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EDITORIAL

With great pleasure I am presenting this sixteenth issue of "Journal of Management Development and Information Technology" a peer reviewed annual journal brought out by Hindustan Institute of Management & Computer Studies, Farah Mathura.

The journal endeavours to promote quality research by providing a forum for academicians, practioners and researchers interested in deliberations and exchange of knowledge on current issues in the field of management and information technology impacting the society.

The journal encourages submission of theoretical and empirical research papers, case studies, executive experience sharing and review articles. Book reviews and commentaries are also considered for publication.

The first paper of this issue titled "Consumer response analysis of select sales promotional tool- An empirical study" focuses on the various sales promotion tools and their impact on consumer purchase decision in organised retailing.

The next paper titled "New venture financing through venture capital and private equity in India" explores how Private Equity and Venture Capital have fulfilled the financial appetite of new ventures over the years in India and analyses the financing pattern of new venture sector in India region wise.

The third paper titled "Evaluation of corporate social responsibility activities of an Ethiopian public university" evaluates the contributions of Ethiopian Public University's Corporate Social Responsibility activities on

community development. The identified independent variables for this study are education, health, environmental protection, employment opportunity, roads construction and security.

The fourth paper titled "Health consciousness among youth: A critical review of literature" examines the existing literature on the status of health awareness and consciousness of Indian youth.

The fifth paper titled "Adoption of Digital wallets by Agra Customers" studies various factors that affect consumer's decision to adopt digital wallet as a mode of online payment.

The sixth paper "Knowledge fabric of society: Irony of knowledge reconstruction" explores how knowledge is defined and constituted.

The seventh as an article titled "Is Delhi ready to take tough decisions" that explores the various expectations of Delhites from upcoming government.

I am confident that the research scholars, practioners and teaching fraternity would find the issue very useful.

I thank the editorial board and the advisory board for their continuous support and valuable inputs.

Finally I thank each one of the authors for their outstanding contribution to the issue and to the reviewers for their punctual and valuable comments. We are looking forward to similar response for our next issue your comments are welcome that help us improve the journal.

Prof Naveen Gupta
Chief Editor

Consumer Response Analysis of Select Sales Promotional Tools : An Empirical Study

Asif Ali Syed¹ & Shaukat Ali²

In the global emerging business development, various types of promotional tools are used by the marketers to influence the buying behaviour of the customers. However, sales promotion is considered to be a key element of promotional mix, and has been widely used by the marketers to sustain in the competitive business environment. Thus, in this context a multi-dimensional model comprised of cognitive, affective and conative behavioural pattern is proposed. This model is based on three different types of promotional tools-coupons, two-for-one and cash back, that are supposed to trigger different consumer response. Through this study, an effort has been made to find out the various sales promotion tools and their impact on consumer purchase decision in organised retailing. For conducting the research, descriptive research design techniques were used and data was collected using mall intercept (convenience) sampling. The data was analysed and hypotheses were tested by using Structural Equation Modelling. The result shows that coupons and two-for-one are the most influencing variables for consumer purchase intention.

1. Introduction

India is expected to become the world's fastest growing e-commerce market, driven by robust investment in the sector and rapid increase in the number of internet users. Indian e-commerce sales are expected to reach US\$ 120 billion by 2020 from US\$ 30 billion in the financial year 2016. Further, India's e-commerce market is expected to reach US\$ 220 billion in terms of gross merchandise value (GMV) and 530 million shoppers by 2025, led by faster speed on reliable telecom networks, faster adoption of online services and better variety as well as convenience (IBEF, April 2017). Many

players are entering the scenario with different retail formats. As a result, competition in the field has increased. Keeping in mind that Indian consumers are price sensitive, each player is trying to attract more consumers through different sales promotional activities. But the exact picture of the impact of sales promotion on consumer behaviour is yet unclear to the retailer. Thus, there is a need for time to time investigation of the impact of sales promotion on consumer behaviour as consumer's behaviour is dynamic in nature.

