

MERI - Journal of Management & IT

Volume 12

Number 2

April, 2019

Listed in Cabell's Directory, USA

A UGC Approved Journal, J.No. 45637

MERI Management Education and Research Institute

COLLEGE

Affiliated to G.G.S. Indraprastha University, Approved by AICTE, HRD Ministry Govt. of India

MERI Journal of Mgt. & IT is published biannually. All editorial correspondence and research papers/ articles for publication should be addressed to the Editor at Management Education & Research Institute, New Delhi.

Views expressed in the research papers/ articles are those of the respective authors. MERI can not accept any responsibility for, nor do they necessarily agree with the views expressed in the articles. All copyrights are respected. Every efforts is made to acknowledge source material relied upon or referred to, but The MERI Journal of Mgt & IT does not accept any responsibility for any inadvertent omissions.

Except as authorized, no part of the material published in MERI Journal may. be reproduced, or stored in retrieval systems, or used for commercial or other purposes. All rights reserved.

Editorial & Administrative Address:

MANAGEMENT EDUCATION AND RESEARCH INSTITUTE

53-54, Institutional Area, (Opp. D-Block),

Janak Puri, New Delhi-11 0058

Printed and Published by

Mr. Lalit Aggarwal

On behalf of Management Education and Research Institute,

53-54, Institutional Area, Opp 'D' Block, Janak Puri, New Delhi-110058

Laser Typesetting & Printing at:

Goel Printers,

CB-127, Ring Road, Naraina, New Delhi-110028, Phone: 011-25778473

Title Code No. Deleng1592229-1-2007TC, duly approved by Registrar of Newspapers of India, New Delhi

MERI JOURNAL OF MANAGEMENT & IT
A BIENNIAL DOUBLE REVIEWED REFEREED JOURNAL

Volume (12)

Number(2)

