexual harassment at work. Below are three common forms of inappropriate behaviour and how you can avoid or address them. What you do as an individual may depend on the kind of abuse you're experiencing as well as your situation and your personality. You might have a different way to respond in a particular situation, so listen to others and consider what's appropriate in your workplace.

1. Repeated vulgar jokes
2. Unwanted touching or physical intimidation
3. Inappropriate personal questions

Any woman working at their work places and found any kind of unwelcomed behaviour or getting harassed every time for the sexual favours or getting unwanted touch from anyone in the organisation or workplace, then the first thing is to complain about the incident to the superior authority, if the authority is taking actions on top priority then it is well and good and if the superior authority fail to take actions against the same and thing continues then victim should raise their voice or file a legal complain and should take the help of the LAW without getting late,

If The victim of sexual harassment keep their mouth shut for the long time and faces harassment daily then it will create a mindset of the harassers that he can touch or ask about sexual favours to any employee working there, it will boost the guts of the harassers of doing such thing is common if victim fail to raise their voices against any kind of unwelcome activity, and the result of this will be dangerous for the other woman they can also be the victim of the same harassment if any women fails to destroy the courage of the person so he will think twice of doing this thing again with any woman.

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## 10. A Research Paper on: Labour Issues Faced in Private Organisation

**Annirudha Suryawanshi**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Hemlata Suthar**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### 1. Abstract

The private sector employees workers through individual business owners, corporations or other non- government agencies. Jobs include those in manufacturing, financial services, professions, hospitality or other non-government positions. Worker's are paid with part of company's profits. Private organization's workers tend to have more pay increases, more career choices, greater opportunities for promotion, less job security and less comprehensive benefit plans than public sectors. Working in a more competitive marketplace often means longer hours in a more demanding environment than working for the government.

This article introduces a Global Policy Special issue on private protections of labour and social standards in the global economy, exploring whether private regulations of such standard develop in harmony or tension with one another. It promotes an approach to studying private interactions in global labor governance that is sensitive to how interactions are important at different stages in the making of private regulations.

**Keywords:-** corporations, environment, non-government agencies

### Objective of the Research

1. To maintain good relations between employers and employees.
2. To preserve the health and safety of workers.
3. To Identify goals of management, labour unions and society.
4. An employee should be regular in his work.
5. An employee should work faithfully towards his organization.

### 2. Introduction

Before continuing, we should clarify what we mean by private sector organizations. Thus, we are concerned with private business sector, not with all non-government entities (for example, not NGOs, other than to the extent to which they link to the firms). As we know

private sector have taken a vast growth from a past few decades in terms of working and individual working with it has to face a lot of stress during working as inclusion of various schemes not only at urban level but also at rural. Now a days private sector not only have traditional working but also it includes a lot of other new schemes and services to fullfil these needs employees have to work for longer hours and their work life balance will become misbalanced that lead to burnout, depression, etc.

When high pressure jobs are paired with a big paycheck, individuals can find themselves launched into a new socioeconomic class. Labour Law also known as employment law is the body of laws, administrative rulings, and precedents which address the legal rights of, and restrictions on, working people. As such, it mediates many aspects of the relationship between trade unions, employers and employees. In other words, Labour Law defines the rights and obligations as workers, union members and employers in the workplace.

The Labour movement has been instrumental in the enacting of laws protecting labour rights in the 19th and 20th centuries. Labour rights have been integral to the social and economic development.

### **Review of Literature**

The present paper is an initiative to understand the various dynamics related to workers in organized and unorganised sector. The objectives of the papers are to know the various issues related to workers in unorganised and organized sectors and to undertake empirical study on this topic. Secondary data used for the present study. Some of the findings are poverty is more in unorganised sector, and lack of technology, poor health condition, long working hours, lack of safety measures etc. in addition to others

### **3. Research Methodology**

#### **1. Willingness and Ability of Employers to Participate in Training Initiatives**

Despite the benefits of demand led approaches characterized by strong employer engagement in training youth, experience points to problems of limited employer participation. Examples come both from pre-employment TVET programs and programs to expand on the job training of employees. For example the Dutch- financed Learn4work program, which attempted to improve access, quality, and relevance of TVET in Ethiopia, Ghana, Kenya, Uganda, and Rwanda initially failed to attract significant participation of firms, so that the private sector played little direct role in the programs (Dunbar2013). In the Swiss Development Corporation's Participatory Market Chain Approach program in Bosnia and Herzegovina, it

was reportedly very difficult to get firms involved in the development of the training, in Korea it was found that few SMEs carried out training of their workers and applied for rebates on payroll taxes that were available for firms that undertook this training.

- One possible arrangement would have mandatory solidarity contributions to business associations, which then organize the training of workers for the industry overall. This solves the collective-action problem of firms not wanting individually to pay to train workers who end up with competing firms, though it disadvantages those firms that do not want better-trained workers, because they pay the contribution anyway.
- We might expect firms to more readily participate in programs that support training of their employees (via tax rebates or reimbursements of expenses) than to become involved in training schemes for unemployed or pre-employment youth, because they have already vetted and made investments in their current employees. Hence it seems that participation in the latter programs entails more volunteerism. It is difficult from available evidence to say if it is the case, and certainly the level of subsidies in different schemes also differs and this would affect relative willingness to participate.

Without active employer participation in the development and operation (for example, through teachings and internships) of training initiatives, these programs will lose their demand-driven character, and thus their economic relevance. Instead supply-side actors, typically training providers or government, will be the driving forces. For those youth who are already employed, limited firm participation in on-the-job training schemes means lower human capital and reduced opportunities for the future.

Low firm engagement may be driven by market failures or other factors. In fear of poaching of employees that a firm trains or pays to train, lack of resources or time to participate, lack of information about the benefits to the firm of training or knowledge of the type of training needed, lack of expertise, economies of scale that cannot be realized by smaller firms, or simply a mistrust of the government motives or ability to assist them.

Somewhat analogous to the poaching problem inhibiting firm's participation in on-the-job employee training, firm's may be reluctant to get involved in pre-employment TVET or programs unemployed youth-by planning for course content or taking interns, for example because of free riding by other firms that dilute their own returns to this investment. After all, the benefits of a better-trained labor supply accrue to all the firms in their industry, including those that do not contribute resources or time to the programs. This collective action problem

may be addressed through co-ordination by industry associations, though such associations will not always have the ability to ensure that all firms contribute. In other words the free rider problem might remain to some extent

A number of countries have used approaches that successfully increased SME's participation in training schemes. In Korea where as noted a few SMEs carried out training and not their rebates, the government recognized the limited ability of smaller firms to implement on their own and encouraged SMEs in the same sector and region to form training consortia that would jointly hire trainers. Some of these consortia operations were publicly subsidized. It is noteworthy that to engage smaller firms, the program both developed a structure to overcome the inherent lack of access to economies of scale and technical limitations facing such enterprises, while also increasing incentives by providing a greater degree of Subsidization for these firms than larger firms. The Ghana Skills Development Fund of the council for Technical and Vocational Education and Training also provides greater incentives for smaller firms to encourage their participation (Darvis and Palmer 2014). Though largely donor-financed, the initiative requires employers to provide matching funds, the contribution is smaller for informal firms-10 percent of training cost vs 20-25 percent for larger ones.

Other countries have similarly promoted the development of industry-level associations of SMEs to facilitate their participation in training initiatives, including programs to increase on-the- job training and interventions to provide opportunities for out-of-work youth. For example, USAID's EQUIP3 program in Somalia encouraged the creation of business councils to assist with internships for disadvantaged young people (USAID 2012), Association to organize SMEs for training initiatives and encourage them to work with private training providers were developed in Korea, Mexico, Singapore and Malaysia. In the Mexico case, the Training Support Program (PAC, formerly the Integrated Quality and Modernization program) was organized by the Labor Ministry in partnership with local industry associations, it used matching grants to support hiring of public or private sector training providers for SMEs. About 1.6 million workers from more than 226,000 firms were trained between 2001 and 2006. Working with associations of firms to organize training not only deals with obstacles presented by economies of scale that face smaller firms, but it increases the possibilities for joint financing of the training, to avoid or minimize free rider problems that inhibit participation.

Provision of training vouchers to firms (which they give to the selected training institutes, which then redeem them from the government) is another approach that holds



promise for increasing the participation of employers, particularly smaller ones, in on-the job training. In Kenya, the Jua kali voucher program successfully targeted very small firms that experienced high turnover that inhibited the demand for training, with the vouchers equally valid for public or private training institutes as well as master craftsmen (the vouchers were also provided to larger but still small enterprises). A noncontrolled evaluation (Philips and Steel 2003) suggests that SMEs were able to significantly expand their training, and possibly their overall revenues as well, because of the program.

## **2. Employment Services**

### **Evidence on Effectiveness of Private Sector Participation in Employment Services**

With regard to provision of employment services by private providers, evidence in the form of impact evaluations directly comparing private and public services is lacking. “However, it appears that effective systems to provide employment services are characterized by significant reliance on private providers. Under results-based contracting in which providers must show success at placing job seekers, private providers may deliver employment services more efficiently, though in principle this could apply to public agencies if a system of incentives is put in place. However, private providers tend to serve different groups of job seekers as public services, as least in OECD context (Kuddo 2012). Private agencies tend to serve more highly skilled workers and also often specialize in specific fields, which is efficient in complex labor markets. They also usually serve urban clientele. In contrast, public agencies serve a disproportionate share of youth, disadvantaged workers, and long-term unemployed—that is, those who are more difficult to place. With appropriate incentives and monitoring to ensure equity in private provision, however, this distinction need not be inherently the case, but clearly the capacity must exist to monitor private providers to ensure they serve the desired population. Successful approaches in developed economies toward contracting involve setting requirements for placements or incentives for better performance, with clearly defined targets (including for specific types of job seekers) and transparent procedures for evaluation of performance toward targets.

Private employment services can also be expected to inject more sophisticated information and communication technology and technological innovation into matching and other services. A good example is the SMS-based job-related matching application developed by SoukTel noted above.

Setting up such an assessment would pose challenges but could be done. For example, in an area where there are fee- charging private as well as free public agencies, youth could be randomly assigned to get a voucher that can be used with private agencies. Outcomes would be compared for these youth and those able to use only the public agency.

With regards to participation by employers as users of employment services, obviously these services will benefit youth only if actors on both the supply (youth) and demand (firms) side find them credible and are willing to use them. Inadequate interest on the part of businesses is sometimes noted as a cause of limited impact, as in the case of India's employment exchanges (Visaria 1998), while in other cases strong business participation is observed, as in the case of the local initiative Primer Oficio (first job)program developed by the municipal government of Curitiba,Brazil. Close and active engagement with employers to understand their needs (plus careful and timely screening and referral of candidates, and follow- up to monitor how the new hires work out) seems to be important for employers to find the services useful-that is, there need to be an active partnership between firms and the employment agency rather than a passive posting of vacancies (Kuddo 2009).

Unfortunately, the existing literature does not have much to say about employers level of engagement, their motivations or barriers to engage with employment services, and perceptions of effectiveness of these services for meeting their needs. Firms may feel that the services are not effective because the agencies do not interact with them adequately to discern their needs. Or they may be generally satisfied with the more informal means they are currently using to fill vacancies, and vary of the cost of changing over to a new system with uncertain benefits and costs that include at the very least staff time. In some cases, participation in PES systems may entail requirements that firms view as restrictive. For example, they may be obligated to post all openings through the agency in exchange for the service, which technically would prevent them from also using informal networks. Making a complete switch in the process by which employers are recruited may be viewed as too risky.

Because employment agencies have focused largely on formal employers, the lack of participation of smaller or informal firms remains an important limitation, especially in contexts in which most new jobs are in the informal sector. Given the resource constraints facing most PESs, their focus on larger firms is understandable: it takes fewer resources to work with a limited number of large firms than to interact on a continual basis with a multitude of small and medium enterprises. However, this not only miss the majority of new jobs for

youth, it also likely focuses services on better-educated individuals who have the skills more likely to be needed by formal sector firms, as well as tending to ignore rural areas where there are few such firms. In some cases there may be legal barriers to involving smaller firms, for example, companies may not be able to register with the employment agency unless they are also officially registered with the government and paying taxes (which, essentially by definition, informal enterprises are not.)

#### **4. Main Content**

##### **1. Wage and Employment Subsidies**

##### **Evidence on Effectiveness of Private Sector Participation in Wage Subsidy Program**

Although wage subsidy programs for youth do appear to be able to increase youth's access to employment at least in the short term, participation of employers-in the sense of taking steps to actually get the subsidies- was often very limited, a perhaps surprising outcome. In the South Africa and Argentina experiments, only a small share of employers actually redeemed the vouchers despite being eligible to do so, in the Chile program, very few employers applied for the direct payments for which they were eligible by hiring youth. In these cases, impacts on employment came largely through changes in the youth's own behavior as a result of getting a voucher. This labor supply response in itself can be considered a positive outcome, but lack of firms direct participation is of concern . The reason appeared to be administrative burden on the firm or uncertainty about how to obtain payment. In in the case of pilot programs, some of the apparent uncertainty might be eliminated when a program is scaled up, there is adequate outreach, and the program has been in place for enough time. Still, the lack of employer participation echoes similar problem seen with respect to training subsidies. A higher subsidy might overcome the barriers, but it would better to ensure that procedures for getting payments or tax reductions are simple and unburdensome for employees.

The question of whether firms that hire youth under wage subsidy programs are providing training and experience that enhances future employability can be assessed by seeing how the youth fare with regards to employment in the medium, or long term after the subsidy period is over. The evidence on this, as just discussed, is limited and mixed. More research is needed, through impact evaluations that measure employment and earnings of youth

beneficiaries and control over time as well as through qualitative interviews with the youth and their employees.

Another approach would be for the wage subsidies to be combined with training program for the youth, provided or financed by government. There are several examples in middle -income or transition countries of this approach, in which the subsidy is in effect a recruitment bonus paid to firms to hire recent trainees. For example, in Tunisia, companies hiring trainees receive a recruitment premium, paid after one year of actual work from the date of recruitment. Further the firms receive support from National Employment Fund for a period of seven years to pay the employer contribution to statutory social security for trainees who are recruited as job seekers and given employment contracts-from 100 percent of the contribution during first and second years 25 percent during seventh year. In Lebanon, the New Entrants to work program combines life skills training, provided by completely selected private or NGO providers with on the job training and a wage subsidy to firms.

Because of such firms, generally do not payroll or income taxes, and are not officially registered, payment schemes involving tax reductions or rebates are not practical. Interestingly, however, as noted above, in Turkey it appears that some informal firms were registering with the government-that is formalizing-in order to claim the wage subsidies for their new. This formalization itself is a desirable outcome, above all because registered firms pay taxes. On the other hand, presumably many other informal firms would find this condition for benefiting from the subsidy ultimately too costly, so would prefer to remain informal and not hire youth under subsidy program. Currently there is little direct evidence on whether smaller informal would participate in wage subsidy schemes and how best to design them.

## **2. Private Sector Involvement**

To characterize the state of private sector involvement in employment initiatives, we turn to the Employment Inventory. To provide a worldwide inventory of interventions designed to integrate young people into the labor market, and to help identify what works with regard to improving employment outcomes. The database includes program design information and targeted beneficiaries and classifications for each program, as well as evaluation findings and documentation where available. The inventory has grown to include ongoing and past interventions from around the world running from training to wage subsidies, interventions are classified along the division. Policy interventions are included in the YEI if they explicitly target youth or if youth are among them.

We consider here the type of programs in which firms participate and the types of firms involved (multinational companies, large domestic firms, and small and medium firms.) Therefore we used information provided in these descriptions to identify interventions involving the private sector as a key partner as well as to ascertain the type of firms involved. To keep this task manageable, we undertook this process for a randomly selected sample of 200 programs out of the more than 700 in the YEI database. Of these 200 programs, 118 (59 percent) involved private sector actors, either as employers or potential employers, as private providers of training or employment services, or as funders.

Entrepreneurship promotion and employment services are also prominent among programs involving firms, but less than for training: 40 percent involve entrepreneurship and 53 percent feature employment services.

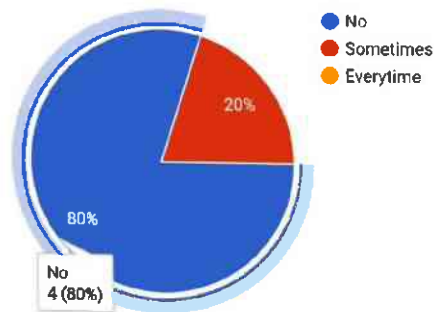
As noted, programs combining activities were common. Thirty of the 118 interventions involving the private sector are broad enough to include elements of both workforce skills training and entrepreneurship promotion, 56 of the skills programs were combined with some kind of job-placement or counselling services, as were 22 of the entrepreneurship program. All of the six program featuring wage or employment subsidies combined this with skills training. Regarding combinations of activities within these broad types, it is noteworthy that 17 of the 96 training interventions (18 percent) involved both training and on-the-job training—a share that may be considered low in view of the apparent benefits to this combination.

On the demand side, as shown in the table, programs include wage or employment subsidies paid to firms to hire youth or others, and public works program that directly provide short term public employment. Intermediating between labor demand and supply are employment services. These include relatively passive services to match individuals to employers, such as posting job openings and postings CVs to firms, and more active engagement through career counseling and advising on how to search for a job, providing financial assistance for job searches, and working closely with employers to understand their labor needs.