There are various brands in the Indian market which deals with different goods. But

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Keywords	: Sales Promotion, Consumer Response, Purchase Decision

New Ventures' Financing through Venture Capital and Private Equity in India

Ajinkya Dalvi¹ & Raj K Kovid²

The private equity and venture capital firm have increasingly accelerated the growth of new ventures, especially technology based ones, across the world. This paper attempts to explore as how Private Equity (PE) and Venture Capital (VC) have fulfilled the financial appetite of new ventures over the years in India. Using the secondary data on PE & VC firms, we analyze the financing pattern of new venture-sector-wise, region-wise and based on other characteristics of new ventures. We find that the Venture Capital firms are active when it comes to funding Fintech companies which are a part of the digital payment infrastructure.

1. Introduction

With increasing new business ideas based on technology and knowledge, India is witnessing a resurgent wave of new ventures and hence an institutional framework of private equity and venture capital firms which fulfill their financial needs across the growth stages. Private equity (PE) and venture capital (VC) investments are financial mediators between sources of capital for industrial firms. Private equity comprises buyout, buy-in, merger and acquisition, late stage funding whereas venture capital comprises of early stage and seed funding. Private equity firms invest normally in privately-held companies and/or the ones which are taken private. With given complexity of Indian regulatory system, private equity firms have developed a model focusing on investor control rights, minority investments and exit strategies. High-

growth and high-risk are the key principles for venture capital firms which prefer to invest in high-tech sectors. Of late, sectors such as fintech, healthcare, food delivery, retail, and education among others are found to be the preferred sectors for venture capitalist firms in India. The investment graph of PE-VC is increasingly growing in India. Private equity and venture capital investments touched a record \$11.2 billion in the first half of the year 2017 with 41 percent increase over the last year due to big ticket deals.

The paper attempts to explore as how PE-VC has evolved in India over the period and across the industry sectors.

The later part of paper provides for review of literature, objectives and methodology in second part followed by analysis of investments made by venture capitals and

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Keywords : Venture Capital, Private Equity, Investment, Financing Fintech

Evaluation of Corporate Social Responsibility Activities of an Ethiopian Public University on Development of the Community

P. K. Agarwal

Corporate Social Responsibility is not a requirement but a responsibility of an organization due to the impact of its decisions and activities on society and the environment. The main objective of the study was to evaluate the contributions of Ethiopian Public University's Corporate Social Responsibility activities on community development. The identified independent variables for this study were education, health, environmental protection, employment opportunity, roads construction and security. The researcher used primary source of data which was collected through structured questionnaire with five point Likert scale. The researcher employed causal research design for this study. The target populations of the study were household heads from all Kabelas of Hawassa region and from this 459 sample size was determined by using Yamane's formula. The researcher had taken proportionate sampling from each Kabelas and employed judgmental sampling technique to select the representatives. This research was quantitative in approach hence the collected data was analyzed by using correlation and regression models through SPSS version 21. The outcome of the research showed that security has the highest impact on community development, followed by health, education, environmental protection and employment opportunity respectively whereas the factor roads construction was found to have insignificant impact. Based on these findings possible solutions that contribute to the betterment of the community are recommended.

1. Introduction

Corporate Social Responsibility (CSR) simply refers to the strategy corporations or firms use to conduct their business in a way that is ethical and society friendly. CSR can involve a range of activities such as working in partnership with local communities, socially sensitive investment, developing relationships with employee, customers and their families and involving in activities for environmental conservation and sustainability.

Community generally relates to a group of people sharing a common purpose, who are interdependent for the fulfillment of certain needs, which live in close proximity and interact on a regular basis. Hence, community development can be defined as the process of integrating disadvantaged citizens into the local economy to create community wealth.