April, 2019

PATRON IN CHIEF

Sh. I.P. Aggarwal
President, MERI
Society_triveni@yahoo.com

CHIEF EDITOR

Prof. Lalit Aggarwal
Vice-President, MERI
laggarwal2001@yahoo.com

EDITORIAL ADVISORY BOARD

Dr. Donald C Finlay

Associate Dean(PG)
Coventry Business
School, UK
donald.finaly@meri.edu.in

Prof. Rajender Shirole

Prof. Coventry Business
School, UK
Rajender.shirole@meri.edu.in

Sh. O.P.Goel

IFS(Retd.)
op.goel@meri.edu.in

Prof. R. C. Goyal

Director, MERI -CET
directormericet@gmail.com

ASSOCIATE EDITORS

Dr. Arpan Kar

Faculty, IIT Delhi
arpan.kumar.kar@gmail.com

Dr. Gurpreet Kaur Chhabra

Asst. Prof. Mgmt. MERI
gurpreet.kaur@meri.edu.in

REVIEW PANEL

Prof.(Dr) Sangeeta Gupta

Professor, MERI
sangeet_gju@yahoo.co.in

Dr. Leena A. Kaushal

Assistant Prof. Economics
MDI, Gurgaon
leena.kaushal@mdi.ac.in

Dr. Nakul Gupta,

Professor,
Information Systems,
MDI, Gurgaon
nakul.gupta@mdi.ac.in

Prof.(Dr) V. K. Bishnoi,

Professor
Haryana School of Business
GJU, Hissar, Haryana
bishnoivk29@gmail.com

Prof. (Dr) Dharminder Kumar

Professor
Dept. of CS& IT
GJU, Hisar, Haryana
dr_dk_kumar_02@yahoo.com

Prof. (Dr) R.K. Mittal
USM Studies, GGSIPU
New Delhi
dr123mittal@yahoo.com

Dr. Richa Singh Kapoor
Assistant Prof. MERI
mail.richasingh@gmail.com

Dr. Samarth Singh
Assistant Prof. MERI
samarthsinghsamarth@yahoo.com

Mr. A.K. Agrawal
Dean, Department of Management, MERI
deanmeri@meri.edu.in

Dr. Deepali Saluja
Assistant Prof., BCIPS, Dwarka
dr.deepalialuja@gmail.com

Dr. Deepshikha Kalra
Associate Prof. MERI
deepshikha.kalra@meri.edu.in

Dr. Mandeep Kaur
Associate Prof. MERI
mandeep.ohsan@meri.edu.in

Dr. Maitri
Assistant Prof. MERI
maitri.sawarn@gmail.com

Dr. Deepa Gangwani
Associate Prof. MERI
gangwanideepa@yahoo.com

EDITORIAL

Quality of research in the field of management & IT has been a buzz word now a days in industry as well as academia. While pure academic research uncovers the realities of the applicability of the existing theories, action -oriented research provides the necessary impetus for proposing new models and proposed solutions for the new set of challenges faced by the dynamic industry of today. 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 pleased 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 Job satisfaction, Employee engagement, Foreign institutional trading, Impact of Demonetization on Banks, Algorithms in educational performance, Indian Leadership Mantras, Hedging strategy and fast food trends among students.

The response to our request to authors for contribution has been overwhelming. In spite 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 academicians and researchers to send their unpublished articles/papers for publication in our Journal.

Prof. Lalit Aggarwal

Chief Editor

CONTENTS

S.No.	Article Title	Name of Authors	Page No.
1.	A Study of Job Satisfaction in Management and Engineering Colleges DOI : 10.25089//MERI/2018/v12/i2/182833	Anshul Tyagi	1-11
2.	Conceptual Review on Employee Engagement and its drivers DOI : 10.25089//MERI/2018/v12/i2/182834	Dr. Maitri Dr. Gargi Singh	12-23
3.	Casualty between Foreign Institutional Trading and Stock Market Returns : A study of S & P CNK Nifty DOI : 10.25089//MERI/2018/v12/i2/182835	Dr. Kavita Sharma	24-34
4.	The impact of Demonetization on the Public Sector's Bank Employees DOI : 10.25089//MERI/2018/v12/i2/182836	Dr. Deepali Ms. G. Nautiyal	35-45
5.	Predictions Algorithm in Educational System Based on Student Performance DOI : 10.25089//MERI/2018/v12/i2/182837	Ms. Padma Mishra Dr. Vaishali B. Sangvikar	46-54
6.	Indian Leadership DOI : 10.25089//MERI/2018/v12/i2/182838	Dr. Ritu	55-62
7.	Awareness in Retail Traders about heading Strategy by using Average Directional Index alongwith Bolliger Band DOI : 10.25089//MERI/2018/v12/i2/182839	Praveen Dhingra	63-70
8.	Trend of Fast Food among Students DOI : 10.25089//MERI/2018/v12/i2/182840	Anita Sheopuri Dr. Anuj Sheopuri	71-84

A STUDY OF JOB SATISFACTION IN MANAGEMENT AND ENGINEERING COLLEGES

Anshul Tyagi

Dr. Shruti Gupta

10.25089//MERI/2018/v12/i2/182833

ABSTRACT

Job satisfaction is one of the most widely discussed topic in organizational behaviour and human resource management. Job satisfaction is simply a feeling that one can feel from their work. Without satisfaction no one perform his or her task properly on work place. Job satisfaction happens most appropriately when an employee feels he or she having career growth, job stability, motivation, work culture and comfortable work life balance. When an employee satisfied with his job, he done his work with full efforts and full dedication. And the outcome from his work is best and profitable for organization. Job satisfaction leads to a happy and self-motivated employee who works for result oriented manners. So the main responsibility of an organization to provide better work place, good work culture and happy working hours for employees.

In the light of this background, the aim of this paper is to analyze the job satisfaction level in management and engineering colleges.