It is important to note that private sector involvement in youth skills and employment potentially goes beyond involvement in specific ALMPs. Most notably, it can include participating with the public sector and other stakeholders in national planning for education and employment policy, with the most common focus on skills development and creation.

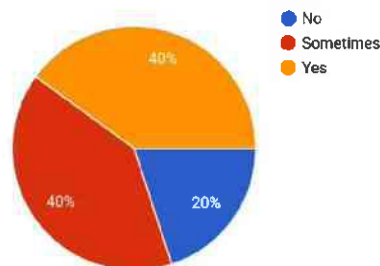
## Survey Questions

### 1. Do you face any problem regarding your salary on daily basis?



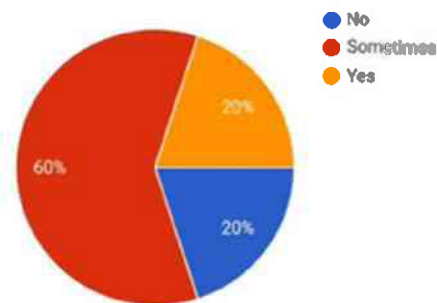
- 80 % of people does not face any issues regarding their salary and 20% people face it rarely on daily basis.

### 2. Do you face any burden in your daily work routine?



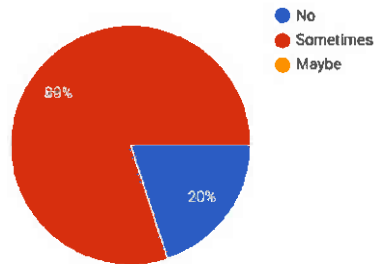
- 40 % of people are facing a burden in their daily work, remaining 40% face it rarely and 20% does not have any burden in their daily work.

### 3. Is your work life and Personal life balanced properly?



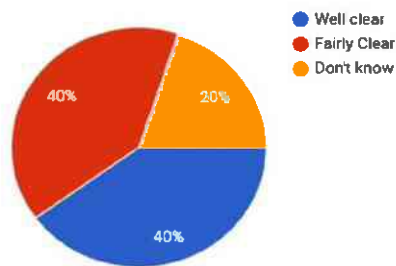
- 20% of people have a balanced personal and work life together and remaining 60 % of people are sometimes used to have a balanced life .The 20% people are never having a balance between personal and work life.

#### 4. Are you satisfied with your work?



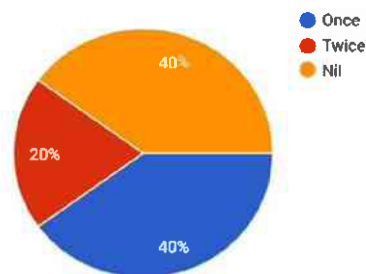
- 80 % people are occasionally satisfied with their work and the rest 20 % are not satisfied.

#### 5. Are you clear about your work/job responsibilities?



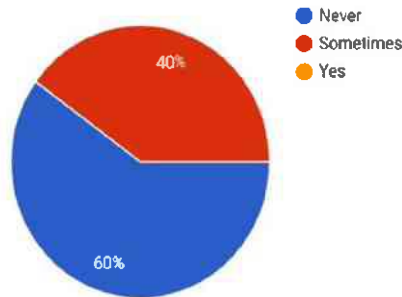
- The 40% of people are absolutely clear about their job and other 40 % are quite clear,the 20 % people are confused.

#### 6. How often you remain absent in a month?

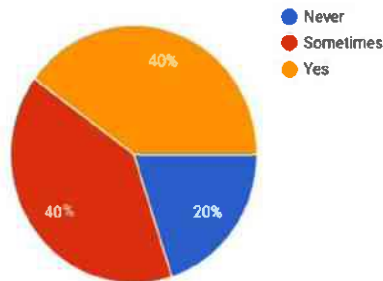


- 40% people remain absent once in a month and the other 40 % does not remain absent at all.

**7. Have you faced any sort of harrasment in your job?**

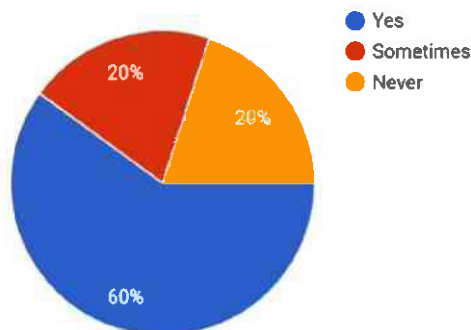


- The 60% people have never faced any sort of harasment in their job and other 40% people have faced it sometimes.



**8. Are the Labour Laws Respected in your Company ?**

- The 40 % of people's company respect the labour laws and the remaining 40% follow and respect it occasionally and 20 % people's company never respect the laws.





9. As a employee are you fully respected in your company ?

- The 60 % of people are fully respected in their company's and the other 20% are never respected.

## 6. Conclusion

The main concern of this review was to understand the role of the private sector in programs and planning employment and skills development promotion in low and middle income countries. The review of the evidence has made clear that there are potentially large benefits to the involvement of private firms, indeed in many cases this involvement should be regarded as essential to success. The strongest evidence involves, Some conclusions are:

- Training interventions that closely involve employers to ensure they are demand driven, for example through involvement in curriculum design and provision of internships for on-the-job skills, yield benefits in terms of youth employment or incomes.
- National public-private partnerships to direct skills formation (including through the education system) toward current and future labor market demands has been a core part of successful strategies of industrialization and growth in a number of countries, such as Korea and other Asian economies in decades past.
- In many countries, multinational corporations partnerships with government have provided a means to develop skills in dynamic and high-tech sectors such as automobile manufacturing and IT, though impact evaluations of these programs are rare.
- Employment services which almost by definition involve the participation of employers, are generally a cost-effective means of improving labor markets outcomes, though they still account for only a small share of jobs obtained and are generally limited to formal sector firms.
- The private sector can be a source of innovative technological solutions for employers, such as the use of text messaging to provide information on job openings.

On the benefits side, multinational companies may be motivated by corporate social responsibility objectives as much more than by profitability, and this will affect the types of initiatives they fund or participate in. Other firms are likely to be motivated primarily, though

not exclusively, by productivity and profitability concerns, which need to be clearly recognized when planning programs that include them.

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## 11. Physical and Mental Stress as an Obstacle in Achieving Organisational Goals

**Mrs. Vandana Mathur**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Atharva Sanjay Khedekar**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Abdul Rahim Khan**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### Abstract

In our life there is a strong bond between mental health & physical health but there is a small difference about the importance we attach to our mental and physical health. We can analyse the direct & indirect effects of an employees mental health and physical health on his performance on the job. An individuals lifestyle and habits ,physical and mental health, behaviour and efforts taken for maintaining a healthy frame of mind while dealing with work pressure in the organization due to the current pandemic situation which arises due to the CORONAVIRUS DISEASE.

**Keywords:** Physical Stress, Mental Stress, Recent Lifestyle,Covid-19,Emotional Stress, Response, Anxiety, Depression,Traumatic,Times, Short Term, Quarantine, Risk, Aggressive Behaviour, Personality, Disorder, Experience.

### Introduction

There are several reason for many mental and physical disorders. There is a strong bond between mental and physical health, from a recent systematic review, it is observed that relatively high rates of symptoms of anxiety, depression, post-traumatic stress disorder and stress were reported in the general population and health care professionals during the COVID-19 pandemic globally. Asia has a number of middle income countries that face tremendous economic challenges and limited medical resources to maintain physical and mental wellbeing during the pandemic.

The overall aim of this paper is to fill the gap between proposing a mediation framework and estimating the mediating effects of lifestyle choices and social capital in the relationship between physical and mental health in the older population and the younger population caused in recent times due to COVID-19 pandemic and study the effects of mental and physical stress on achieving organizational goals.

## **Research Methodology**

This study has been conducted using secondary data from various sources. the objective of this paper is to study the concept of stress and [Physical and mental factors associated with stress.

## **Objective**

The objective of this paper is to study the meaning of stress and the different factors and also to understand the nature of stress and its impact on health and behaviour.

## **Meaning of Stress**

Stress is a feeling of emotional or physical tension. It can come from any event or thought that makes you feel frustrated, angry, or nervous. Stress is your body's reaction to a challenge or demand. In short bursts, stress can be positive, such as when it helps you avoid danger or meet a deadline.

### **A. Physiological Aspects of Stress**

Stress caused during childhood and adolescence. The most common and widely studied stress in children and adolescents are exposure to violence, abuse (sexual physical, emotional, or neglect) and divorce/ marital conflict), survivors of childhood sexual abuse. general distress and psychological disturbances includes personality disorders effect children and cause an impact on their selfconfidence. Children of divorced parents have to suffer more, because of the divorce of their parents they get very depressed and feel anxiety because not able to share their problems and express their anxiety. Reported antisocial from their peers, exposure to nonresponsive environments has also been described as a factor or stressor which leads to learned helplessness. They are not able to focus on their studies due to psychological consequences of exposure to war and terrorism during their childhood. Majority of children exposed to war experience significant psychological morbidity, including both post-traumatic stress disorder (ptsd) and depressive symptom exposure to intense and chronic stressors during the developmental years, Makes children develop mood disorders and makes them aggressive.

Long term effects of distress can damage our health and lead to serious distress in life. Stress has the ability to have a negative impact on life and cause emotional strains, including anxiety and confusion and also depression and can cause serious issues if not addressed in earlier stages. According to the AMERICAN PSYCHOLOGICAL ASSOCIATION, if the chronic stress or stress is untreated from a longer time also can result in weak immunity and high blood pressure Long term stress can increase serotonin level in men and women that can cause hair loss and weak immunity and a weak health.

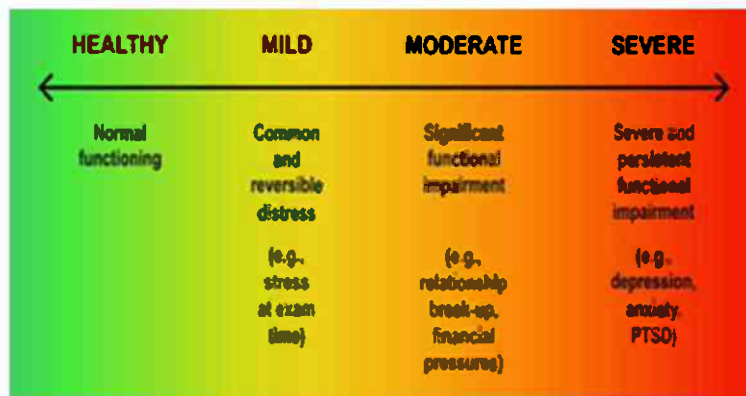
### **B. Behavioural Aspects of Stress**

It is hard to change habits like quitting smoking or drinking or unhealthy eating because it is hard to change behaviour. Over a period of time Behavioural stress can cause aggressive behaviour and changes in social behaviour. People with behavioural stress can have anger issues which are difficult to deal with.

Many people in India have had signs of behavioural stress due to COVID-19 crisis. Due to the small capacity of houses and many members of family, there was trouble and chaos caused in many families. Due to this this people started many trends to keep themselves and others. People healthy and happy, Some of this efforts are home workout and yoga. These small things helped people during the COVID crisis and they were an increase in people's joy and happiness.

### **C. Stress Due to Covid Pandemic**

During the current pandemic, a negative impact has been absorbed on the behaviour of people. This is because of the quarantine and physical distancing between people. It has had a negative on the mental health of the people. 35% of the population faced psychological distress because of pandemic, in particular or more vulnerable to stress and more and most likely for developing post-traumatic stress disorder in which age includes in between 18 years to 30 years and older than 60 years. during the pandemic, people were more concerned about their own health and that of their family members, they are not concerned about their leisure activities and relationships with friends. all over the worldwide, the mental health services are not well prepared to manage and control the consequences during the pandemic. it is very important to have a clear picture of the impact the new stressors have a mental health and wellbeing in order to develop and disseminate appropriate interventions for the general population.



**Common Stressors Scale.**

## Conclusion

At an individual level, Stress is a part of life. What is important the most is how an individual handles it. And overcome the situation which may cause problems in life. Stress can be of two types – Good stress or positive stress and Bad stress or negative stress.

Good stress also called Eustress, which can be beneficial for the wellbeing of a person. Unlike other bad stress or distress in life, good stress can help in motivation, focus, energy, and performance and it can also increase confidence in life. On the other hand bad stress can be very harmful can cause anxiety, concern and decrease in performance. It also feels uncomfortable, and it can lead to more serious issue if not addressed.

During the pandemic, People where living with their insecurities and where uncomfortable with their daily existence. They where dealing with job stress, marital stress, unsafe schools and unavailability food and basic necessities. Due to the pandemic and problems like mass Starvation, civil wars and severals other problems the stress among people directly has an effect on their health. From the above problems, it is observed that individuals are exposed to stressful situations at the societal, community and interpersonal level. An increase in psychiatric symptoms and mental health problems in general population effects the quality of working and output of the individual and the department he is working with. Therefore efforts have to be taken by managers and higher level authorities in company to ensure that employee are trained to deal with physical, mental and behavioural stress.

## Suggestions

Professional help should be given to employees. The first person to approach is a family doctor or a company medical professional. Cognitive Behavioural Therapy (this is a type of therapy that works by helping a person to understand that his thoughts and actions can affect his behaviour)

Mindfulness based approaches are known to help reduce to stress. There are also a number of voluntary organisations which can help professionals to tackle the causes of stress and advise them about ways to get better output.

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## 12. Sexual Harrasment of Women in the Workplace

**Mrs. Vandana Mathur**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Pratyush Thakur**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Virali Tiwari**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### Abstract

“Sexual harassment is an unwanted consideration of a sexual sort that causes an individual to feel awkward and uncomfortable. It incorporates a scope of practices from gentle offenses and disturbances to severe malpractices which can include constrained sexual assault. Sexual harassment is considered as a type of unlawful segregation just as a sort of mental and sexual abuse. In the recent years women have set up a foot into the fields of science, arts, finance and what not but this has also increased the risk of workplace harassment. Even though sexual harassment is not based on gender and can occur to anyone, women have been looked down compared to men and always made to believe that they are born to please men and do the household chores, which has led to them being an easy prey to the perpetrator. The purpose of this study was to explore the workplace harassment experiences, their causes and also how they can be prevented. It also focused on how this hostile work environment acts as a barrier in achieving organizational goals.”

### Keywords

1. Harassment
2. Workplace
3. Sexual harassment
4. Gender discrimination

### Introduction

In numerous social orders in the entire world women were belittled as the vulnerable and weaker sex. Women are generally seen of not being fit to go to work and due to cultural pressing factor and assumptions retreat to an existence of bringing up youngsters and preparing dinners at home. This has turned into a vital issue and the greatest work environment challenges confronting ladies today spin around sexual orientation. As the number of working women have increased in the recent years, so has the harassment and inappropriate behavior



against them has taken a leap. Inappropriate behavior is a scourge all through worldwide advanced education frameworks and effect people, gatherings and whole associations significantly. Unstable working conditions, progressive associations, a standardization of sex based viciousness, poisonous scholarly masculinities, a culture of quiet and an absence of dynamic initiative are on the whole key provisions empowering lewd behavior. The objective of this research paper is to survey logical information on lewd behavior in the work environment, how it is considered as violation of women's right to life, liberty and equality.

### **Objective of the Research**

1. In the light of this composition, the examination was locked in to find ordinariness of sexual harassment and its impact among working women.
2. To zero in on the boundaries of hierarchical objectives accomplishment and discover the measurements with respect to how does unseemly conduct towards women of the association, bring about causing an issue from accomplishing the objectives in the association.

### **Scope of the Study**

1. Types of sexual provocations.
2. Behaviors that characterize as gender based separation and harassment in an association.
3. Violation of rights of women to life, liberty and equality.
4. Impact of sexual harassment in the work environment on women.
5. Impact of lewd behavior with women in the working environment on the organization.

### **Hypothesis**

After conducting the entire study a few predictions were made.

1. There is not much difference in the percentage of women harassed sexually on the basis of their age.
2. There is no significant difference in the percentage of women been harassed in different sectors be it education, health, finance etc.
3. There is no significant difference between the class of the perpetrator that harasses the victim be it upper, middle or lower.
4. A huge percentage of women do not report against the offender/firm in fear.

### **Research Methodology**

**This research was mostly based on secondary data.**

#### **Books**

1. "Sexual harassment in the workplace" by Arjun Prakash Agarwal
  2. "Prevention of sexual harassment at the work place" by Martha Farrell foundation
- Articles from "Dawn" and "Aware" organizations resulted into estimating the charts. Some primary data was collected with the help of an anonymous acquaintance who was a first hand witness to workplace sexual harassment.

## **Introduction to Harassment**

### **Definition of Harassment**

1. The act of tormenting by continued persistent attacks and criticism (molestation)
2. A feeling of intense annoyance caused by being tormented.

In case someone is manhandling, annoying or in case hurting you consistently, it's called "harassment". Brutal and for the most part truly irritating, provocation is likewise illegal sometimes. Harassment covers a wide extent of practices of an antagonistic sort. It is consistently seen as direct that demonizes, humiliates or embarrasses an individual, and it is unmistakably recognized by its suspiciousness to the extent cordial and great reasonableness. In the legal sense, these are rehearses that have every one of the reserves of being disturbing, upsetting or sabotaging. They create from severe grounds, and have an effect of discrediting an individual's advantages or weakening a person from benefitting from their advantages. Right when these practices become dull, it is described as torturing. The movement or dreariness and the piece of upsetting, upsetting or sabotaging may remember it from insult.

