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EDITORIAL

Research is an enduring field where persistent and focused efforts lead to positive results. When research is done in the field management studies or in the domain of Information Technology, it has many fold impact and implications not only for the Industry but also for academia. Fostering research and providing a platform to publish good quality research papers based on empirical or scholarly research work has been a continuous endeavour of MERI- Journal of Management & IT. In continuation to our this endeavour we are now please to announce that our journal has been included in the list of Journals included in inflibnet, e-shodhsindhu.

This issue has papers from the different domains such as Pharmaceutical marketing, mobile based marketing, HR analytics, Online shopping behaviour, social media marketing and Data Mining.

The response to our request to authors for contribution has been overwhelming. Inspite of our best efforts, due to decision of editorial board and the referee review board, some of the articles/papers could not be included in the present issue, but this shall not restrict any of the authors to send their original articles, case studies, research reviews or empirical contributions for publication in our journal.

Our sincere thanks to all the contributors for their support and interest.

We once again request all academician and researchers to send their unpublished articles/papers for publication in our Journal.

Prof. Lalit Aggarwal
Chief Editor

CONTENTS

A STUDY OF THE CRM STRATEGIES ADOPTED BY THE PHARMACEUTICAL COMPANIES AT THE LEVEL OF RETAILERS(CHEMIST) IN DELHI CITY

Ms. Gurpreet Kaur
Prof.(Dr.) R.L.Tamboli

ABSTRACT

Background- Pharmaceutical companies often focus their CRM strategies towards doctors only. An important aspect that they ignore in the pharmaceutical prescription process is the role of chemist. The prescription written by the doctor is honoured by the chemist and more often than always, the brand prescribed by the doctor may get substituted at the chemist level in case the same is not available or if the patient insists on buying a low priced version of the same drug formulation. Role of chemist is therefore crucial in the sales generation of pharmaceutical products. However the irony of the situation is that effective relationship management at chemist level is still weak with majority of the pharmaceutical companies in India. This paper tries to analyze the extent of use of CRM strategies by the pharmaceutical companies and their effectiveness with chemists in Delhi city.

Methods- A sample of **150 Chemists** from different areas of Delhi city were selected through **Non-probability method** sampling method. The selection of the chemist was based upon Judgement Sampling technique and the criteria of selection was based on vicinity(within 1 Km) to a major hospital/Nursing Home/Practicing doctor. The responses generated were marked on a 5 point Likert scale ranging from "Strongly disagree (score=1) to Strongly agree(score=5).

Results: While MR visits, conducting retailers meet, giving discounts, schemes & offers on purchase of products, gifts such as pen, writing pad, mugs, T-shirts etc. are commonly used offline CRM tactics at retail level. The online tactics include the use of specialized software like ERP solutions, CRM solutions and SCM software. Chemists keep stocks only once the prescription is generated from the doctor, not on the recommendation of MR.

Conclusions: Chemists find incentive schemes offered by the companies as the most lucrative and effective CRM tactic. Often in the initial stage when prescription of a new product is generated and the stock of the same is not available at the chemist counter than it is substituted with some other brand having same or similar molecule. E-CRM strategies are still not very popular with the chemist/pharmacist.

Keywords: Medical Representatives(MRs), Pharmaceutical Firms, Chemist, Doctors

CONSUMER BEHAVIOR TOWARDS MOBILE BASED MARKETING PRACTICES: A FACTOR ANALYSIS

Dr. Ritika Malik

ABSTRACT

Now a days with the help of digitalization it is easy for the customers to communicate as most of the consumers now a days are busy in their routine life. There are different styles of working of different banks that is each bank customer's views this medium of marketing differently; it might be public sector banks customers or private sector bank customers or foreign sector bank customers. To overcome such problems digitalization plays a major role where one can do transaction sitting at one place the place of their comfort and can do various types of banking transaction. Some customers perceives mobile messages as useful at the same time other customers perceives that mobile messages as waste of time and for them these messages depletes the image of the bank. Thus different customers have different viewpoints. If customer needs account information, balance enquiries, pay bill, insurance, loans then they can get each and every information easily on their mobile through messages. This is just because of digitalization which changed the lives of the customers and which makes ease for the customers as they get information instantly. There are different types of the customers and each customer thinks differently about these mobile marketing. Analysis will be done using SPSS. In this study the main focus would be on the behavior of customers towards mobile based marketing practices. This research would be helpful to practicing managers in the area of mobile marketing.

Keywords: Consumers, Banks, Public sector banks, Private sector banks, foreign banks, Customers, Mobile Messages, India, Digitalization.

IMPACT OF DEMONETISATION ON INDIAN ECONOMY

Garima Suri

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ABSTRACT

Withdrawing units of money from circulation is demonetisation; units of money are denied the status of legal tender. Demonetisation is defined as a process by which currency units will not remain legal tender. The currency notes will not be taken as valid currency. Demonetisation is a step taken by the government where currency units are ceased of its status as legal tender. Demonetisation is a basic condition to change national currency. In other words, demonetisation can be said a change of currency where new units of currency replace the old one. It may involve the introduction of new notes or coins of the same denomination or completely new denomination. The currency has been demonetised thrice in India. The first demonetisation was on 12th January 1946 (Saturday), second on 16th January 1978 (Monday) and the third was on 8th November 2016 (Tuesday). The study attempts to understand meaning and reasons of demonetisation, the sector-wise impact of demonetisation. This study also gives an insight into the positive and negative impact of demonetisation on Indian economy. This study is of descriptive nature so all the required and relevant data have been taken up from various journals for published papers and websites.