Key words: Job satisfaction, work culture, job content

CONCEPTUAL REVIEW ON EMPLOYEE ENGAGEMENT AND ITS DRIVERS

Dr. MAITRI

Dr. GARGI SINGH

10.25089//MERI/2018/v12/i2/182834

ABSTRACT

Employee engagement can be defined as the extent or the level to which employees in the organization value, enjoy and believe in their job profiles, it is also the extent an employee is committed, enthusiastic and involve his/herself towards the achievement of organizational goals and its values. Employee engagement involves interventions that enhance commitment towards job, motivation or productivity. It reflects the measureable level of an employee's emotional attachment to his/her organization, it can be either positive or negative towards his colleagues, job and the organization. The present research work was planned to study the relationship of employee engagement with employee performance, employee satisfaction, and employee turnover and employee absenteeism. The goal for the research was to investigate the factors that engage employees to perform to their best and the impact of the employee engagement on the performance of employees. This is a conceptual paper, literature has been explored from research papers, journal. Articles, textbooks, dissertations, published online resources.

Databases like EMERALD, EBSCO, WILEY, ABI Inform, Business Source Premier etc were also explored. Reflective stance on the topic has been developed by evaluating the available literature. The literature analyzed is indicating that there might be a strong association among employee engagement, performance, and satisfaction and employee turnover. Employee engagement contributes to competitive advantage in an organization. Important drivers/antecedents of engagement discussed as communication, recognition, workers Participation in Management, support health and safety, hygienic and clean work place, safe and clean drinking water, human factor and ergonomic workplace, results-based incentives. The drivers of engagement greatly get influenced by industry type, sector and other specifications. There cannot be one best customized approach for all. So organizations are required to customize their engagement strategies for organizational excellence.

Key-words: Disengagement, Employee Engagement, Organizational Citizenship Behavior (OCB)

**CAUSALITY BETWEEN FOREIGN INSTITUTIONAL
TRADING AND STOCK MARKET RETURNS:
A STUDY OF S&P CNX NIFTY**

Dr. Kavita Sharma

10.25089//MERI/2018/v12/i2/182835

ABSTRACT

Institutional investments have acquired a significant role in the Indian securities market. This study investigates the trading behaviour of foreign institutional investors (FIIs) in relation to Indian stock market returns as proxied by CNX Nifty and also analyses the interrelationship between both the returns and the investment patterns. The purpose of this paper is to inspect the direction of causal relationship between foreign institutional investment stock market returns in the Indian context. Various econometric tools like Unit root test, Regression analysis and Granger Causality test have been used for the analysis. The results revealed that there exists a Uni-directional causality from FII ratio of investment to Nifty returns representing Indian stock market return. In general, the FIIs seem to be following the Indian stock market returns. The analysis on the basis of simple regression model reveals that there exists a bi-directional causality between FIIs investments and Nifty returns. It confirms the applicability of Price pressure hypothesis as well as Feedback trading hypothesis in Indian stock market return.

Keywords: Feed-back trading, institutional investors, CNX Nifty, foreign institutional investors, Causality.

The Impact of Demonetization on the Public Sector's Bank Employees

Dr. Deepali Saluja

Ms. Gaura Nautiyal

10.25089//MERI/2018/v12/i2/182836

ABSTRACT

The demonetization had a great significant and immediate impact on the state of the Indian economy. The period left an impact on banks' employees those days. After the three years of the demonetization, the paper is an attempt to analyze the impact of demonetization on the life of public sector's banks employees. Samples of 101 respondents were randomly selected from South West region, Delhi. In the analysis the ANOVA has been applied on two factors- gender and age. It is found that out of two variables namely gender and age, gender has significant association with the impact of demonetization on the work life of public sectors' bank employees. It also results that demonetization helps to destroy black money is the first ranking given by the respondents and it is followed by corruption, terrorism etc.

Key Words: Demonetization, Black Money, Government, Corruption & Currency Etc.