## **Types of Harassment in the Workplace**

### **1. Discriminatory Harassment**

Any unlawful badgering at the working environment is biased. In any case, dissimilar to alternate ways like physical or verbal abuse, the meaning of unfair badgering depends on expectation instead of how it is done. Oppressive badgering is the point when the bully is singling out a victim since they have a place with a secured class.

### **2. Personal Harassment**

This is a working environment badgering act that does not depend on any secured class that the victim has a place with (like religion, race, and sex). All things considered, it's fundamental harassing which isn't illicit yet can cause harm in any case. It incorporates any conduct that establishes a hostile or threatening workplace for the person in question.

### **3. Physical Harassment**

Genuine incitement is moreover suggested as work space violence and incorporates risks or real attacks. Right when they go to limits, they can moreover be considered as an assault. Genuine signs, for instance, pushing with a peppy assumption can consistently darken

the lines between what's legitimate or not. As such it's up to the person on the not exactly positive completion to pick whether the lead is fitting or compromising.

#### **4. Power Harassment**

The characterizing element of force provocation is that there is a uniqueness in power between the harasser and the irritated. The harasser who is higher in the workplace pecking order menaces the casualty by practicing their force. By and large, this occurs among administrators and subordinates. Force provocation can take many structures like individual badgering, demonstrations of savagery or all the more regularly mental badgering.

#### **5. Psychological Harassment-**

This type of harassment influences an individual's psychological prosperity contrarily. Victims of mental provocation frequently have sensations of being put down or deprecated on an expert or individual level or both. Their mental harm multiplies and impacts their work life, public activity and actual wellbeing.

Some more types of harassment in the workplace include,

#### **6. Cyberbullying**

#### **7. Retaliation Harassment**

#### **8. Third Party Harassment**

#### **9. Verbal Harassment**

Finally, the most dangerous and common workplace harassment are

#### **10. Sexual Harassment**

#### **11. Quid Pro Quo Sexual Harassment**

### **Introduction to Sexual Harassment**

What is Sexual harassment?

**Definition** - uninvited and unwelcome verbal or physical behaviour of a sexual nature especially by a person in authority toward a subordinate (such as an employee or student)

**'Sexual harassment'** is any type of sexual or lewd behaviour that's hostile, humiliating or intimidating. Above all, it's against the law.

Undesirable scurrilous motions, requests for sexual gifts, and other verbal or physical lead of a

#### **Sexual Sort When**

- a. Submission to such lead is made either unequivocally or irrefutably a term or condition of a particular's business, or
- b. Submission to or excusal of such lead by an individual is used as a reason for business decisions affecting such individual, or

- c. Such lead has the explanation or effect of ludicrously interfering with an individual's work execution or making an unnerving, opposing, or threatening working environment.

Harassment can happen in various group environments like the working environment, the home, school, chapels, and so forth Harassers or casualties might be of any sex or gender.

#### **What does Sexual Harassment Resemble?**

- Making states of work or progression subject to sexual blessings, either unequivocally or certainly.
  - Actual demonstrations of rape.
  - Solicitations for sexual blessings.
  - Verbal badgering of a sexual sort, including jokes alluding to sexual demonstrations or sexual direction.
  - Undesirable contacting or actual contact.
  - Unwanted lewd gestures.
  - Examining sexual relations/stories/dreams at work, school, or in other unseemly places.
3. Feeling forced to draw in with somebody physically.
  4. Uncovering oneself or performing sexual follows up on oneself.
  5. Undesirable physically express photographs, messages, or instant messages.

#### **Sexual Harrasment at the Workplace**

##### **What is a workplace?**

Such a place can range from a home office to a large office building or factory. For industrialized societies, A work environment is an area where somebody works for their boss or themselves, a position of business. Such a spot can go from a work space to an enormous place of business or processing plant. The workplace is one of the most important social spaces other than the home, constituting "a central concept for several entities: the worker and his/her family, the employing organization, the customers of the organization, and the society as a whole". The development of new communication technologies has led to the development of the virtual workplace or remote workplace, a workplace that is not located in any one physical space and hence we may overlook the fact that sometimes a workplace is no physical structure as such.

### **What does Sexual harassment of women in the workplace take after?**

In the course of the most recent couple of many years, exploration, movement, and funding has been committed to working on the enlistment, maintenance, and progression of ladies in the areas of science, Arts, designing and medication. As of late the variety of those taking part in these fields, especially the support of women, has improved and there are altogether more women entering vocations and considering science, designing, and medication than at any other time. Nonetheless, as women progressively enter these fields they face biased nature, challenges and obstructions and it isn't shocking that sexual harassment is one of these hindrances. More and more cases of women being degraded and assaulted sexually in their workplace have come into the light in the recent years. There are numerous examples, that are downright disturbing and not in any case considered as appropriate.

#### **Sexual harassment in the workplace has two types-**

1. Hostile work environment
2. Quid pro quo sexual harassment

#### **Hostile work environment**

- A work environment is considered as hostile when the people you work with be it your employer or a colleague makes unpleasant sexually suggestive or humiliating comments, repeatedly and requests for dates that you did not ask for, offensive gestures, inappropriate touching, jokes or pranks, intimidating and scary behaviors, or pornographic materials. And all this behavior may be directed at you because of your gender status because you are a woman. These offenses must be serious and/or dangerous. This means that the harassment occurs often enough to affect your ability to do your job well OR you are being harassed to the extent where it takes a toll on the way you perform your job. In the case where the person harassing you is your customer / colleague you must show that your employer is responsible for it (either directly or indirectly). For example, if one of your co-workers or a frequent customer makes offensive remarks, you have to show how your workplace is responsible for allowing their inappropriate and lewd behavior.
- Another way of hostile work environment is when your employer treats you indifferently and provides less favorable opportunities towards you than your co-workers of different sex just due to your gender status. This can include discriminatory hiring procedures, hours, wages, promotions, work schedules, work

assignments, vacation or sick leave benefits, job evaluation, discipline, and termination (firing).

Moreover, to prove that your work environment is hostile the behavior of the person, their actions towards you and the way they communicate with you ,must be discriminatory or intimidating in nature. Discrimination between the employees is monitored and guided by the Equal Employment Opportunity Commission (EEOC) which was created by the Civil Rights Act of 1964.<sup>3</sup>

A hostile workplace guarantee is a working environment separation guarantee under federal law. The individual grumbling should demonstrate they were oppressed dependent on race, sex, color, caste, religion, sexual direction, lineage, public beginning, pregnancy, age, or disability, and that the activities probably been inescapable and serious enough to be considered harmful.

### **Quid pro quo Sexual harassment**

The term ‘Quid pro quo’ is basically a Latin term meaning ‘this for that’, ‘give and take’. In simple words it means giving a favor in return of another favor or exchange of goods and services. Coming to the terms with sexual harassment, Quid pro quo sexual harassment happens when a supervisor or the employer, basically someone of a higher authority asks or demands for sexual favors from their employee or a job candidate as a condition to promote them or give them employment. Often these grumbings/complaints are seen to have been often made around the appraisal hour and (surveys?). This particular demonstration of inappropriate behavior may inspire contemplations of advancement probably being the aftereffect of satisfying their administrator/s in manners other than exemplary means. This may likewise incite a guilty feeling among the subordinates for not having satisfied their seniors or directors as opposed to raising protests against such blessings or conditions that may be improper or convey sexual meanings.

Amidst all these types of harassment, the keyword is “Unwelcome” or “Unwanted” behavior. Unwanted doesn't signify “compulsory” or “involuntary”. A victim facing the harassment might agree or consent to certain lead and effectively take an interest in it even however it is hostile and offensive. Accordingly, sexual direct is unwanted at whatever point the individual exposed to it considers it unwanted. Regardless of whether the individual in truth invited a solicitation for a date, sex-situated remark, or joke relies upon all the conditions.

### **Causes of Sexual Harassment in the Work Place**

#### **1. Power Dynamics**

One of the most common cause of sexual harassment in the workplace revolves around power differential in the workplace. Most of the cases include employers or senior level officers asking for sexual favors from their employees by abusing and/or intimidating them and risking their job at the company or offering them promotions/appraisals. In fear of losing their job/chances of growth they do not refuse their superiors.

## **2. Casual Work Culture Forcing Towards Acceptance**

In a casual workplace, there's regularly a wink/nod gesture in the office culture that is tolerating of a representative's eccentric yet improper conduct. Whereas certain individuals might be agreeable in that climate, making statements like "It's alright, that is exactly how he is," some others might be annoyed and feel awkward which prompts inappropriate behavior complaints. All representatives should be considered responsible for following the already set of accepted rules.

## **3. Unable to comprehend the term harassment**

A few workers don't completely understand what considers as lewd behavior at their office. They probably won't understand that greeting an associate with a kiss on the cheek or commending their appearance is reason for a lewd behavior protest. Then again, grievances additionally originate from representatives who believe they're being irritated however in fact are not as indicated by organization arrangements. By unmistakably characterizing inappropriate behavior, associations can stay away from these dilemmas.

## **4. Poor mindset or socialization**

In certain cultures it is considered as OK to discriminate between people and treat them on the basis of their sex, caste, religion, color etc. Some men are brought up in a culture where women are inferior to them and can be used to please men, carry the same attitude into the workplace as well. It also includes feeling humiliated by a woman who is superior to you in terms of position and taking hard time accepting the fact.

Also a huge number of women are raised with the mentality in which they are born to please men sexually, which leads to them giving an impression even though unintended that they are giving men an invite. At times some women who only consider their physical appearance as their true power continue to play along.

## **5. Lack of policy by the company**

A lot of times companies don't mention their policies clearly regarding sexual harassment or inappropriate behavior, also most of the times it's uncomfortable for the employers to discuss regarding such matters with their employees which leads to not taking

any action against such behaviors and the victim is most of the times forced to resign from the job.

### **Effects of Sexual Harrasment of Women on the Victim**

#### **1. Psychological Effects**

The psychological effects of sexual harassment on the victim are very severe. The victim may go into depression, have serious anxiety, be in shock and denial, have a lot of Confusion and feel powerless. The emotions anger and fear engulf the victim, frustration and irritability might take over and feel absolutely shameful, self-conscious, and have low self-esteem. They might get insecure, let embarrassment take over, and have feelings of betrayal, guilt, put all the blame onto oneself and lead to complete isolation.

#### **2. Physical Effects**

Apart from affecting the victim's mental health, sexual harassment causes a lot of physical effects as well. Some common problems include headaches, gastrointestinal distress and inability to sleep, due to mental trauma they even have nightmares that can affect for a long period of time. Some severe conditions include lethargy, dermatological reactions and extreme weight loss/gain. Lifetime effects even include phobias, panic reactions and sexual problems.

#### **3. Effects on Career**

Sexual harassment in the work place has a major effect on the career of the victim. There is lack of job satisfaction, the victim faces absenteeism and faces unfavourable performance evaluations. There is a lack of motivation which eventually leads to withdrawal from work. Due to mental stress there is a risk of loss of job or growth and a drastic change in career goals. All of these conditions result into drop in work performance due to stress.

### **Effects of Sexual Harassment of Women on the Workplace**

#### **Impact on Hiring and Retention**

Representatives are more averse to remain in a poisonous climate, and ongoing exploration shows that worker turnover is perhaps the biggest effect of harmful workplaces. One more part of what lewd behavior means for the working environment is supplanting those leaving staff individuals can demonstrate similarly hazardous. A research tracked down that prior review revealed that 58% of respondents who saw "injustice" in the working environment somewhat recently would

"somewhat" deter expected representatives from joining the organization.



### **Impact on the Brand**

Examination shows that when shoppers witness or are made mindful of "incivility" coordinated at a worker inside the work environment, these potential clients can foster negative speculations which will make them more averse to buy from the firm. The overview additionally found that representatives that have encountered an "uncalled for" working environment will even effectively deter likely clients from buying items or administrations from their manager.

### **Impact on Employee's Mental Health**

Research proposes that representatives that notice badgering and toxicity in the work environment were bound to encounter lower mental and actual prosperity. The driving components of this psychological and actual cost were sympathy for the person in question, worries about a threatening working environment, and even feelings of dread of turning into the following objective of badgering.

### **How to Deal with Workplace Sexual Harassment?**

#### **1. Comprehend the meaning of lewd behavior**

All staff ought to get what is implied by lewd behavior. Here are a few models:

- Undesirable jokes, motions, hostile words on attire, and unwanted remarks contacting and some other real contact like scratching or tapping a collaborator's back.
- Getting a worker around the midsection and so on rehashed demands for dates that are turned down or undesirable being a tease.
- Communicating or posting messages or photos of a sexual or other badgering related nature.
- Showing physically interesting items, pictures, or banners
- Playing physically interesting music.

#### **2. Consolidate Preparing on Badgering and Oppressive Treatment in your Work Environment**

Order ordinary and continuous preparing for representatives and directors. Give boost preparing on a yearly or depending on the situation premise.

#### **3. Guarantee your Work Environment has an Inappropriate behavior Strategy Set up**

Your association has to distribute a sexual harassment at work strategy and guarantee all staff know about it. The approach ought to incorporate clear whistleblowing and detailing

systems. In case you are ignorant of such an approach in your working environment, address your line director about having one set up.

#### **4. Bring issues to light**

The best type of anticipation is mindfulness. The individuals who know about practices that can be deciphered as provocation are less inclined to act in that manner and bound to see any type of badgering. This short appraisal will assist staff with estimating their impression of inappropriate behavior in the work environment.

#### **5. Have clear badgering detailing techniques set up**

All staff should feel happy with detailing any conduct that causes them or other staff to feel awkward. One thing we have gained from the latest claims is that staff have ensured, as opposed to announced associates acting improperly grinding away.

#### **6. Join staff government assistance into survey gatherings and evaluations-**

These kinds of gatherings are something other than an opportunity to audit your workers' exhibition and accomplishments; rather, this is a chance to give staff a voice to report any staff that have caused them or their partners to feel awkward.

#### **7. Manage any charges and concerns right away-**

Any example whereby an individual staff part or representative offers a worry with you ought to be managed as quickly as time permits. Even more so with regards to lewd behavior in the work environment. The unmistakable methodology set up ought to take into account the worry to be raised quickly and proficiently.

### **Indian Law Regarding Workplace Sexual Harassment**

Working environment sexual assault is a type of sexual orientation segregation which disregards a woman's central right to correspondence and right to life, ensured under Articles 14, 15 and 21 of the Constitution of India ("Constitution"). Work environment lewd behavior not just establishes an uncertain and antagonistic workplace for women yet in addition obstructs their capacity to convey in the present contending world. Aside from meddling with their exhibition at work, it likewise unfavorably influences their social and financial growth and puts them through physical and passionate affliction.

India's first enactment explicitly resolving the issue of working environment lewd behavior; the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 ("POSH Act") was instituted by the Ministry of Women and Child Development, India in 2013. The Government additionally hence told the principles under the

POSH Act named the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Rules, 2013 ("POSH Rules"). The year 2013 additionally saw the proclamation of the Criminal Law (Amendment) Act, 2013 ("Criminal Law Amendment Act") which has condemned offenses like lewd behavior, following and voyeurism.

### Anecdotal Evidence



This evidence was taken by an organization called “DAWN”, an organization to help women facing violence. This evidence clearly shows how women are made to keep quiet after facing harassment at their workplaces. A poll organized by the same organization proved the lack of support that women get to maintain the fame of a company.

### Sexual harassment in workplaces: What does the Dawn poll say



### Suggestions / Recommendations

To address this serious issue the world needs to acknowledge sexual harassment as an even more critical problem than what they already do. Strong and impactful leaders are required to promote certain changes in the policies of the company. Sometimes confidential and non disclosure agreements make it impossible for the victim to raise their voices. The

hierarchical powers in the hands of the superiors should be reduced and instead distributed among the subordinates so that, even they feel a sense of power in their hands that might make it easier to reduce workplace harassment. Frameworks and arrangements that help focuses of inappropriate behavior and give choices to casual and formal revealing can decrease the hesitance to report harassment just as decrease the damage that hostile behavior can cause. Along with preventing it, associations need to come in terms with supporting the target. They should make the victim feel honorable to have the courage and file a complaint against the harasser. Associations need to maintain a healthy work environment, give proper training to the employees and discourage any possibility of any sort of harassment amidst the workplace. There should be kept regular workshops/ seminars involving professional societies and NGO's regarding the prevention and also coping ways of workplace harassment.

### **Aknowledgements**

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## 13. Competition in Business Scenarios

**Mrs. Vandana Mathur**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College.

**Aman Tiwari**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Virali Tiwari**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### Abstract

Even though these two vendors sell Products that are different, they are Considered to be competitors as They - •Operate in the same Industry •Target the same audience •Satisfy the same need Potential or Replacement competition Replace the business' offering altogether by providing a new solution. Even though these two products had Need of the customers. Importance of business competition Demand for a business. It Customer service, and customer retention Efficiently, and how to market sell effectively.

**Key Words:** Shopping Constantly innovating and making the product better. Benefits of Business competition Demand for the product in the market.

### Imperative for it to Innovate and Improve.

- Makes businesses serve customers better: Rivalry among the The customers better than others. This makes the market players put Customers on the top of their priority lists.
- Makes employees more efficient: Competition increases the Their best to the organization.
- Boosts constant business development: Constant holistic Competition in the long run.

### Disadvantages of business competition

Business competition isn't always beneficial too. High competition has the following disadvantages – Other players. This is often unwelcomed by the existing businesses. Puts pressure on business: Many employees can' Cope up with this increased pressure.