TO STUDY THE ROLE OF HR ANALYTICS IN PREDICTING THE ECONOMIC VALUE OF ORGANIZATION'S HUMAN CAPITAL INVESTMENT

Swati Chawla
Dr. Puja Sareen
Dr. Sangeeta Gupta

ABSTRACT

Over the past many years, Human Resource Management has changed. It has moved from an operational discipline towards a more strategic discipline. The popularity of the term Strategic Human Resource Management (SHRM) exemplifies this. The data-driven approach that characterizes HR analytics is in line with this development. By using HR analytics organizations do not rely on gut feeling anymore. Analytics enables HR professionals to make data-driven decisions. Furthermore, analytics helps to test the effectiveness of HR policies and different interventions. The use of data analytics in the field of human resource development is becoming increasingly common. This rise in popularity is accompanied by skepticism about the ability of human resource professionals to effectively utilize data analytics to reap organizational benefits

The HR world is abuzz with talk of big data and the transformative potential of HR analytics. With the changing processes HR analytics is a 'must have' capability that will ensure HR's future as a strategic management function while transforming organisational performance for the better. It argues that unless the HR profession wises up to both the potential and drawbacks of this emerging field and engages operationally and strategically to develop better methods and approaches, it is unlikely that existing practices of HR analytics will deliver transformational change. Indeed, it is possible that current trends will seal the exclusion of HR from strategic, board- level influence while doing little to benefit organisations and actively damaging the interests of employees

AN EMPIRICAL STUDY ON PREFERENCE OF CONSUMERS FOR ONLINE SHOPPING – INDIAN CONTEXT

Dr. Dimpy Sachar
Premashis Mittra
Utkarsh Raizada

ABSTRACT

In this digital era, the trend of online shopping has been widely accepted by the consumers but the question arises whether they are capable enough to face the challenges regarding online shopping. It is the duty of consumers to check the validity of the web portals before placing an order. Since some websites are fake and some have unauthentic payment gateways which may cause leakage of private/personal data and may create distrust among consumers towards online shopping. Sometimes the names of web portals have minor variations to disguise consumers for the intention of doing fraud. Some websites ask too much personal information and that's why consumers hesitate to shop online. If websites are secured and there is no sniffing of information by the third party then consumers can rely on that website and it will create a positive image and trust. This paper is an attempt to analyzethe websites that are preferred most considering the factors such as: secured payment gateways, exchange offers, guarantee and warranty, sufficient product description and a better site speed. The study focuses on the authenticity of websites preferred by consumers while doing online shopping.

Keywords: *Website Preference, Online Shopping, Website Authenticity, Secured Payments, Privacy of Data*

ROI OF A FACEBOOK LIKE: THE TRUTH ABOUT SOCIAL MEDIA MARKETING

Dr. Ritu

ABSTRACT

With 1.44 billion monthly active users in early 2018], Facebook is the leading social networking site in most countries worldwide. For younger generations, Facebook is not only a tool or an application on the Internet but also a ubiquitous level of reality, where the boundaries between online and off-line actions are increasingly blurre. Especially for users of the Facebook mobile client, checking status updates and interacting with Facebook friends have become part of their daily routines. Facebook is an ideal environment for studying human behavior. Every click, like, friend acceptance (or rejection) is tracked for millions of people every day. Facebook's value as a "petri dish for the social sciences."Brands spend billions of dollars a year on elaborate efforts to establish and maintain a social media presence. Facebook is the preferred platform: 80% of *Fortune* 500 companies have active Facebook pages. Each day enormous amounts of brand-generated content—articles, photos, videos, and so on—appear on those pages and on other social media platforms, all designed to entice people to follow, engage with, and buy from brands. Marketers often justify these investments by arguing that attracting social media followers and increasing their exposure to a brand will ultimately increase sales. According to this logic, recruits who socially endorse a brand by, for example, liking it on Facebook will spend more money than they otherwise would, and their endorsements will cause their friends (and friends of friends) to shop—creating a cascade of new business. At first glance the evidence seems to support this rationale: Many brands have discovered that customers who interact with them on social media *do* spend more money than other customers. A recent influential study by Facebook found that compared with the general population, people who liked Starbucks's Facebook page or who had a Facebook friend who liked the page spent 8% more and transacted 11% more frequently over the course of a month.

Merely liking a brand on Facebook doesn't change behavior or increase purchasing. But that study and others like it contain a fatal logical flaw: They confuse cause and consequence. It's possible that getting people to follow a brand on social media makes them buy more. But it's also possible that those who already have positive feelings toward a brand are more likely to follow it in the first place, and that's why they spend more than non followers.

Keywords : Facebook, Like, social, Marketing

EDUCATIONAL DATA MINING AND LEARNING ANALYTICS IN HIGHER EDUCATION

Ms.Padma Mishra
Dr. Vaishali B. Sangvikar

ABSTRACT

The emerging fields of academic analytics also the educational data mining are rapidly producing new hypothesis for gathering, analyzing, and presenting student data. Different Area of Computer applications and also business administrations have addition significant standing value in higher education. Thus the kind of education, students turn in these areas depends on the geo-economical and the social demography. Thus the decision making of an institution in these area of higher education dependent on several factors like economic condition of students, geographical area of the institution, quality of educational organizations etc. To have a strategic move for the development of importing knowledge in this area requires understanding the behavior aspect of these parameters. Thus the scientific apprehension of these can be had from obtaining patterns or recognizing the attribute behavior from early academic years. Farther, applying data mining tool to the preceding data on the attributes known will throw better light on the behavioral view of identified patterns.