Community development involves coming together of a group of people, community planning and acting together to bring about

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Keywords

: Corporate Social Responsibility, Community Development, Education, Health, Environment Protection, Employment Opportunity, Road Construction And Security

Health Consciousness among Youth: A Critical Review of Literature

Yogita Narang¹ & Sanjay Bhushan²

Health consciousness among youth is a highly researched subject internationally due to a remarkable growth in the cases of health issues among youngsters including school going kids. Report by the Secretariat of WHO highlights many causes including nutrient deficiencies, anemia, caused by inadequate dietary intake, obesity, simultaneously; the proportion of overweight and obese young people is increasing worldwide. In India, the share of the youth population (15-24 years of age) is more than one-fourth of the country. Despite this large chunk of the population, the health needs of youth have neither been researched nor addressed adequately. The objective of this paper is to examine the existing literature on the status of health awareness and consciousness of youth. The paper is based on secondary research study. The literatures used are the research papers, research reports, books, websites etc. The result shows that health consciousness is related and surrounded by multiple complex set of variables ranging from health awareness, health motivation etc. Existing literature can be subcategorised into six subheadings namely Measurement scale of health consciousness, Role of health consciousness, Factors related to health consciousness, Concerning youth health and well being, Preventive health care and Consciousness about healthy living.

1. Introduction

India's health sector is currently facing numerous challenges. The risk of fatal diseases has increased to a greater extent. India is not only facing particular challenges with infectious and fatal diseases, but now it is grappling with newer challenges of heart strokes, obesity, cancer and diabetes with no boundaries of age. Many reasons are there but fast lives of people have made them to shift to new forced food habits like fast foods, late night sleep and late risers etc. Lack of awareness in the youth that fast foods are into the category of Junk foods which are rich

in fats and poor in other ingredients, is one of the main reason behind surging consumption of these fast food categories. Trends of consumption of fast foods, skipping breakfast, dieting of today's fag generation, is leading to common problems, like obesity, indigestion, acidity and blood pressure. These are seen commonly in all the ages not even barring children, as physical exercise through outdoor activities have taken backseat and kids have restricted themselves to drawing rooms of their houses with television remotes or mobiles in their hands. Young generation is not aware about hazards of high dietary intake of phosphorus

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Keywords	: Youth Health, Health and Well Being, Health Consciousness, Health Issues, Obesity.

Adoption of Digital Wallets by Agra Customers

Atul Narang¹ & Surbhi Shivhare²

In today-world, smart phone has become essential part of daily life. Due to technology, mobile users can nowadays use their smart phones to make money transaction or payment by using applications installed in the phone. When smart phones can function as leather wallets, it is called "Digital Wallet" or widely known as "Mobile Wallet". The present study tries to study the various factors that can affect a consumer's decision to adopt digital wallet as a mode of online payment. Apart from this, the study also attempt to find out the various risks and challenges faced by users of digital wallet. The three major factors which play an important role in consumer adoption are found out to be convenience in buying products online, brand loyalty and usefulness of digital wallet. It was found that digital wallet can be an alternate choice for online payments. According to research 40% users get info about digital wallet from internet and 32 % users from social media. With ease of availability of internet the users of digital wallet are surely going to surge and future of the industry seems to be quite promising.

1. Introduction

In today-world, smart phone has become essential part of daily life. As it has become more rational, the number of smart phone users has increased radically. "India will exceed 200 million smart phone users, topping the US as the world's second largest smart phone market by the end of 2016 due to increasing penetration of affordable smart mobile devices in the country," the US-based research firm said in a report. According to Tech Science Research's latest report, India's mobile wallet market could reach \$6.6 billion by 2020.

The above scenario highlights problems with a physical wallet namely that finding particular items is time consuming, and finding a lost wallet is extremely hard. In

addition, managing multiple monetary and identification implements is not easy. Monetary implements include cash, debit and credit cards, and stored value cards while identification includes national and/or state identification cards and driver's licenses. A solution would be to replace the physical wallet with a digital wallet integrated into an existing mobile device like a cell phone. This digital wallet would allow the owner to carry multiple monetary and identification implements. These implements could be quickly searched by name, type, or other keywords. In addition, with the right software, these implements could be managed far more effectively. Finally, security would be enhanced as all data on the digital wallet would be encrypted and back up options would make recovering from