### Introduction

Direct competitors are vendors that sell The same products to the same audience

And compete for the same potential Market. An excellent example of direct Competitors is Burger King and McDonald's business rivalry. Both of these companies –

- Operate in the same industry (fast-food)
- Offer similar products (burgers and related Fastfood products)
- Satisfy the same need
- Use same channels of distribution (retail chains, Takeaway, and home delivery)
- Target the same audience (working individuals)

### **Indirect competition**

Indirect competitors are vendors that sell Products or services that are not Necessarily the same but satisfy the same Consumer need. An example of indirect competitors Would be McDonald's and Pizza Hut.

### **Research Methodology**

Of business where there isn't any competition. Always there. Businesses see Location, and almost every business process. § Many people complain about it, many learn from it, And many run away from it. But most don't know the True meaning of business competition, its nature, Types, and even importance. Types of competition § Also called market competition, business Market – many players produce similar Products, sell through similar channels, and

Even target the same audience. This Competition, however, can be classified into Three types –

Direct competition

### **Main Content**

Competition Is The Rivalry Between Companies Selling Similar Products And Services With The Goal Of Achieving Revenue, Profits And Market Share Growth. Market Competition Motivates Companies To Increase Sales Volume By Utilising The 4 Components Of The Marketing Mix Also Referred To As The 4 P's These P's Stand For Product Place Promotion And Price .

The ease with which competition can be built is determined by the institutional setting. Cultural circumstances that enable the formation of competition include the emergence of organisations with strong actorhood, greater interconnection, and institutionalised ambition for high status. However, even when institutional conditions are favourable, competition is not guaranteed. Competition frequently necessitates decisions and organisational efforts, both of

which are contingent on the actor's availability. A state, for example, often has a broader range of competition-building options than a single business or collection of individuals. Conditions for one sort of actor to arrange competition are also influenced by previous efforts made by others. We raise the notion of the unintended development of competition by theorising the origins of rivalry in this way.

Our core assertion – that competition is dependent on specific institutional conditions and frequently necessitates organisation – provides a number of interesting research avenues. To begin with, it adds a new dimension to the competition-organizational connection. Despite the fact that competition has long been thought to be a fundamental feature in organisational environments (Chandler, 1977; Cyert & March, 1992; Hannan & Freeman, 1977), our theory shows that organisations are co-constructors of their competitive environment. When and why a situation is created as competition are important problems for organisation theorists. Our theory not only provides a deeper understanding of when and why firms compete, but it also provides a new analytical perspective on one of today's major trends: the development of competition across all sectors of society.

The idea that competition should be explained rather than taken for granted has led to several interconnected lines of institutional and organisational investigation. If institutions have an impact on how competition is built, institutional change and variation should be taken into account when determining when and how competition occurs. When competition is organised, it raises issues of power and interest. Organizations compete in whose best interests? When and how does competition become a power technology? Who has the authority to arrange competitions and who does not? What are the organisational tools and approaches for building a competitive environment? On the other hand, a nearly completely unexplored area of inquiry is the limiting and elimination of competition. Is it feasible to confine rivalry to a certain part of a company, or does it pervade the entire organisation, if not the entire industry? Is it possible to organise it once it has been introduced? Given the growing body of evidence questioning the efficacy of competition in education and healthcare, these are key considerations.

The institutional setting influences the ease with which competition can be established. The creation of organisations with strong actorhood, increasing interconnection, and institutionalised ambition for high status are all cultural circumstances that promote the construction of competition. Competition is not ensured even when institutional conditions are favourable. Competition frequently involves decisions and organisational efforts, both of

which are dependent on the actor's availability. A single organisation or group of individuals, for example, has fewer choices for generating rivalry than a state. Previous efforts by others have an impact on the conditions for one type of actor to organise a competition. We propose the prospect of competition being generated inadvertently by theorising the origins of rivalry in this way.

### **Conclusion**

Competing in the same niche. Increasing the sales and market share.

### **Literature Review**

Benefits of Business competition Demand for the product in the market. Imperative for it to innovate and improve. The customers better than others. This makes the market players put Makes employees more efficient: Competition increases the Their best to the organization.

Boosts constant business development: Constant holistic Competition in the long run.

Disadvantages of business competition Business competition isn't always beneficial too. High competition has the following disadvantages Other players. This is often unwelcomed by the existing businesses. Puts pressure on business: Competitions puts much pressure on businesses to up their game and results in Many of them failing because of their inability to compete with the big market players. Employees feel pressurized: Increased competition adds much pressure to Employees to perform well and think out of the box. Many employees can't Cope up with this increased pressure.

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## 14. Lack of Motivation as an Obstacle in Achieving Organization Goal

**Mrs. Vandana Mathur**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College.

**Ayush Panchal**

ZSCT's Thakur Shyamnarayan Degree College.

**Manas Desai**

ZSCT's Thakur Shyamnarayan Degree College.

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### Abstract

In today's business environment, as is true with high job losses due to layoffs and retrenchment in order to create a lean organisation, it is also important for organisations to stop losing performing employees due to declining job satisfaction and a lack of motivation to stay with the company for a long time. Employees who are motivated and fulfilled are more dedicated to the organization's goals; in turn, enterprises must demonstrate a comparable commitment to employee goals. HR's responsibility is to ensure that employee aspirations are aligned with the organization's goals on a continuous basis.

**Keywords:-** motivation, methods, employees and work environment.

### Introduction

#### Concept of motivation

The urge to keep pushing in a direction in order to obtain a certain goal is what motivation is all about. It is a feeling that comes not only from within but also from the environment surrounding you like the people accompanying you, watching some videos, listening to successful stories, etc.

One can find motivation anywhere and everywhere just one should have the will to do so. A motivated person will always seek for self betterment this way or that but a person who lacks motivation it becomes difficult for them to keep going in the force of work required to. Motivation is nothing more than the discipline required from one for the targets set by them. It's not a rocket science just the work of convincing your brain muscle to do a thing in a particular time and working on it accordingly to achieve it. But as now since the past 2 years due to the pandemic people have been effected badly by it and lack motivation to get things

done. The sudden need to stay at one place without the permission to move out of the house has soundly got them into taking this in a negative way.

### **Importance of motivation**

Motivation plays a vital role in every organisation whether sound or not. It is mandatory for every organisation to motivate their employees no matter their performance. Because it is a human tendency to get bored with things done by them regularly on a daily basis motivation becomes necessary to motivate every employ so that they can keep going with the hard work or if they lack motivation are motivated enough to perform better ahead.

Motivation becomes one of those aspect that the organisation requires to keep their employees going in order to make the company successful. An organisation is known for how employ-centric the company is and gains the trust in the market through that. That is why it becomes an important role to keep the employs up-to-date and motivate them from time to time.

### **Methods for motivating employees in organization**

As every individual is different so the method by which they get motivated also differs from person to person.

#### **1. Make a business a pleasant place to be.**

Work is much more enjoyable when you have an aesthetically beautiful, well-lit, useful, and fun workspace. The first step is to ensure that everything is in good working order and that you have up-to-date equipment. This means ditching your antiquated back office computer and replacing your slow-moving point-of-sale system with one that's quick, flexible, and free to use. It also entails keeping things tidy and appealing. Consider showcasing local artisans or picking up unique furniture from a nearby charity shop. All of these small details will make your employees' jobs a lot more enjoyable (and by proxy, your customers).

#### **2. Being respectful, honest and supportive manager.**

This may appear to be a no brainer, but bad management is one in all the highest reasons employees run the hills. But there's plenty more you'll do to be a good leader and mentor. If you're unaccustomed this whole management thing, it's worth reading some books on the topic — effective management, like all other skill, takes knowledge and practice. As a place to begin, try Amazon's best-sellers for business management, or head to the worker management section of Square's blog. The long and in need of it: if you're a decent person to figure for, your employees are more loyal.

### **3. Offering employee rewards**

If you give them a reason to stay with your company, they will. As a result, implementing an incentive program is worthwhile if you want to keep your personnel motivated. Here are a few benefits you might want to consider: A quarterly bonus. Private healthcare Offering to pay for additional credentials or qualifications. Profit-sharing in your company. If people know they'll be rewarded for a job well done, they'll be more likely to 1) do a good job, and 2) stay to see things through.

### **4. Give them space to grow**

Giving your staff room to advance inside the firm is a significant motivator if your company is fast expanding. Yes, there's the enticing carrot of increased pay, but there's also the psychological component of feeling trusted and respected for their efforts. Consider which of your employees would be a good fit for a managerial position if you were to open a second site. Consider encouraging someone who does a very good job with inventories to take over vendor relations fully. When you provide your top employees possibilities for advancement, their mindset flips from "this is just a side job" to "this might be a full-time job."

### **5. By Sharing positive feedback.**

It's wonderful to be satisfied with your work. In fact, it's one of the most important aspects of job happiness. Workplace satisfaction can come from a multitude of sources, from knowing you prepared the perfect cup of coffee to boosting someone's self-esteem with a fresh haircut. And, if your consumers express gratitude for these things, make sure to pass that information along to your personnel. With Square Feedback, this is very simple. During weekly meetings, many Square salespeople make it a point to share all of the positive, encouraging feedback with their employees. Allowing your staff to know that they made someone's day (or more) helps them feel good — and strengthens their bond with your company.

### **6. Be transparent.**

Employees become more invested when they have a better understanding of how the business is doing. As a result, make it a habit to communicate this information with them on a frequent basis. Square's easy-to-use Dashboard feature, which is packed with business insights, makes this straight forward. You can send out sales data on a daily, weekly, or monthly basis, as well as information on how many consumers are new versus returning. Having access to all

of this information not only makes your employees feel like they're a valuable part of the company, but it also allows you to see places where things may be better.

### **7. Offer flexible scheduling.**

The way businesses function, as well as the way we work, has evolved as a result of technological advancements. Especially in light of the fact that working from home has become more common in the last year. Nearly 4 million UK employees will have flexible working hours in 2021, thus it's critical that your company adapts to this trend to stay competitive. So, whether you offer a work-from-home option or flex time, if you want to attract top talent, you should attempt to give a variety of scheduling options.

### **8. Offer food in the workplace.**

Is staff retention aided by food? Maybe. Nobody works well while they're hungry, after all. A mid-morning or late-afternoon snack can enhance your employees' energy and happiness, allowing them to work more efficiently throughout the day. According to studies, having free food in the office can boost employee happiness by 11%. Food is certainly a significant element of many workplace cultures, with 60 percent of employees rating meals and snacks among the top three office perks. It makes sense: when your boss is concerned about your physical well-being, you get the feeling that they care about you as a person, not simply what you can achieve for the company.

### **9. Recognise their achievements.**

Sometimes all someone wants is a pat on the back for a job well done. If an employee has put in a lot of effort on a project or gone out of their way to assist a co-worker, don't be afraid to compliment them. It's not just about the act of acknowledgment; it's about the principle: if individuals feel valued for their accomplishments, they'll feel compelled to keep working hard. Employee engagement, productivity, and customer service are all 14 percent higher in organisations with incentive and recognition programmes, while employee turnover is 31 percent lower. So, whether you're recognising their achievements in a meeting, acknowledging them in a staff email, or simply thanking them privately, it's critical that you do so.

## **Conclusion**

There are some features that help one recognise the problem when there is a lack of motivation at work, according to an examination of the situation. Employee turnover is higher, team morale is low, there is a lack of initiative, there is a lack of enthusiasm, and there is a

tendency to make mistakes. Lack of motivation can have major consequences, including job loss, economic deterioration, and greater rates of staff turnover, to name a few. Maslow's theory of need is one example of a theory that fully explains the concept of employee motivation.

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## 15. Obstacles Faced by Startups of 21<sup>st</sup> Century

**Mrs. Vandana Mathur**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Ayesha Shoaib Mansoori**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

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### **Abstract**

Welcome to the startup world. Before we get started on the issue, There is a story on little anecdote about a famous bank robber who was once questioned, "Why did you rob the bank?" by a reporter. "Because that's where the money is," says the narrator.

This may appear amusing to all. Correct is the same concept as a startup/entrepreneur, and picking the right one is crucial, especially in a world awash in competition.

Information on numerous industries has become easier to obtain because to technological advancements. Many young generation people think they can get quick money just after launching their startup which is not right so far.

**Keywords:** startups, obstacles, Innovative startups, research paper, startup research, tech startup, obstacles startup.

### **Introduction**

Startups have grown at an exponential rate around the world in recent years, and you've undoubtedly noticed the impact. For a business to grow and become successful, it need outstanding ideas, determination, execution, and a variety of hurdles. Startups must capitalize on several trends and shifts in psychological aspects. A startup is typically characterized as a new business that is in the early stages of growth and is sponsored by a group or an individual. Startup ideas are nothing more than commercial ventures of ideas.

It is critical to have entrepreneurship skills and the courage to take a new firm to the next level. The entrepreneur must deal with a variety of problems, both internal and external.

You've probably heard of Amazon, Tesla, Airbnb, Bitcoin.org, Facebook, Google, Zomato, Ola, Uber, Paytm, and a slew of other big brands.

So, what makes this company stand out? In a shorter amount of time, startups developed their market and were embraced by millions of people.

Even after the COVID-19 had an impact, these businesses did not run out of cash.

The question of what makes this new generation of companies so successful surfaces once more.

As a result, we will look at the issues that young entrepreneurs confront and how to overcome them in this paper.

### **Research Methodology Data Collection**

As we know, data gathering is one of the most crucial and hardest aspects of any research article. In order to collect data from a variety of sources, including articles, research papers, case studies, and the internet browser.

### **Primary Source**

Access Documents Through Internet For Reference Purpose.

### **Survey Method**

Took Suggestions From Friends And Colleagues, Refer Blogs And Collected The Data.

### **My Observation**

I Collected The Data By Internet And Through Some Referntial Research Papers.

During the process of collection of data I mainly focused on following questions

1. What obstacles are faced by the new startups?
2. How did you decide what to produce and where to produce?
3. what service do you offer?
4. How do you generate new innovative ideas?
5. Which startups are going to survive even after the pandemic?
6. What are the strategy to build a successful startups in 21st century?
7. How are modern startups are effecting the traditional startups in this modern world?
8. Which startups is going to give more employment opportunities in the 21st century?

As all the details mentioned above was the part of my research. It was an initiative to highlight some of the topics.

### **Objective of Research Paper**

Purpose of writing research paper's objective is to bring together various points of view, evidence, and facts.

We should take notes and write down where and who we acquired the information from. The main purpose of selecting the topics:

Despite the fact that these ambitions require a great deal of attention and hard effort to come into reality, most organizations have an outstanding desire, such as commercial success in a short period of time.

Perseverance, passion, personalization, patience, and optimism are five life-changing 5Ps for companies.

Challenges keep the startup tour interesting, and overcoming those makes them helpful, and no challenge is more difficult than enhancing one's performance.

I'd like to share what I've learned about 21st-century companies and how they stay afloat in the face of fierce competition.

### **Challenging process of startups**

#### **Mentoring**

Every startup is akin to a tiny child who is unfamiliar with the sector.

As a means of establishing a stronger market position. They must have an understanding of industry trends and develop strategies that will help them gain a competitive advantage and distinguish themselves.

Mentoring can help people get important information from industry professionals and leaders who have relevant knowledge and experience in the field they want to pursue.

#### **Cash Flow Management**

Startups may use invoice factoring since it allows them to factor their receivables assets to meet their present and immediate financial needs. If you have accurate funds and preparation, managing your finances will be much easier. In today's digital world, online classes, live streaming, advertising, shopping, and meetings are all feasible, and net banking payments may be made swiftly and easily on mobile phones and tablets.

#### **Innovation**

Many new entrepreneur fails to adopt the innovative ideas for their startup as they feels adopting new idea may lead to problems. However the business needs innovative ideas for growing .The entrepreneur should be innovative and is not afraid of taking risk .The innovative ideas also attracts the investor for investing in your startup. Woh! Momo, Let's Barter India, Inspirock, Bolt , Unacademy Etc

are some of the startups which had expand their firm through their innovative planning and execution . Question your innovative business plan should answer



What is the innovative idea for tackling the competition? Who will buy your product and for what reason?

What is the uniqueness of the product? Is the product protected?

### **Protecting the asset of the firm**

Despite the fact that these ambitions require a great deal of attention and hard effort to come into reality, most organizations have an outstanding desire, such as commercial success in a short period of time.

Perseverance, passion, personalization, patience, and optimism are five life-changing 5Ps for companies.

Challenges keep the startup tour interesting, and overcoming those makes them helpful, and no challenge is more difficult than enhancing one's performance.

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are some of the startups which had expand their firm through their innovative planning and execution . Question your innovative business plan should answer

What is the innovative idea for tackling the competition? Who will buy your product and for what reason?

What is the uniqueness of the product? Is the product protected?

### **Protecting the asset of the firm**

A company's ability to grow is dependent on its ability to raise funds. The income flow of start-ups is constrained, although the investments are substantial. This problem can be overcome by being patient and investing in the right place at the appropriate time.

In today's business world, money and fundraising are two of the most important factors that contribute to a startup's success. In fact, there are various financial tasks that must be coordinated and managed within a firm.

However, when finances are properly allotted, this work arrangement and administration can be accomplished successfully. Similarly, in the case of fundraising, monies must be obtained in order to meet a startup's set financial goals. Furthermore, the following are a few of the reasons why funding and fundraising are important for startups:

### **Meeting the financial objective of a startup**

Every startup has financial business goals that must be met. As a result, it is critical to seek funds in order to do the same. This funding process should be completed in a timely manner so that financial chores can be planned more easily.