PREDICTIONS ALGORITHMS IN EDUCATIONAL SYSTEMS BASED ON STUDENT PERFORMANCE

Ms. Padma Mishra

Dr. Vaishali B. Sangvikar

10.25089//MERI/2018/v12/i2/182837

ABSTRACT

Now a student's performance towards education is influenced through various factor. Proper motivation and guidance towards Students should increase. Factor and proper assessment abilities support for better performance. Thus the different techniques of data mining is used for increase the performances of the candidates. Identifying the performance of candidates most important research area .studies of educational data mining based on distinguish mining algorithms connected with different predictions techniques. Thus learners performance is suffered by distinguish parameters for example considers a learning environment, financial issues etc. the paper study based on environmental factors and institute factors for evaluating student performance.

Key Words : Data Mining, Educational Data Mining, Classification.

INDIAN LEADERSHIP MANTRAS

Dr Ritu

10.25089//MERI/2018/v12/i2/182838

“A ‘No’ uttered from the deepest conviction is better than a ‘Yes’ merely uttered to please, or worse to avoid trouble.” A great leader knows when and how to say ‘No’. It’s always a temptation to do a bit of people pleasing, but it’s best not to see what the mob wants and give it to them blindly.

- *Gandhi ji*

ABSTRACT

The brand ‘Mahatma Gandhi’ is one of the greatest brands in history. It has been enlightening and moving people for centuries. The Indian economy predicted to grow by 7.5 percent this year, experts say it could be time for Western CEOs to learn some lessons from their Indian counterparts. Given their intense focus on culture and human capital, it may be surprising that the Indian leaders have put strategy as their top priority. Leadership is as much about creating an enabling environment and engaging with employees on a personal level as it is about driving success and productivity. The cultural traditions, comprising beliefs, values, attitudes and social practices strongly influence the behavior of leaders in modern business organizations thus, leading to diversity in leadership styles around the world. The culture specific expectations play a significant role in shaping the context of organizations leadership in India.

Keywords - Leadership ; organizations; Training; Indian employees

**AWARENESS IN RETAIL TRADER ABOUT HEADING
STRATEGY BY USING AVERAGE DIRECTIONAL INDEX
ALONG WITH BOLLIGER BAND**

Praveen Dhingra

10.25089//MERI/2018/v12/i2/182839

ABSTRACT

The aim of the study is exploring the hedging strategy technique as well as motivating the retail traders. So, the level of retail participant can be increased and also raising awareness in retail trader about capital market. Study on the capital market provide after the ground work for this research covering eight years time period to understand the capital market and for analysing the strategy provided by National stock exchange related to derivative market. And further diverting the research to establishing the new way to understand the research

Key Words- Capital Market, Hedging, Forwards, Swaps, Future contracts

TREND OF FAST FOOD AMONG STUDENTS

Anita Sheopuri,

Dr. Anuj Sheopuri

10.25089//MERI/2018/v12/i2/182840

ABSTRACT

Eating habits has a severe impact on health. The children and youth who consume fast foods and who do not prefer to take fruits and foods consisting of fresh vegetables are linked to health problems. Food is the basic necessity for a human being for survival. Throughout the world, the food is prepared as per the culture, availability, etc. In the past couple of years the socio economic and demographic status of the society has changed due to the globalization, earning capacity, education and employment opportunities, etc. Thus directly and indirectly the food habits have also been affected drastically. Usually food is prepared and is consumed by at home, is healthy, fresh and contains nutrient values, but due to fast life which gives importance to commodities, and modernization people have started consuming fast foods rather than home cooked foods. This phenomenon is more common in the urban class rather than their counterparts living in rural areas. Fast food industry is one of the world's fastest growing sectors in food industry. However, over a period of time, with a growth in the number of nuclear families, economic growth and increasing per capita income as well as globalization, fast food culture is gaining prominence in India.

Key Words: Fast food trends, Youngsters, Eating habits, Globalization