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Keywords

: Mobile Wallet, E-payment, E Wallet

Knowledge Fabric of Society: Irony of Knowledge Reconstruction

Archana Singh¹ & Nikhil Srivastava²

The essential idea of this paper is "knowledge" itself, how it is defined and constituted. If knowledge is taken as an isolated entity it will be incorrect. It is always a product which is shaped by social context and history. From this perspective, knowledge cannot be treated as a thing in itself, or as an objective, but must be understood in the social context in which it originates. The paper covers how knowledge undergoes transformation process and replaces the existing values, culture and the appearance of a society. Since knowledge is tightly linked to the social context where it evolves, hence the changes taking place in chain reaction fashion is also highlighted. Finally, how it poses challenge to the social institutions and the people, and how it helps in building a knowledge society and its several expressions are covered.

1. Introduction

Organization goes through a process of transformation and acquires its final form and shape. If a body is taken as an institution, it can be seen moving through a transformation process in embryonic house and emerges as a developed somatic organization. Further it passes through a series of developmental stages. Development seeks continuous investment, and regular revision steps at whatever level it happens. Development within and development outside are two aspects requiring entirely different explanations.

Development outside, the governing nuclear force for which comes from within, is the key focus of this paper.

Human beings join together with composite set of culture, traits and pattern of life

processes and represents society in particular. Whatever elements of society we consider, values, culture, pattern etc. all are interwoven with knowledge. To be precise, knowledge prevails in the society, organization and within the individuals.

2. Knowledge Expressions

Knowledge relates to development, growth, and brings homogeneity in a system. For a country, knowledge plays a significant role in bringing prosperity. For a social group, it is important to be to gain recognition; and for an individual, it is, important to be able to meet ones requirements and then to strive for the state of actualization. Taking nations perspective, knowledge includes all those measures that bring in revenue and lead the country to follow the blue print of developed nations, enabling it to follow the footprints of westernization and modernization. What-

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Keywords : Knowledge Reconstruction, Knowledge Recreation, Social Reality, Modernization Social Institution

Is Delhi Ready to Take Tough Decisions?

Anshuman Gupta

Delhi is increasingly becoming a difficult place to live in with the ever increasing level of pollution there. The city has been seen manifested with a blanket of thick haze at the onset of winter, in spite of the tough measures taken by the Delhi government under the leadership of Mr. Kejriwal. He started the odd-even scheme, even at the risk of losing his popularity as a result of the inconveniences it caused to the citizens, even of Delhi. However, it was supported by Delhi people at large. It proves that people are ready to bear inconveniences for the sake of better environment. Now at least A-class cities of India have reached to a level of economic development where the citizens of these cities can afford the good air by sacrificing their conveniences.

There is a close relationship between environment, energy and globalization. They, in fact, impact each other in many ways environment, energy and globalization are related concepts. Their relation apparently runs in one direction. Higher level of globalization leads to increase in opportunities for economic activities, more productive efficiencies and further specialization and innovations on the premise of comparative/absolute advantages. It leads to additional uses of energy, which, in turn, result into more deterioration of environment.

To a greater extent however, globalization can have a positive impact through import of environment friendly technologies and complying with higher standards of environment.

In fact, it has been found that at the initial level of economic development, the increased economic activities cause fast damage to environment on account of more emphasis on economic activities rather than on quality of air or environment. People are more worried about their livelihood, even at the cost of the quality of environment. However, after reaching to a certain level of income, the citizens of the country start demanding luxury goods. Since good quality of air and surrounding environment starts being considered as a luxury, which they can now afford, they start demanding it from the government as is the case now days.

Even the government is now ready to take the risk of adopting strict environmental regulations as they do not seem to be politically costly at this point of time. It means after a certain critical level of income, the local environment starts improving, as has been verified empirically across the world. Delhi government recent odd-even policy (which appeared to be causing lot of inconveniences to the residents of the state)

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Keywords : Environment, Deterioration, Globalization, Income Effect, Delhi Government