### **Remove glitches from the path of success**

All startups, especially those that are just getting started, must ensure that their growth is unimpeded. This can be ensured through the use of funding and fundraising campaigns. Because these programs are designed to help a startup raise and manage finances, they should be examined on a frequent basis. These fund-raising and fundraising efforts are intended at reducing any financial impediments to a startup's growth. Matching the high degree of competition and corporate standards:

The level of competitiveness in the market has risen recently. As a result, it is critical to adhere to the corporate world's standards. As a result, fundraising and finance operations should be pursued in order to raise business standards. Funding and fundraising work together

to help a firm expand by boosting the level of a startup to meet the greatest degree of competitiveness in the corporate world.

As a result, in order to stabilize a startup's firm, finance and fundraising operations should be used.

### **Conclusion**

While the potential for businesses to change the world is sometimes exaggerated, successful startups can have a huge positive impact on the globe. Even if a firm fails, the lessons learned by the founders, workers, investors, and other stakeholders have a lasting impact.

Because they can adapt to problems much more swiftly and innovate solutions more freely than traditional organizations, startups are one of the most promising alternatives to addressing the world's most serious concerns.

As a result, some of the suggestions above have been incorporated to help new entrepreneurs overcome and solve their problem

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## 16. Physical and Mental Stress as an Obstacle in Achieving Organizational Goals

**Mrs. Vandana Mathur**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Ishadevi Yadav**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### **Abstract**

This study provides suggestions for improving organizational management styles and striking a work-life balance. Leading to human development that is sustainable will benefit the concept of permanent growth and advancement that is healthy. The writer's major goal is to find a link between managerial style inclinations, work habits and lifestyles, and stress exposure in the professional workforce to achieve synchronization. The urge for progress in terms of work and organizational health is greater than it has ever been. The advancement of science in the subject of maintenance, as well as the advent of the psychology of environmental protection, has aided in the accumulation of facts regarding modern firms that perform well and support healthy and committed personnel. From the standpoint of assimilating the member into the organization, managers' preferred workplace style and culture are important. Because the prevailing paradigm is unrealistic, problems connected to organizational management, stress, and how people fit into their lives of performance behavior just became an interest. The issue of whether the dilemma exists has been supplanted with the matter of how many engaged companies and management want to alleviate it. This research contributes in that it takes a comprehensive perspective, observing all affairs simultaneously.

### **Key Words**

1. Physical fitness
2. Stress
3. Mental health
4. Physical health
5. Anxiety
6. Challenges and Disorders

## **Introduction**

Professional stress is a major hardship in every organization and community because of the damages it inflicts on individuals, organizations, and society. As a result, acknowledging and soothing anxiety is an integral aim that affects human health. Leaders play a momentous influence in stress management at work. Employees' stress levels, along with their own, can be simulated by their administration. They also make decisions scrutinizing their fundamental approaches to negotiating with stress at work. As stress becomes more of a subject in our work and personal life, a critical question arises: how to regulate and preclude it. Although the query appears straightforward, the answer is more intricate, primarily when we ponder that people regard stress-related decisions as moral considerations, which poses a serious challenge in organizations where such a toxic situation is nearly a tradition and can be seen as just an everyday episode.

## **Main content**

### **Meaning of mental stress**

Mental health involves our psychological, emotional and social well-being. It influence how we think, act, and feel. It too helps control how we holds stress, relate to others, and make choices. Mental health is very important and at every stage or phase of life, from childhood and adolescence through adulthood.

### **Types of stress**

There are several types of stress, including:

Acute stress

Episodic acute stress

Chronic stress

### **Acute stress**

Acute stress happens to everyone. It's the body's immediate reaction to a new and challenging situation. It's the kind of stress you might feel when you narrowly escape a car accident. Acute stress can also come out of something that you actually enjoy. It's the somewhat-frightening, yet thrilling feeling you get on a roller coaster or when skiing down a steep mountain slope. These incidents of acute stress don't normally do you any harm. They might even be good for you. Stressful situations give your body and brain practice in developing the best response to future stressful situations. Once the danger passes, your body systems should return to normal. Severe acute stress is a different story. This kind of stress,

such as when you've faced a life-threatening situation, can lead to post-traumatic stress disorder (PTSD) or other mental health problems.

### **Causes of mental stress**

Mental illnesses, normally, are thought to be caused by a variation of genetic and environmental factors. Inherited traits. Mental illness is more common in people to whom blood relatives also have a mental illness. Certain genes may increase employee's danger of developing a mental illness, and employee's life circumstances may trigger it. Environmental exposures before birth. Exhibit to environmental stress, relating to or causing inflammation conditions, toxins, drugs or alcohol while in the womb can from time to time be related to mental illness. Brain chemistry. Neurotransmitters are naturally occurring brain chemicals that convey signals to other parts of employee's brain and body. Once the neural networks involving these chemicals are harmed, the function of nerve receptors and nerve systems change, leading to depression and other emotional disorders.

### **Meaning of physical stress**

Stress is a feeling of emotional or physical tension. It can come from any event or thought that makes you feel frustrated, angry, or nervous. Stress is your body's reaction to a challenge or demand. In short bursts, stress can be positive, such as when it helps you avoid danger or meet a deadline.

Examples of physical stress?

### **Physical symptoms of stress include:**

- Aches and pains.
- Chest pain or a feeling like your heart is racing.
- Exhaustion or trouble sleeping.
- Headaches, dizziness or shaking.
- High blood pressure.
- Muscle tension or jaw clenching.
- Stomach or digestive problems.

### **The three main causes of stress today are**

- Money.
- Work.
- Poor health.

### What causes stress?

- Being under lots of pressure.
- Facing big changes.
- Worrying about something.
- Not having much or any control over the outcome of a situation.
- Having responsibilities that you're finding overwhelming.
- Not having enough work, activities or change in your life.
- Times of uncertainty.

### Some obstacles that can arise when handling stress within a workplace?

#### High levels of stress in the workplace can lead to:

- Poor decision-making by individuals.
- An increase in mistakes, which in turn may lead to customer or client complaints. ...
- Increased sickness and absence, with ongoing costs to the organization.
- High staff turnover.
- Poor employee/workplace relationships.



### Conclusion

Now we can conclude that stress is an important factor for the employees in any organization. Stress within a specific limit helps to achieve necessary objectives. But if stress exceeds any particular limit then it shows its harmful effects on the body, mind and behavior. Now the ways to cope with the stress include adequate sleep, sports, talking to a close one, relaxation habits and quitting of addictive products. These all must be used to get relief from stress. Workplace stress plays a significant role in physiological and

psychological well-being of employees. It also affects the productivity and performance of organizations. The various results of workplace stress like physical problems, mental disturbances, emotional imbalance, lifestyle disturbances and behavioral problems lead to disturb the climate of the organization. These issues create interpersonal conflicts, decreased productivity, low organizational commitment, increased absenteeism and more attrition etc. By facilitating the employees with effective training, the management can provide them with platform to solve their stress related problems. Yoga, meditation, exercise and recreational activities can provide better environment to control stress. Even time management skills help to manage stress in an effective manner. These simple but useful steps can pave the path for improved efficiency of employees and increased productivity of organization.

### **Suggestions**

- Get more sleep- which provides proper rest to body and helps combat the effect of stress.
- Enter in physical activities- physical activities boost the mind and body and help to regain the confidence which is lost due to stress.
- Relaxation techniques- such as arts, dance, music help people to get more creative and relieves the stress.
- Talking to a close one- talking to a close one helps to relieve stress and provides comfort.
- Time management- allows efficient usage of time. And which helps persons to organize his/her activities. And
- which helps to maintain daily course of activities and it reduces stress.
- Say 'NO' to additional unimportant request- taking additional, unimportant requests which are not necessary, increases the workload and causes additional stress.

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## **17. Lack of Technical Skills as Barrier in Achieving Organizational Goals**

**Mrs. Vandana Mathur**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Maria Nelson**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

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### **Abstract**

The goal of this study is to identify the hurdles that prevent individuals in companies from sharing their expertise. Many firms' knowledge-management strategies have included knowledge sharing as a key component. Despite the fact that information sharing is an important practise for businesses' competitiveness and market performance, a number of obstacles make it difficult for knowledge management to meet its objectives and generate a positive return on investment (ROI). A few literature reviews helped to identify the barriers. Previous research has demonstrated that there are numerous elements that influence knowledge sharing in businesses.

**Keywords:-** Knowledge, sharing, knowledge barrier, knowledge management, knowledge management strategy

### **Introduction**

Companies That Invest Effectively In Ongoing Upskilling Get A Competitive Advantage In The Marketplace. Even Ceos Who Wish To Provide Tech Skill Development— And Those Who Believe They Already Do—Face Three Major Roadblocks To Putting A Successful Strategy In Place. Our Analysis Into The Situation Of Upskilling In The Business Showed Three Major Roadblocks: Leaders Continue To Rely On One-Size-Fits-All Training Techniques. Upskilling Is Hampered By Organisational Obstacles. Leaders Are Attempting To Fill Skills Gaps By Hiring. Leaders Are Unable To Realise The Benefits Of Their Talent Development Investments Because Of These Roadblocks. We Delve Deeper Into Ideas And Resources For Overcoming These Three Roadblocks And Maximising The Impact Of A Tech Skill Development Programme In This Article

## **Research Methodology**

Research methodology defines the complete approach to the research, starting with the theoretical framework and progressing to data collecting and analysis. The goal of this research was to identify the obstacles to digital transformation as well as the more difficult stages of the transformation. Most businesses use a well-known change model for implementing change.

This study has been conducted using secondary data from various sources like business journals and publications. Lack of technical skills Technical skills fall into two categories:

Programming Programming abilities aren't just for programmers. Other IT employees, such as customer service representatives or project managers, require a rudimentary understanding of programming in order to assist clients or organise projects. Any graduate joining the IT business who knows how to code will be more useful to an employer since they will be able to take on programming-related activities right away.

## **Project Management**

As a project manager, one of the most valuable technical talents you may have is the ability to successfully integrate resources, people, and finances. Every sector, from building to digital design, need project managers.

A qualified project manager will be able to deliver projects more quickly, make better use of resources, and assign the right people to the correct jobs. This can save time and money by resolving problems quickly, anticipating future concerns, and improving the overall work environment. Even if you do not land a project management job right out of university, any potential employer will value and recognise your project management skills.

## **Barriers and solutions**

Although the advantages of using ICT in the classroom have been demonstrated in previous research, barriers or challenges associated with its use still exist. Frederick, Schweizer and Lowe (2006) showed that student mobility, special needs, and anxiety over standardized test results are the main challenges associated with ICT use. These challenges can be solved by providing more authentic group- and problem-based learning activities, and adequate learning support (Whelan 2008). Whelan (2008) also identified more barriers from the student perspective, including: subpar technical skills that reduce access to ICT in classroom; an insufficient number of academic advisors and lack of timely feedback from instructors; and reduced interaction with peers and instructors. Therefore, the author recommends the following strategies to facilitate the learning process: more induction, orientation, and training for

students; an increased emphasis on the importance of instructor access and effective administration; and the expansion of podcasting and online conferencing tools. In general, capacity building, curriculum development, infrastructure, policy, and government support are required in order to lower student barriers and improve the effectiveness of ICT use in the classroom. In addition, Castro Sánchez and Alemán (2011) encourage students to acquire specific technical skills to facilitate learning in ICT environments.

Technology should be used for more than just support of traditional teaching methods (Tezci, 2011a). According to Tezci (2011a), teachers should learn not only how to use technology to enhance traditional teaching or increase productivity, but also should learn from a student-centered perspective how ICT can be integrated into classroom activities in order to promote student learning. This means that teachers need to use ICT in more creative and productive ways in order to create more engaging and rewarding activities and more effective lessons (Birch and Irvine 2009; Honan 2008). Hence, Castro Sánchez and Alemán (2011) suggested that teachers keep an open mind about ICT integration in classroom. It is imperative that teachers learn new teaching strategies to adapt to the new instruments when teaching with technology. However, Yildirim (2007) found that teachers use ICT more frequently for the preparation of handouts and tests than to promote critical thinking. Similarly, Palak and Walls (2009) found that teachers mainly use technology to support their existing teaching approaches and rarely to foster student-centered learning. According to the authors, one possible explanation is a lack of models for how to use technology to facilitate learning, and limitations related to contextual factors such as class size and student ability. Further, Brush, Glazewski and Hew (2008) found that preservice teacher preparation does not provide sufficient ICT knowledge to support technology-based instruction, nor does it successfully demonstrate appropriate methods for integrating technology within a curriculum. More training should be provided in pre-service teachers' curricula, and ICT skills must be applied in the classroom in order to integrate effective technology strategies (Supon and Ruffini 2009). To help teachers cope with these difficulties, Chen (2008) suggested that rather than only providing education theories, ICT researchers should also document examples of how teachers accomplish meaningful and effective technology integration to meet their pedagogical goals and needs.

To address these barriers, Yildirim (2007) suggested that schools need to provide appropriate access to technology. Furthermore, schools and related institutional systems need to employ new policies to involve teachers in the decision-making and planning processes

regarding ICT in their classrooms. Lim (2007) conducted a qualitative study examining effective and ineffective ICT integration in schools in order to provide tangible solutions. The results showed that the availability of ICT tools, the establishment of disciplinary and educational principles and procedures, as well as the division of labor among teachers, teaching assistants and students are crucial elements to establishing a well-managed ICT-integrated class. By emphasizing these elements, a learning process that is more likely to engage students in higher-order thinking can be facilitated. Ertmer and Ottembreit-Leftwich (2010) reviewed the existing literature on the necessary elements to enable pre-service and in-service teachers to apply ICT as a meaningful pedagogical tool. They recommended that schools provide teachers with solid evidence supporting the positive impact of technology-based and student-centered instruction on student learning and achievement on standardized tests. For instance, schools can provide opportunities for preservice teachers to observe a variety of examples and models, which they can then apply with real learners. Schools need to help pre-service teachers understand difficulties they may face when they begin to use ICT in their classrooms, and present effective strategies for addressing them. In sum, school leaders should ensure that teachers understand that the ultimate objective of technology integration is to advance the teaching and learning process, not replace it. Developing a pedagogical model requires a strong link between theory and application in order to help teachers overcome the obstacles faced in technology integration (Keengwe and Onchwari 2009). Thus, Staples, Pugach and Himes (2005) stated that good planning for technology integration requires a special understanding of specific hardware and software related to the curriculum. Staff development and teacher training are also indispensable to supporting the curriculum with technology integration.

### **Conclusion**

The timing has never been better for using technology to enable and improve learning at all levels, in all places, and for people of all backgrounds. From the modernization of E-rate to the proliferation and adoption of openly licensed educational resources, the key pieces necessary to realize best the transformations made possible by technology in education are in place.

Educators, policymakers, administrators, and teacher preparation and professional development programs now should embed these tools and resources into their practices. Working in collaboration with families, researchers, cultural institutions, and all other

stakeholders, these groups can eliminate inefficiencies, reach beyond the walls of traditional classrooms, and form strong partnerships to support everywhere, all-the-time learning.

Although the presence of technology does not ensure equity and accessibility in learning, it has the power to lower barriers to both in ways previously impossible. No matter their perceived abilities or geographic locations, all learners can access resources, experiences, planning tools, and information that can set them on a path to acquiring expertise unimaginable a generation ago.

All of this can work to augment the knowledge, skills, and competencies of educators. Tools and data systems can be integrated seamlessly to provide information on student learning progress beyond the static and dated scores of traditional assessments. Learning dashboards and collaboration and communication tools can help connect teachers and families with instantaneous ease. This all is made more likely with the guidance of strong vision and leadership at all levels from teacher-leaders to school, district, and state administrators. For these roles, too, technology allows greater communication, resource sharing, and improved practice so that the vision is owned by all and dedicated to helping every individual in the system improve learning for students.

It is a time of great possibility and progress for the use of technology to support learning.

### **Suggestion**

For all the possibilities of technology-enabled learning, it also creates challenges we will face as we embrace the change necessary to realize its potential. With the proliferation of devices and applications, we should build all educators' understanding of and ability to serve as stewards of student data so that only those with lawful access to the data can access it. We also need to find new and creative ways to solve the problem of connectivity in learners' homes so that the learning made possible in connected schools does not end when students leave for the day.

As we bridge the digital divide in schools and homes across the country, we also should build educator capacity to ask students to take part in new and transformational learning experiences with technology. This will require more than sharing tips in the faculty lounge or after-school professional development for educators. It also will require systemic change on the part of teacher preparation providers so their faculty and programming reflect more closely the standards and settings for which they are preparing teacher candidates.

These partnerships between teacher preparation programs and school districts are emblematic of the types of partnerships we will need to build across all education groups if we hope to increase the use of technology in learning from an add-on to an integral and foundational component of our education system.

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## 18. Inappropriate Business Ethics

**Mrs. Vandana Mathur**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Abhinav Tripathi**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Sujitha Veerla**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### Abstract

Issues of morality and ethics have increasingly become more important in organizations and business settings. Traditionally, these issues of ethics and social responsibility in business settings have been discussed and commented on by prescriptive approaches that are grounded in philosophical traditions. Building on the thought that we'd like to develop a more comprehensive and complete understanding of the worth that folks assign to ethics and the way it influences their actions and decisions, within this article we discuss and review the importance and relevance of adopting also a descriptive approach that's grounded within the behavioral sciences (referred to as behavioral business ethics).

**Keywords:** Moral decision-making, ethical sensitivity, unethical behavior, moral development, moral dilemma, self-interest, bounded rationality, opportunism, evil, disposition, authority, business roles and routines, group pressure, herd morality, incentives, corporate culture, rationalization, in-group versus out-group.

### Introduction

The history of "business ethics" depends on how one defines it. Although the term is used in several senses and varies somewhat for various countries, its current use originated within the us and became widespread within the 1970s. The history of business ethics within the us are often viewed because the intersection of three intertwined strands. Each of those successively are often divided into a minimum of two related branches. The first strand, which

I shall call the ethics-in-business strand, is that the long tradition of applying ethical norms to business, even as it's been applied to other areas of social and personal life. This strand are often divided further into the secular and therefore the religious branches. The second strand is that the development of a tutorial field, which has been called business ethics. It also has two main branches, one being the philosophical business-ethics branch, which is normative and important , and therefore the other the social-scientific branch, which is primarily descriptive and empirical. The third strand is that the adoption of ethics or a minimum of the trimmings of ethics in businesses. This again subdivides into the mixing of ethics into business and business practices on the one hand and therefore the commitment to corporate social responsibility on the opposite . Business ethics was introduced into Europe and Japan within the 1980s .It then spread during a sort of ways to other parts of the planet , whenever with a different local emphasis and history. On the world-wide level it became related to the UN Global Compact, initiated by the then UN Secretary-General Kofi Annan in an address to the planet Economic Forum on January 31, 1999, and officially launched in July, 2000. The term didn't translate easily, and therefore the development in each country varied from that within the us due to socio-political-economic differences.

### **Research Methodology**

I Have Taken It From Secondary Source

<https://aisel.aisnet.org/jais/vol1/iss1/12/>

### **Concept of business ethics**

Bad business ethics are often said to be any instance during which a corporation knowingly ignores the simplest interests of its employees, customers or the society generally so as to earn extra money or otherwise preserve its position. If we glance at back at a number of the large scandals of recent decades – Enron and Bhopal spring to mind – we will see that bad corporate decisions are often including a robust need for self preservation over and above the great of the planet wide community.

Other examples which we will find even today include the utilization of “sweatshop” slave labor, animal testing, exploitation of kid labor and therefore the greed which drives multinational companies to contaminate river systems. For example, having factories in developing countries can reduce costs. This is because companies can have practices in situ , like child labour and low wages, which help to maximise profit. But although these practices are legal in those countries, they're also incredibly unethical and can obviously never be



tolerated by a corporation following ethical practices. Improvements in working conditions, like providing workers with wage and having proper health and safety standards in situ , are ethical but raises the quantity it costs to run these factories. This, in turn, reduces profit which might not be an issue for large companies who can afford to allocate costs in an attempt to cut costs in their clean up operations. The corporate approach to unethical behavior has even led, within the most extreme examples perhaps, to large scale conflicts. A prime example would be the wars fought in developing countries that are used as pawns by powerful firms only curious about getting hold of fabulous natural resources. The main drawback of business ethics is that they will reduce a company's ability to maximise profit. . But it are often a problem for little businesses, especially if they're evolving time consuming to implement the practices developing, implementing and maintaining business ethics are often time consuming, particularly if a corporation is looking to become more ethical when they've previously followed unethical practices. Ethical practices also got to be continuously updated consistent with changes in laws and regulations, especially as a corporation grows. Companies can streamline the method by hiring an ethics officer but this adds to the prices needed for business ethics. But despite the drawbacks, it's important to consider the positives. From factory working conditions at the turn of the 20th century, to today's emphasis on diversity training, the history of workplace ethics is that the ongoing story of the connection between employees and employers.

### **Ethical Issues in Business**

According to the worldwide Business Ethics Survey of 2018, employees (40%) believe that their company features a weak leaning ethical culture, which little progress has been made to mitigate wrongdoing. Here are a number of the moral issues in business and real-world cases of how these ethical issues have affected companies.

#### **1. Accounting**

“Cooking the books” and otherwise conducting unethical accounting practices could also be a big issue, especially in publicly traded companies. One of the foremost infamous examples is that the 2001 scandal that enveloped American energy company Enron, which for years inaccurately reported its financial statements and its auditor, firm Arthur Andersen, signed off on the statements despite them being incorrect. When the reality emerged, both companies went out of business, Enron's shareholders lost \$25 billion, and although the previous “Big Five” firm had a little portion of its employees working with Enron, the firm's

closure resulted in 85,000 jobs lost. Although the federal skilled the Enron case and other corporate scandals by creating the Sarbanes-Oxley Act in 2002, which mandates new financial reporting requirements meant to guard consumers, the “Occupy Wall Street” movement of 2011 and other issues indicate that the overall public still distrusts corporate financial accountability.

## **2. Social Media**

The widespread nature of social media has made it an element in employee conduct online and after hours. Is it ethical for companies to fireside or otherwise punish employees for what they post about? Are social media posts counted as “free speech”? The line is complicated, but it's drawn when an employee's online activities are considered disloyal to the employer, meaning that a Facebook post would transcend complaining about work and instead do something to scale back business. For example, a Yelp employee wrote a piece of writing on Medium, a well-liked blogging website, about what she perceived as awful working conditions at the influential online review company. Yelp fired her, and therefore the author said she was abandoning because her post violated Yelp's terms of conduct. Yelp's CEO denied her claim. Was her blog post libelous, or disloyal conduct, and thus a legitimate cause for termination? In order to avoid ambiguity, companies should create social media policies to elucidate what constitutes an infringement, especially as more states are passing off-duty conduct laws that prohibit an employer's ability to punish an employee for online activities.

## **3. Harassment and Discrimination**

Racial discrimination, harassment, wage inequality – these are all costly ethical issues that employers and employees encounter on a day to day across the country. According to a news release from the Equal Employment Opportunity Commission (EEOC) One type of discrimination, families responsibilities discrimination (FRD), has had an increase in cases of 269% over the last decade, whilst other sorts of employee discrimination cases have decreased. FRD is found in every industry and at every level within the corporate, consistent with a 2016 report by the middle for WorkLife Law at the UC Hastings College of Law., the EEOCC secured \$505 million for victims of discrimination privately sector and government workplaces in 2019. The EEOC states that there are several sorts of discrimination, including age, disability, equal pay, genetic information, harassment, national origin, race, religion, retaliation, pregnancy, sex and harassment. The report defines FRD as “when an employee suffers an adverse employment action supported unexamined biases about how workers with

caregiving responsibilities will or should act, without regard to the workers' actual performance or preferences.

#### **4. Health and Safety**

The International Labour Organization (ILO) states that people die a day from occupational accidents or work-related conditions. This leads to relatively 2.7 million deaths per annum. In harmony with the Occupational Safety & Health Administration, the top 10 most frequently cited violations of 2018 were: Fall Protection, e.g. vulnerable sides and edges and leading edges; Hazard Communication, e.g. classifying dangerous chemicals; Scaffolding, e.g. needed resistance and maximum weight figures; Respiratory Protection, e.g. exigency procedures and respiratory/sludge outfit norms. Physical detriment is not the sole safety issue to remember of, however. In 2019, an ILO report concentrated on rise of "psychosocial pitfalls" and work-related stress. These pitfalls, which include factors like job instability, high demands, trouble-price

imbalance, and low autonomy, are related to health-related behavioral pitfalls, including sedentary life, heavy alcohol consumption, Walkout/ Tagout, e.g. controlling dangerous energy like canvas and gas powered Industrial Exchanges, e.g. safety conditions for fire exchanges; Graduations, e.g. norms for a way important weight a graduation can sustain; Electrical, Wiring Styles, i.e. procedures for a way to circuit to gauge back electromagnetic hindrance; consumption, increased cigarette smoking, and eating diseases.

#### **Conclusion**

A business that embraces ethical ways of conducting its business affairs is more likely to realize workers' commitment, fidelity and satisfaction which consecutively beget quality of work and increased performance than unethical one. Similar business also will portray good organizational value within the eyes of the stakeholders. It's also concluded that espousing good ethical gesture will increase being competitive, business deals, profit, guests retention and fidelity and investments to say a couple of. Since the applicability of business ethics can not be downgraded in moment's business world, it's largely recommended that business grasp ethical practices. Businesses should handle ethical issues like demarcation and equal openings within the plant within the absolute stylish mores.

#### **Suggestions**

Business Metamorphosis programs and alter operation enterprise. Companies can underpinning their own ethical climate by pushing an inordinate quantum of change from the

loftiest, too snappily and too constantly. Leaders within the study reported having to apply staff reduction targets, exclude big businesses in major requests, and lead combinations and accessions. A number of these conditioning included essential conflicts of interest; others simply caused leaders to retain to act counter to their values (fidelity, for illustration). Numerous leaders felt inadequately prepared for the dilemmas they faced and felt compelled to bear opinions they latterly rued. Impulses and pressure to inflate achievement of targets. People do what they are awarded to try to do, and utmost leaders are awarded for hitting targets. Take Wells Fargo as an illustration. Directors were awarded for the quantum of accounts they opened and managed. As a result, supposedly, numerous felt driven to open accounts that guests didn't request or authorize.

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## 19. Role of PR in Organization Development

**Mrs. Swati Saigal**

Asst. Prof., ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Yash Pathak**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Naina Pawar**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### Abstract

The terrible nature of promotional material maintaining goodwill between a corporation and its numerous stakeholders needs a high degree of expertise. This book examines the foremost common styles of documents utilized in promotional material and provides easy-to-follow descriptions of the way to write them in an easy and effective manner. promotional material area unit more and more concerning communication believably with key audiences WHO have an effect on business results, like media analysts, policymakers and policy influencers, customers and shareholders. it's a crucial component in supporting the ability associated worth of an organization's brands to all or any stakeholders. All the weather of a company whole, from tone and temperament, practical and emotional edges, core message and finish goal, to its name if absolutely leveraged with internal and external audiences will facilitate raise performance and believability. Enhancing the awareness, understanding, and commitment to a whole through promotional material is typically a necessary half of any overall strategy geared toward sustaining and raising standards of performance and believability.

**Keywords:** Public relation for the corporation, the role of PR, duties.

### Introduction:

Public relations could be a strategic communication method corporations, people, and organizations use to build mutualistic relationships with the general public. A promotional material specialist drafts a specialized communication setup and uses media and different direct & indirect mediums to make and maintain a positive whole image and a robust relationship with the target market. The public image makes up sixty-three of the worth of most corporations these days. Once there's a mishap or once the company's name breaks

down, it affects the company's entire company existence and its affiliates. It takes around four to seven years to overcome a negative name. Hence, it's become necessary for a corporation to speculate in smart public relations methods to keep up a helpful relationship with the general public.

### **Objectives**

- To grasp the importance of public relation development.
- To search out the role of public relations in a corporation.

### **Research Methodology**

A groundwork methodology could be a set of specific procedures or ways for distinguishing, selecting, processing, and analyzing info on a few topics. The methodology section of a groundwork paper permits the reader to gauge the study's overall validity and dependable knowledge may be categorized into 2 categories: Primary and Secondary. Primary also as secondary knowledge was wont to collect {the information|the knowledge|the knowledge} for this study the tool we've used for primary data assortment could be a form with twenty-five respondents. Secondary info was collected through websites.

### **Role of Public Relations Management in an Organization**

- Maintaining a positive public image is in everyone's best interests. Whether a public or private sector organization, proper management of the public's impressions of the organization can only benefit both types of organizations. Both sorts of organizations can benefit from a positive public image, which not only serves to increase trust in the organization among the public and key stakeholders but also helps to reaffirm trust in the organization's ability to succeed.
- It's a common misconception that organizations use public relations just for the aim of generating publicity. Instead, public relations (PR) is the discipline that deals with shaping and sustaining an organization's image and reputation in the eyes of its numerous publics. It is a concerted, well-thought-out, and long-term Endeavour to establish and maintain mutual understanding between the organization and its stakeholders. It employs facts to sway public opinion in order to build and retain goodwill. It's the process of coordinating communication between an organization and its stakeholders.

- Public relations officers are in charge of a company's reputation management. You'll create press releases, respond to media inquiries, and occasionally handle crises. Writing and editing flyers, brochures, press releases, speeches, newsletters, websites, and social media could be part of your employment.
- Any PR effort should, in theory, be related to PR objectives that have been determined and are based on the organization's purpose, vision, and corporate goals. Public relations that do not help to the achievement of corporate or company goals should be questioned.
- The PR department is frequently in a good position to contribute to the company's vision, mission, and goals. The department's work normally entails speaking with media and important interest groups like opinion leaders, customers, pressure organizations, and suppliers. The PR function ensures that it has a thorough awareness of perceptions among key audiences by monitoring the news and media and measuring opinion through primary and secondary research.

#### **Advantages and disadvantages of public relations**

- Public relations (PR) can help raise your business' profile and improve your reputation. If done well, it can be a cost-effective way to get your message to a large audience. However, it can be tricky to guarantee success. Consider the benefits and challenges to make the most of PR in your business.

#### **Advantages**

**Influence** - audiences are more likely to trust messages coming from an objective source rather than paid-for advertising messages. It is one of the most credible forms of promotion and can be persuasive.

**Reach** - a good story can be picked up by several news outlets, exposing your message to a large audience.

**Cost-effectiveness** - PR can be an economical way to reach a large audience in comparison to paid advertising media placement, particularly if it is done in-house.

#### **Disadvantages**

**No direct control** - unlike advertising, you can't exactly control how your business is portrayed by the media, when your message will appear, and where it will be placed.

**No guaranteed results** - you may spend time and money on writing a press release, getting suitable photography, and speaking with journalists, but you can never guarantee your story will be published. This can result in a poor return on investment.

**Evaluation** - it can be difficult to measure the effectiveness of PR activities. You can count media mentions and published stories, but it's harder to determine the impact this has on your audience.

### **Conclusion**

The way one views one's responsibilities to clients and the general public has a significant impact on one's attitude to ethics. Where does loyalty fit into the picture? Who should take advantage of public relations specialists' services? What is the public relations professional's commitment to the public vs. the client? Answers to queries like these indicate underlying assumptions about the industry's character. Since the purpose of public relations is to develop mutually beneficial connections, serving both the client and the public, ethics training is a necessity. Professionals are confronted with a plethora of ethical dilemmas on a daily basis.

### **Suggestions**

Build and maintain a positive image. Inform target audiences about positive associations with a product, services, brands, or organization. Stimulate demand for a product, service, idea, or organization.

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## 20. Impact of Communication Gaps on the Accomplishment of Organizational Goals

**Mrs. Swati Saigal**

Asst. Prof., ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Sakshi Sharma**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Sneha Sharma**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### Abstract

Communication is one of the most integral component in an organization's success in completing its goals and objectives. communication is the act of sharing knowledge or information via verbal or non-verbal methods. These methods can be used in many ways including; publishing, explaining, storytelling, teaching, and advising. If communication is lost amongst each other within an organization it will lead to major issues in progressing towards achieving any organizational goals. The majority of these issues arise when there are unclear or conflicting messages being communicated by different members. The lack of a joint understanding of a firm's mission or a clear organizational vision, compromises strategies, decision-making processes, and ultimately the achievement of the firm's objectives. An organization is built upon a myriad of factors such as vision, passion, and willingness. When those factors are missing one after another the organizational structure becomes unstable and ultimately fails to adapt to new situations. Communication gaps are one of the main reasons why an organization fails. Communication gaps between top management, middle management, and employees are one of the most severe problems for organizations because this affects everyone's ability to do their jobs. An organization might have good intentions but if they are unable to convey those intentions to their team members, there is no way for them to reach their goals. In this study, the importance of communication, barriers, and hindrances in an organization regarding communication have been covered.

**Keywords:** Communication gap, Channels of communication, Miscommunication, communication gap in the workplace.

## **Introduction**

One of the most significant potential setbacks people face when communicating with one another is expressed in the 'communication gap' that exists between people. More often than not, these communication gaps lead to misunderstandings, confusion, and overall miscommunication.

As we all know communication is the most important process in an organization. But sometimes due to the communication gaps, there are a lot of barriers faced by people in an organization. With the help of communication, the sender can convey the message to the receiver or the audience, the receiver needs to encode the message so they can proceed with the further work. There are many reasons for communication gaps in an organization; it can be Age differences, cultural differences, different points of view, etc. This research also establishes that if one or both members in an organization are keeping silent about issues it could lead to negative outcomes.

## **Objectives**

- To understand the importance of communication in an organization
- To find out barriers & hindrances in an organization regarding communication
- To obtain the measures to control ineffective communication

## **Research Methodology**

A research methodology is a set of specific procedures or methods for identifying, selecting, processing, and analyzing information about a topic. This section of the research paper provides the reader with an opportunity to evaluate the study's validity and reliability in general. This research is a systematic review of "Impact of communication gaps on the accomplishment of organizational goals."

Data can be categorized into two categories: Primary and Secondary. primary as well as secondary data was used to collect the information for this study The tool we have used for primary data collection is a questionnaire with 25 respondents. Secondary information was collected through websites and URLs.

## **Importance of Communication**

- Communication is very important for decision making, implementation of policies, goals, and objectives of an organization and if it is not followed in a particular manner organization can face a lot of problems.

- Communication is an important source of information for the decision-making process, as it helps identify and assess alternative paths forward.
- An organization needs to communicate internally (with employees) and externally (with the government) so it is very important to follow up through the communication process to avoid miscommunication.
- As body language and facial expressions play a very important role in communication; it is spontaneous and usually not deliberate or planned. Despite its variety and complexity, people rely on nonverbal communication, but sometimes it is misunderstood and creates difficulties in the organization.
- Effective communication is crucial for managers in the organization to perform the basic management functions, i.e., Planning, Organizing, Leading, and Controlling.

### **Barriers of Communication**

- A communication gap can be determined when there is a specific concern with understanding or expressing what others are trying to convey. This particular communication gap will cause friction between people and it can be identified by the way decisions are made in groups.
- Another potential area where communication gaps can appear is when people are attempting to relay information to large groups of people. This can be very challenging because the specific reason for communicating to large groups tends to be to relay news or updates. This process can be very difficult because many challenges exist when trying to communicate with large groups of people.
- One of the biggest challenges in communicating with large groups is an already existing communication gap. For example, if one person in the organization needs to communicate something that has wide-reaching implications, there is a chance that an existing gap may widen. This example states that they can determine if this is the case by looking at what specific decisions are made when communicating with large groups of people. Through this observation, it can be noted if potential problems exist because visible challenges may exist. in trying to communicate with large masses of individuals.
- Because of in-person communication people are missing on so many things the ability to judge a person's thoughts and to make a decision based on that which is a very crucial point in an organization.

- Now that companies are functioning from home so there is a high possibility of miscommunication. The difficulty arises when reaching people on the internet and the phone is not possible.

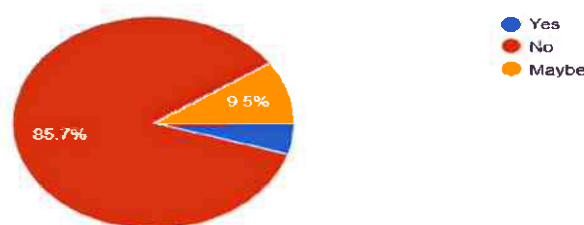
### Measures to Control Ineffective Communication

- The main source of this problem is when there is low awareness of the issue amongst the employees. Organizational actors such as managers, owners, and directors of firms lose sight of certain key aspects of the company's situations and consequently fail to fully commit themselves to the essential tasks of managing and leading their organization.
- Other factors that can contribute to gaps in organizational communication include conflict avoidance and conflict resolution strategies, the social dynamics within it, and the perceptions, biases, and expectations one might have about others within their organization. Historically, some of the most noticeable problems with organizations have been caused by communication gaps within the group or between groups during crisis events.

### Findings

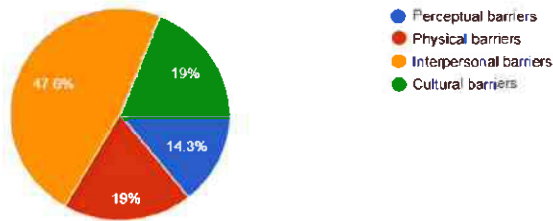
According to the responses that were recovered 85.7%, people believe that an organization cannot achieve its goal without effective communication whereas 9.5% of people believe that an organization can maybe achieve its goal without effective communication and 4.8% of people believe that an organization can achieve its goal without effective communication.

Can an organization achieve its goals without effective communication?



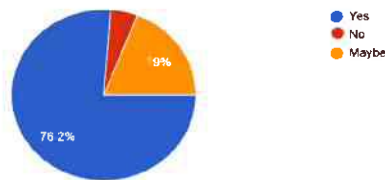
When we asked about the barriers that lead to the communication gap, 47.6% of people voted for interpersonal barriers, 19% people voted for physical barriers, 14.3% people voted for perceptual barriers, and the remaining 19% for cultural barriers.

What are the barriers in an organization that lead to a communication gap?



When asked if communication gaps between hierarchies hinder the productivity of everyone in the organization 76.2% voted for Yes, 19% voted for maybe and 4.8% voted for no.

Do you think communication gaps between hierarchies hinder the productivity of everyone in the organization?



## Conclusion

In conclusion, effective communication is very important for the successful working of an organization. The interpersonal dynamics of conflict play a significant role in the apparent lack of inclusion and trust within an organization; without these two aspects, managers have difficulty effectively communicating their views and solving problems to achieve results. The responses that were received from the findings show us that communication gaps can be a major risk in an organization. During this Covid 19 pandemic, many organizations began working remotely so the communication gaps were increased. Covid 19 had led to the unstable accomplishment of organizational goals.

## Suggestions

Employees should not hesitate to keep their opinion for better communication in an organization. In an organization, employers and employees need to follow the proper communication channels so there is no difficulty in understanding. Strategies can be formed and implemented to acquire effective communication.

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## 21. Hierarchical Issues on Different Levels of Management

**Mrs. Swati Saigal**

Asst. Prof., ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Mithil Bhosle**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Siddh Chheda**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

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### Abstract

Hierarchy exists in every organization. it's intangible in nature but it affects the performance of the organization to a greater extent. Hierarchy allows employees on different levels to spot the chain of command and will be some extent of reference for higher cognitive processes. Hierarchical issues are one all told the foremost pivotal aspects that a company must face at an indefinite period in their journey.

Hierarchical issues disturb the flow of data creating misinterpretation and creating bewilderment within the organization. This research paper will show how the issues associated with it occur and also the way organizations present an appropriate action plan or strategy to confront the issues.

The study shows how issues associated with hierarchy can create onerous situations in organizations. Examining the problems helps to acknowledge relevant strategies for refining the flow of data as per the hierarchy. This work will provide how the problems associated with hierarchy can cause in toppling a corporation and suggest relevant approaches which will help the organization to ascent and sustain for a protracted term and work efficiently and have adequate productivity.

**Key Words:** Hierarchy, Hierarchical issues, organization, relevant strategies, flow of information.

### Objectives of the Research

- To study the rationale behind hierarchical issues.
- To discover and study various factors liable for it.

## **Research Methodology**

Research methodology could even be scientific thanks to collecting information by any quantitative, qualitative methods or mixture of both to style and verify valid and reliable results which may address the aims and objectives of the research. Research methodology is just 'How' research is conducted.

This respective research is conducted by the assistance of knowledge collected from different organizations about how they face the problems and build a disturbance in their work. Information is additionally gathered from different websites and is laid down by thoroughly examining the problems.

## **Introduction**

This study and analysis are on the quotidian event that happens within the workplace i.e. the hierarchical issues on different management levels. Different management levels include the perfect level, Middle Level and also the Lower level Management. This factor has become a typical hurdle in several management levels diminishing the efficient and ideal outcome of an organization's objectives and goals. Therefore, studying these various issues has been given foremost importance to research the matter from every frame of reference.

## **Different Levels of Management**

The term "Levels of Management" refers to a systematic flow of information between various managerial positions in an exceedingly large corporation. The number of levels in management increases when the dimensions of the business and workforce expand and thus the opposite way around. The amount of management determines a sequence or flow of command, the number of authority & status enjoyed by any managerial position. the degree of management are visiting be classified in three broad categories:

1. Top level management.
2. Middle level management.
3. Lower level management.

### **1. Top level management (Administrative)**

The top level of management in most organizations is that of the ultimate word authority. Administrative level managers can give authority to other managers within the organization, delegating to, or directly promoting, other managers. The best possible level of management consists of boards of directors, top officers within the company, and directors within the company.



## **2. Middle level management (Executory)**

Depending on the dimensions of the corporate or organization, middle management is larger or smaller. In an exceedingly large number of the smaller organizations, the functions of the center level and lower level of management are combined. However, in larger organizations, middle-level management regularly requires additional divisions into senior and junior level.

At this level, managers are on top of things in branches or departments. Their job is to come up with sub-plans that contribute to the success of the corporate when meeting its goals. Middle managers are often involved in ensuring that the steps to achieving the larger aims of the corporate are disbursed.

## **3. Lower level management (Supervisory)**

At the underside level of the management, the pyramid is the supervisory level of management. Sometimes, this level is additionally stated because of the operative level. Managers that you just hear remarked as 'first line' compose this category. Supervisory managers take direction from middle management, then directly monitor employees. They report back to members of the center level of management and are directly in command of ensuring certain tasks are accomplished as specified and completed during a timely manner.

### **Different Hierarchical Issues in Organization**

The hierarchical issues are generally created because of improper organizational structure. Organizational structure determines the quantity of layers of management and the way departments interact with each other. Poor organizational structure can create a spread of problems, like bloated management and poor communication.

The hierarchical issues can become a doomsday for a company. The hierarchical issues cause many misconceptions and an improper flow of communication.

The different varieties of hierarchical issues in organization are identified and these are a number of the subsequent examples stated below:

#### **Poor Communication**

Poor communication arrives when the organizational structure isn't in a very proper chain or flow of authorities. As an example, an organization with too many layers of management may experience misinterpretation of a directive because it is passed down from layer to layer. By the time the communication reaches workers on the front lines, it's going to have taken on a totally different meaning.

It can cause lack of stability in their work and a scarcity of predictability where they'll not understand tasks clearly or misunderstand the method which eventually results in unproductiveness and ineffectiveness at their job.

Failure to speak may cause employees to form wrong assumptions. Poor communication can create a harder time for workers to end their work before deadlines and resulting backlogs in their work as they're ineffectual to stay up with the task. This creates an emotional sense of guilt, embarrassment or maybe low self-esteem and morale.

### **Too Many Bosses**

Some organizations use a reporting structure where answers are to incline to many bosses. This creates confusion by receiving a range of messages and directions from different bosses. Employees can play one boss against the opposite, this will cause antagonism between bosses.

Too many cooks (bosses) can spoil the broth which might arise thanks to lack of communication and organization. Too many bosses create confusion about whom to please and when.

Every boss incorporates a different management style and also the employees will need to be able to meet each management style and also the demands of every boss so as for the corporate to run.

### **Poor Customer Service**

Poor flow of hierarchy and organizational structure ends up in a corporation not having the ability to supply efficient and relevant services to the purchasers, resulting in a loss of business. Keeping customers waiting is a primary example of shoppers discontinuing to be loyal to the business or the brand.

If the organization fails to value their customers and do not realize their importance, the purchasers will feel unappreciated. This will eventually result in lack of respect towards the organization. Not only will your customers disrespect you, they're more likely to prevent using your product or service thanks to the negative experience that they had and will spread this within the society.

### **Lack of Innovation**

Organizations with improper or bad organizational structure are often slow at innovation. A pipeline may or might not exist, poor communication and poor flow of knowledge will prevent the method to achieve the proper source for development and

implementation. When one is ignoring changes, it'll be an enormous possibility for them to stay up with the environmental changes and trends. detain mind that everything is changing, and therefore the business should adapt to them.

These changes have key factors

1. Competitors and Globalization
2. Technology.
3. Expectations

Because of the above factors, failure to innovate won't only have the business be left behind, but it'll also not grow. For a tree to grow, it'll not only need nutrients and water, but it'll also must adapt so as to survive. That's the same for a corporation. As changes happen, they'd have to find out how to adapt to that. they'd either follow or make their own.

### **Lack of Teamwork**

Bad organizational structure does little to enrich or refine the concept of teamwork. Departments could also be unwilling or unable to cooperate with one another, and workers within departments might not feel a way of camaraderie. Workers may target their individual tasks and not offer assistance to others unless directed to try to do so by a supervisor.

Lack of teamwork can arise from a variety of reasons. Effective Teamwork occurs when people start building relationships in a positive way. The team leader sets the team through effective communication of purpose, in order that individual strengths combine with teamwork and deliver the expected team's results. Poor teamwork is a significant drain on energy in a team. It's an overall problem when moving from start-up to developing a team. It tends to happen when individuals try and impose solutions to fulfill their own needs, which are often in conflict with the wants of the team

Undefined Roles within the Team

Bad Attitude Among One or More

Undefined Business Goals

### **Lack of Clarity in Communication**

Everyone includes a different sort of communication. Some are also similar but not the precise same. This suggests that individuals on the identical team might misinterpret or misunderstand what another team member says or writes. This creates miscommunication that might end in tasks not being completed or in not being completed before the deadlines proposed.

## **When Personalities Lock Horns**

It is an attribute that individuals don't always get along with. Sometimes personalities just don't connect. The leaders have to come up with an action to resolve the matter and to cut back the friction between the staff and build optimism. Leadership has to acknowledge the difficulty and provide it a priority because employees are the one who will help the corporate to sustain.

## **Strategies and Methods**

Poor communication, lack of teamwork, too many bosses, etc. ends up in collapse or diminution of a company. To sustain within the competitive business world organizations become flexible and adopt various methods or techniques to beat or control the obstacles or complications.

### **1. Adopt a Mobile-First Communication Tool**

To include every employee in company communication, the inner communication tool you decide on must be centered around a mobile component. This implies the entry point is through an app that employees download onto their mobile device.

This creates a civil right for each employee, especially mobile workers, to connect, participate, and communicate.

### **2. Gamification**

This play-based approach to communication might sound like an elementary idea, but gamification is an efficient strategy for encouraging participation. As an example, create teams by department and see which manager can get the foremost employees onboard and engaged.

### **3. Make it personal**

Reach bent individual employees through direct messaging. Ask questions that encourage employees to reply. This one-on-one relationship could be an example of a communication hierarchy that makes an employee feel valued and appreciated.

### **4. Ask for Feedback**

Use your mobile communication tool's survey feature to poll employees on a few new policies or things they'd prefer to see done differently. It's how to urge employees to dip their toe into the intercommunications pool.

### **5. Have a Multi-Channel Communication Strategy**

An internal communication strategy should offer several ways for workers to attach. While it should be centered on a mobile platform that reaches every employee on their mobile

device, it should also involve different channels or employees to support a flattened hierarchy. Reach bent employees through voice messaging, emails, direct messaging, chats. Adopt a communication app that permits these multiple ways so employees can find the strategy that's most comfortable for them.

#### **Poor Customer services is resolved by using following techniques**

- Get responsible.
- Speed up your service.
- Get to full stretch.
- Stay on the sunshine side.
- Avoid phoning it in.

**Teamwork** plays an important role within the organization. Building relationships within the organization helps in maintaining a correct flow of communication and achieving the goals and objectives of a specific project or generally achieving the organizational goals and objectives. Hierarchical issues become a barrier where it obstructs teamwork in functioning appropriately. to beat this hurdle many organizations, adopt different techniques and even keep motivation camps to create a powerful sense of importance of teamwork.

#### **Following techniques are used for enhancing the Teamwork**

1. Lead by example.
2. Build up trust and respect.
3. Encourage socializing. -
4. Cultivate open communication
5. Clearly outline roles and responsibilities
6. Organize team processes
7. Set defined goals
8. Recognize good work
9. Allow team members to actively participate in decision-making.

#### **Conclusion**

Hierarchical issues are found in every organization and are faced by the organization at some point of your time within the journey of business. Hierarchical issues are an intangible aspect of the organization yet important which can't be ignored, to sustain within the world of opportunities likewise as threats, if the flow of knowledge is disturbed the chance can be wasted and even the threats won't be tackled efficiently. Therefore, hierarchical issues should

even be solved and given importance as an important problem and measures should be taken accordingly by the organization to attain their respective goals and make productivity and efficiency and sustain within the business for the long run.

### **Suggestion**

Hierarchy is the flow of information and at some point, it is disturbed so to tackle this here are some of

### **suggestions**

If an information is to be disseminated the information can be printed in words and should be displayed on a notice board having an unambiguous message that is easy to understand. Mails can be forwarded to respective groups of employees. Weekly meetings where the task should be explained clearly and understandable by the employees. Adopt a multi-channel approach.

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## 22. Communication Gaps as an Barrier to Communication

**Mrs. Vandana Mathur**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Varun Dharak**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### **Abstract**

All kinds of living species tend to interact with their race through some communication Mechanism which is not perfect. So, it gives birth to the phenomenon of communication gap which Can be interpreted as the difference of what the Sender (Speaker) is trying to express and the Receiver (Listener) understands. Communication is a two way process which is comprised of the Proper sending of some information and complete receiving and understanding of that information On the other side. Plenty of things happen to come into the way of communication, making a difference between the sense that was spoken and the sense that was understood i.e. Communication gap. Let's talk about the stimuli that initiate this Gap, the Problems it creates and Finally how to overcome this hurdle.

Everything happens for a reason and so is Communication Gap. Words offer the means to Meanings and to understand those meanings you have to read the sense behind them which itself is a pretty much difficult task. "Poor Vocabulary" takes the best of us while other factors affecting Our cognition of proper meanings is: fast pace of speaking which leaves the listener behind, Distorted concentration, poor choice of words and the lack of Clarity or inappropriate speaking style.

### **Keywords**

- Mechanism
- Communication
- Cognition
- Hurdle
- Express

### **Introduction**

Communication is an essential part of our lives especially in organizations where it can affect the organization goals drastically and in personal life issues where a little misunderstanding can lead to life changing events. So, we should survive to overcome communication gap by following above instructions to make our lives and this world a better place where means of meanings mean to mean what they should really mean.

### **Objectives**

- To find out how impactful communication is one of the management functions, that is the impact on the smooth running of the organization.
- To examine the communication methods and find out the most appropriate way for the smooth performance of the organization.
- How lack of proper communication facilities can hinder and or promote passing information impassively between and among people in organization.

### **Research Methodology**

The purpose of this research is to make an in-depth investigation of the communication process within different departments of a company that could be facing problems in this area. Due to the fact that the population is small and the main idea is to analyse relationships through the description of events, situations and interactions between the different actors in a company, a qualitative design was chosen. Different data collection approaches can be used with a qualitative research. With this, flexibility and a large variation in the results were expected (Cooper & Schindler, 2013, p.147). At the same time the researcher has the possibility to interact with the informants providing a better and wider extension of understanding the situations or processes (ibid.).

### **Main Content**

As a method of selecting that company to figure with, a phone interview was conducted with the Chief Officer (CEO), Chief money dealer (CFO), and repair Manager of Alpha opposition. This created it doable to debate the ongoing scenario within the corporate and their difficulties in additional detail. the following step was a face-to-face interview with the business executive and repair Manager at the subsidiary in the Kingdom of Sweden. The meeting consisted of a semi-structured interview to realize a deeper understanding of the issues inside the corporate and discuss doable twelve ways to proceed with the investigation. to clarify the interview procedure, another phone meeting with Alpha opposition. was organized.



once the second meeting, the eye was centred on the communication method associated with the once sale service together with the concerned actors. the first knowledge assortment technique chosen was semi-structured interviews, through that in-depth info might be retrieved from the informants, like opinions, descriptions or examples concerning their space of experience. This kind of technology aims to prompt the querier regarding the most areas to need} to be mentioned throughout the interview which requires a solution by the responder. The semi-structured interviews were designed to support the theoretical framework alongside the IMC triangle model. The ideas concerned were outlined and divided into 10 completely different areas that were operationalized. Through operationalization, definitions area unit born-again into variables that may be measured through completely different knowledge assortment ways like interviews. supported these areas, a group of queries was created for the technicians, the sales representative, managers and customers. Table one: Operationalization of ideas utilized in Interviews and Actors concerned Areas Definitions Technicians Sales and Managers Customers. Internal Communication among the workers and therefore the company. External Communication Exchange of knowledge between company and customers. Interactive Communication Interaction between workers and customers. Internal stigmatisation planned promotion of name values and worker coaching within the organisation. Integrated selling Communication (IMC) guarantees consistent messages area unit delivered to the purchasers, through the management of internal communication Manage service guarantees Coordination of messages towards the client and consistency in the delivery of the promise.

### **Types of Communication Gaps**

- Physical barriers. Cubicle walls, closed doors and geographic distance can make it difficult for employees to communicate.
- Perceptual barriers. People's experiences frame the way they perceive the world, which means employees may perceive certain elements differently. This can lead to misunderstandings.
- Emotional barriers. Employees may be fearful, nervous or distrusting of other employees, and as a result may not communicate clearly.
- Language barriers. Language applies to both the language spoken in the workplace, as well as to the terminology used by certain groups of people. Technical terminology may sound like jargon to someone who is not familiar with that industry.

- Cultural barriers. Cultural norms of behavior affect the way people speak, both verbally and with body language. Employees may not be familiar with other cultural norms.
- Interpersonal barriers. The way an employee feels about herself may affect how she interacts and communicates with colleagues.

### **Conclusions**

To summarise, the lack of internal communication and limited contact between the actors within Alpha Inc. has led to various difficulties. These include the detachment of the employees from the company and weak corporate culture, and henceforth, fragile brand affiliation of the part-time marketers. Especially due to the physical distance of the technicians, constant effective internal communication is crucial for the company's success. Communication between the company and its employees, as well as within these two groups, is vital for enabling these actors to provide consistent messages to the customers through service encounters.

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## 23. Lack of Capital in Achieving Organizational Goals

**Mrs. Vandana Mathur**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Mohammed Shabhat Nagori**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Shakil Mastan**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

### Abstract

Entrepreneurship is not for the faint of heart because it is inherently risky. Successful business owners must be able to manage company-specific risks while also bringing a product or service to market at a price that matches customer demand and availability. According to the Small Business Administration, 20% of small enterprises fail in their first year, 50% fail within five years, and only 33% survive for ten years or more (SBA). To protect a new or existing firm, it's important to understand what can cause it to collapse. To safeguard a new or established business, it is necessary to understand what can how each hurdle may be managed or avoided altogether, and how each obstacle might lead to company failure. Small firms fail for a variety of reasons, including a lack of finances or funding, the retention of an ineffective management team, a flawed infrastructure or business strategy, and ineffective marketing efforts. The biggest risk in a small firm is running out of cash. Owners often know how much money they need on a daily basis but have no idea how much money they're making, which can be terrible. Small enterprises might suffer from inexperience managing a business—or a refusal to delegate—as well as a poorly envisioned business plan, which can lead to long-term challenges after the company is up and running. Small firms are also hampered by poorly planned or executed marketing strategies, as well as a lack of proper marketing and publicity.

**Keywords:-** Finance, Capital, Organization Goals, marketing publicity, Cash Flow, Accounts, company accounts.

### Introduction

The biggest risk for a small firm is running out of cash. Owners often know how much money they require on a daily basis, but they have no understanding how much revenue is generated, which can be disastrous. Many businesses fail to start because of financial difficulties; they may experience numerous obstacles as a result of financial difficulties and be unable to reach

their objectives. As the adage goes, "people don't fail because they aim to fail; they fail because they fail to plan." No one starts a company with the aim of failing, but a lack of operating capital and other financing options is a fundamental element in a firm's failure and final collapse. A business owner's lack of anxiety is influenced by a number of factors. As a business owner, it's critical to comprehend the basis of the problem in terms of the lack of financial capabilities, as well as alternatives to traditional finance, such as working capital loans. When working with business financing professionals like Company Funding, they'll benefit from this knowledge. Effects of Lack of capital on organizational efficiency In order to reload inventory, expand, and build a business, a firm relies greatly on its ability to sell things, get paid, and meet obligations. There are aspects inside this interdependent chain that, on their own, can jeopardise the capacity of the company to satisfy future obligations and even lead to business failure. The current assets must be bigger than the current obligations in order to increase the working capital. Accounts receivable, unfortunately, is a part of the current assets. When an organization works with slow payers or customers who are out of cycle with the accounts payable or invoices to pay, they end up with an unsustainable cash flow problem. One of the options one can consider when it comes to securing funds for the business is a working capital loan. Working capital loans provide funding to the business under terms that are most agreeable to the way they do business. These loans take into account different factors such as the size of the accounts receivable, the amount of time it takes to collect on the outstanding bills, current liabilities, the size of the inventory and the amount of cash flow needed to adequately run the business.

#### **Research Methodology (Secondary Method of research)**

**The No. One Reason Entrepreneurs Fail to Meet Their Objectives Failure to achieve a goal is not due to inadequate planning or a lack of time or money.** It's much deeper than that. We are officially mid-way through first quarter, 2018. How are they doing on the goals they set at the first of the year? I can confidently predict that the average small business owner will not fulfil their goals list, even in the fourth quarter. Why? Because they aren't addressing a goal-defeating issue: an environment that isn't conducive to their advancement. If they don't address the atmosphere that continually hinders from executing on the growth objectives, can't expect more of these. Interruptions, client demands, personnel concerns, and spending time on the finer points of a project may spring to mind. Sure, if don't address these issues, they'll continue to stifle the progress, but the main issue isn't outside of; it's within us. While the instances above may exist in the exterior world and represent a problem, it's also critical to think about the internal environment. What about self-doubt, fear of failure, and belief systems based on the idea that there is never enough money? Money and time constraints are frequently more relevant in the mind than they are

in reality. Lack of finances and a tight timeline almost always have a workaround, but entrepreneurs fail to perceive it. Solutions to ordinary difficulties will emerge when a address these larger challenges.

### **Objective of Research Paper**

Purpose of writing research paper's objective is to bring together various sources. The main purpose of this research paper is that it Aims at studying the effect of lack of capital as an obstacle in archiving organizational goals. Capital requirements of the business are to be considered before setting up the business and before commencement of production. Capital is require for various operation to archeve profit and the objective of the organization. Choose a goal and ask themself why haven't made any progress toward it. Be truthful to theself. Examine both the difficulties on the outer and the problems on the inside. If they examine the deeper thoughts, they'll most likely become aware of the limiting beliefs that contribute to all of the other issues. We make excuses like these instinctively because something deeper and more significant is getting in the way, and we don't realise it—or don't want to confess it. Fear is usually at the root of the problem. From fear of failure to a loss of self-worth and self-confidence. What are the chances of attaining what want if continue to believe in the excuses, or worse, if don't trust in themself deep down? Because this is a difficult activity to complete on the own, may want to work with a coach or create a support system of peers can trust. Don't be too hard on themself as work through the obstacles. It's an exciting time since can finally address the issue directly. The simple recognition of a problem might sometimes be enough to motivate an entrepreneur to take action. Change, on the other hand, frequently necessitates a significant amount of effort, and there's no shame in that. Consider how long've held the beliefs or anxieties 've outlined. Five\years? Is it really a lifetime? How can expect things to change in an instant? The first thing to get rid of is any notion that can accomplish it on the own. Asking for help does not make a weak person; rather, it makes human—and extremely intelligent. The most successful entrepreneurs have a team of advisors, mentors, and coaches. Identify one significant step can do today to change the belief system. A daily journaling commitment, hiring a coach, or Base the most immediate goals on changing how think, rather than business-focused results. Once do this, there will be no stopping from building the ideal business. When gave keynote speech on "Emotion and Money" at Hill Capital's recent Empire Builders event, advised the audience to avoid establishing financial goals. Sarah Kowal, one of the participants, caught up on this and shared it on social media. "Setting goals is a trap. "Are in agreement or disagreement?" It was motivated to write this by a reply she made in response to her query regarding context. While preparing for presentation on Money and Emotion,



deliver little bites to the larger picture. Drawing this back to the keynote on Emotion and Money - If money is a tough subject for , don't set a big goal to "cure it" - do the Small things, done consistently, will help you grasp where and how money travels, which will alleviate the emotional strain.

### **Suggestions**

Small businesses fail for a variety of reasons, including a lack of cash or operating capital. A business owner is usually well aware of the amount of money needed to keep operations running on a daily basis, including funding payroll, paying fixed and variable overhead expenses such as rent and utilities, and ensuring that outside vendors are paid on time. Failure-prone business owners, on the other hand, are less conscious of how much money is generated through product or service sales. This mismatch results in cash flow issues, which can easily put a small business out of business. A second reason is that some business owners underprice their products and services. Companies may price a product or service much lower than equivalent products to attract new clients in heavily saturated industries, in order to beat out the competition. Small business owners should first develop a realistic budget for company operations and be willing to give some funds from their own coffers during the launch or expansion period to help a small business overcome common financing challenges. When it comes to obtaining financing, business owners should already have a number of options. The percentage of small businesses that have failed within the first 5 to 10 years, is 67%. A business owner may be the only senior-level employee in some situations, particularly when a company is in its first year or two of operation. A professional management staff is one of the first additions a small business needs in order to continue operating in the future. It's critical for business owners to feel at ease with each manager's level of knowledge of the company's operations, present and future personnel, and products or services. A lack of a business plan, as well as a refusal to alter the plan as issues arise, can cause structural problems for a small corporation that are ultimately unsolvable. Ineffective Business Planning Many small businesses overlook the importance of thorough business planning before they open their doors.

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## 24. Quality Control Issues Faced by an Organization

**Mrs. Vandana Mathur**

Asst. Prof. ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Sagar More**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

**Rajeshwari Pandey**

ZSCT's Thakur Shyamnarayan Degree College, Kandivali, Mumbai.

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### Abstract

The paper aims to Study barriers in goal achievement of organization in quality of products. It's about customer satisfaction towards the merchandise quality. The effect of pricing product with the merchandise quality plays the identical results of price products produces caliber product and vice-versa. the most purpose of this research is to classify whether the eight dimension of product quality after price discounting is satisfying towards customer. It is to identify important human and operational hurdles to Total Quality Management implementation (TQM).It establishes a complete structural relationship between numerous hurdles in order to successfully adopt TQM in Indian organization's for long-term sustainability. As Consumers are the foremost important aspect of any business. Although consumers are considered because the king of the market, there are various situations where they're exploited. This happens as consumers lacks information. But the businessmen should bear one thing in mind that their existence is simply because of consumers. Hence, concern should work towards welfare of the buyer towards products.

**Key words:-** Quality control, Product development, Satisfaction of consumer, Product designing.

### Introduction

A growing number of organizations use quality management as a strategic foundation for generating a competitive advantage. Quality practices are shown to reinforce organizational performance for both product and repair organizations. However, there's relatively little research on how product versus service companies differ with relevancy the impact of quality practices on performance. we all know little about how these two differing kinds of organizations view what they are doing, how well they are doing it, and its



consequences. Rather than organisational awareness of quality methods, the rising body of research on products vs services has concentrated on external customer perceptions of quality and satisfaction.

### **Quality Management**

Quality Management are often considered a somewhat wider interpretation of the concept of "Good Laboratory Practice" (GLP). Therefore, inevitably the fundamentals of the current Guidelines largely coincide with those of GLP. requirements of a top-quality product. Quality inspection failed to have implication for productivity since it solely focused on the ultimate.



### **Objective**

Business environment has undergone tremendous changes and enhancement in quality and has become joined of the essential strategies that could be implemented in any organization in order to achieve organizational competitive advantage. In addition, because of the continuous increase in global labour market, organization's must improve their product and services quality so as to survive within other competitors. so as to reinforce organizational performance, and for the purposes of improving customer satisfaction; several total Quality management practices were implemented. Total Quality Management (TQM) is based on; that every one organization staff should collaborate with one another for the needs of manufacturing prime quality products and services so as to meet customers' demands. One strategy that could be implemented in order to minimize errors is by controlling processes of producing Organizations should be continually assessing performance to stay pace with today's business environment. This continuous evaluation can have a sway on long-term strategy and may be taken into consideration when creating a strategic plan and setting organizational goals. When the management with decision-making authority delays a critical choice that has got to be made before a goal is achieved, the whole process is delayed.

### **Methodology**

Process quality capability studies to determine the quality. Two organizational principles, where should the quality control, major quality problems that modern business must face. to be the most challenging issue encountered by managers in raised only little concern from management's point of view. which have been trialed in an organization manufacturing in process facilities, technical developments and quality control.

### **Importances of Quality Control**

Quality management is alleged with quality assessment. Quality assessment may well be an exploration of the extent of quality being achieved. This assessment of quality finally ends up in control and it includes action taken to do to away with unacceptable quality products. A typical control programmed relies upon the periodic inspection at various stages of production, later followed by feedback on results and so the adjustments made where found essential. The term quality assurance is control but with a stress on quality at the design stage of the products, processes, jobs.

Another term Total control (TQC) refers to an entire commitment to quality altogether its aspects, to commitment of quality altogether functional areas of labour and utilizes behavioural techniques like quality circles (QC, S) and 0 defect programmed etc. the foremost important misconception among people regarding TQC is that it's restricted to product quality and it isn't about the quality of all business processes. The concept of TQM is that, it takes quality from the work to every conceivable activity in an exceedingly company. Keeping the patron at the centre of all choices.

To Improve an industry's/company's operations effectiveness (TQM) is one in every of the techniques together with others like supply chain management, reengineering, cellular manufacturing. Thus, operational effectiveness techniques and TQM can elevate a company's operation to such grade which can not be surpassed unless there's some alternative superior technology. this might be a short-term competitive benefit. it's essential to grasp that rival plants/industries may additionally adopt the identical operational effectiveness techniques. Quality management is additionally defined as "the system of building defect prevention actions and attitudes with a industrial unit/company or a organization on a permanent basis for the aim of assuring conforming products or services directed at customer satisfaction.

The TQM provides a very different way of viewing the management style. It develops and provides a participative culture where each employee can directly participate in areas concerning his work further as decisions regarding his work The basic aim is to involve all

and varied of every department of the organization to work together so on eliminate errors and stop waste. The cross functional goals like quality cost, manpower development, quality of labour life is satisfied by this improved performance. Thus, of those activities ultimately provide customer and employee satisfaction

### **Finding**

When it comes to any product or service, quality is critical. Quality is crucial when it comes to any product or service. Due to the high level of competition, quality has become a market differentiation for virtually all products and services. Quality control is essential for developing a successful business that provides products that meet or exceed the expectations of customers. It's also the bedrock of a profitable, waste-free enterprise. A quality control system based on a well-known standard, such as ISO 9001 from the International Organization for Standardization, provides a firm foundation for delivering a variety of marketing and operational benefits. It's pointless to create anything if you're not going to use it. There isn't much worth. There isn't much use in developing something if you're not going to use it. There is little value in developing superior performance in areas of customer service most customers consider only marginally important. As a result, understanding the relative relevance of various client services to present and potential consumers is an important part of the audit. Different client segments can typically be recognized based on the importance they place on specific services.

### **Conclusion**

Total quality management is practiced by many business organizations round the world. it's proven method for implementing a high-quality conscious culture across all the vertical and horizontal layers of the corporate. Total quality management could be a management approach centered on quality, supported the organization's people and aiming at future success. Furthermore, the overall quality management system are going to be carefully examined throughout the organization so as to spot the critical or the foremost significant areas that cause the success of quality management implementation that contributes to excellence performance. Total quality management enables managers within the organization to convey more attention to the foremost of the numerous on quality management to their organization performance

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## **CONTACT FOR SUBSCRIPTION**

**AJANTA**

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**Vinay S. Hatole**

**Jaisingpura, Near University Gate, Aurangabad (M.S) 431 004,**

**Cell : 9579260877, 9822620877 Ph: 0240 - 2400877**

**E-mail : [ajanta5050@gmail.com](mailto:ajanta5050@gmail.com)**

**Website : [www.ajantaprakashan.com](http://www.ajantaprakashan.com)**