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## **Employee Engagement, Perceived Stress and Psychological Capital : An Empirical Study**

Swaha Bhattacharya; Ph.D.<sup>1</sup>  
Esha Banerjee<sup>2</sup>

### **Abstract**

Studies from the emerging field of Positive Psychology hypothesise that personal resources like the constructs of Psychological Capital (i.e. Hope, Optimism, Self-Efficacy and Resilience) may contribute to decreased stress and increased work engagement. The present study aims to explore the relationship between employee engagement, perceived stress and psychological capital of employees working in private sector organisation in terms of gender difference and duration of service. A General Information Schedule, the Utrecht Work Engagement Scale, Perceived Stress Scale and Psychological Capital Questionnaire were used as tools. Both qualitative and quantitative analyses were done. The findings revealed that psychological capital among the male employees is comparatively higher than that of the female employees. On the contrary, perceived stress is comparatively higher among the female employees compared to the male employees. The findings also revealed that the more the duration of service, the more is the employee engagement. Employee engagement and psychological capital are positively correlated. On the other hand, perceived stress was negatively correlated with employee engagement and also with psychological capital. Measures may be taken to improve psychological capital and engagement and curb stress among employees to foster a positive working environment.

### **Keywords**

Employee Engagement, Psychological Capital, Perceived Stress and Private Sector Organisation

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## **Human Resource Development Practices in North Eastern Electricity Supply Company of Odisha (NESCO) : A Micro Analysis**

Ashwini Kumar Patra<sup>1</sup>  
Tattwamasi Paltasingh, Ph.D.<sup>2</sup>

### **Abstract**

Policy for developing human resources, accessibility of skilled and erudite human resources, convergence of skill and knowledge in the organisation process and managing a motivated work force are four pillars of strength on which the organisation stands. These four pillars contribute towards making the organisation competitive. Hence, every organisation should adopt HRD as a process and approach and formulates policy to implement it in a very constructive manner. It is of paramount importance for all organisations to maintain a satisfied and motivated workforce to achieve its strategic business objectives. The organisation develops various strategies to develop internal and external dynamic capabilities of its human resources. This will help achieve the targeted productivity, provide satisfactory service to the customer as and when needed, generate profit for the organisation and an improved relationship between the employer and the employees. In this regard, micro-analysis of HRD and its impact upon the organisational processes have been studied in North Eastern Electricity Supply Company of Odisha Ltd. (NESCO). It is observed that the organisation, which recognises the worth of employee talent, emphasising upon retention of talent pool and regarding them as an asset, has better competitive advantage than others. The employees are also very much positive towards the treatment extended to them by the management. Management must adopt the open style of leadership, which makes the employees feel free to express their views regarding the policies of the organisation.

### **Keywords**

HRD, Retention of Employee, Competitive Advantage, Satisfaction of Employee

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# Community Acceptance of Renewable Energy Technology: A Behavioural Framework

Neera Singh, Ph.D.<sup>1</sup>

## Abstract

Rapid industrialisation has no doubt fostered rapid development; yet it has brought in its wake environmental degradation leading to a world of deprivation and disparity. Of late, a shift is discernible towards healthy, clean and green form of energy. The success of these technologies, however, depends to a great extent on community acceptance. This paper proposes a theoretical construct of knowledge dissemination and identification with the environment as an antecedent to perceived risk and benefits by the community on accepting renewable energy technology. The model of the behavioural framework is conceptualised on propositions based on earlier research. Of course, the scope of the work is limited as it considers energy generation only through the renewable source, and the other aspects have not been included in this study.

## Keywords

Renewable Energy Source (RES), Acceptance, Trust, Livelihood Framework, Technology, Acceptability,

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# Life Expectancy and Working-Life Expectancy of Politicians : An Analysis

Alby Anand Kurian; Ph.D.<sup>1</sup>  
Sagar Dham<sup>2</sup>

## Abstract

The objective of the study is to benchmark the average life expectancy rates of the elected leaders of selected countries vis-à-vis life expectancy rates of the general population of the world and highlight any inequalities. Subsequently, the research focuses on identifying area based life expectancy inequality, if any, amongst the elected leaders selected for the study. Retrospective analysis of mortality rates in elected leaders was done to construct life table. Historical life data of 231 elected leaders from 11 countries were obtained to calculate an average life expectancy and the same was compared with the average life expectancy of the general population of the world. To analyse geographic inequalities between the elected leaders of different countries, Social Index of Inequality (SII) method was adopted. To construct the SII, Global Competitiveness Index was used as benchmark to derive the least and the most deprived countries along with the calculated life expectancy. Elected leaders from eleven countries – China, India, USA, Germany, UK, Canada, Australia, Denmark, Finland, Indonesia and Brazil – were selected for the purpose of this study. These eleven countries factor for ~50% of the world population and would be fair representation of the other countries as well.

## Keywords

Life expectancy, social inequality, parliamentary privilege

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# Credit Information Report : An Empirical Evidence

Bindiya Kunal Soni; Ph.D.<sup>1</sup>  
Mauli Bodiwala<sup>2</sup>

## Abstract

Credit information companies facilitate obtaining credit history of the borrowers and help the credit institutions in correctly assessing the creditworthiness. The present study takes into consideration the demand as well as the supply perspectives. On the demand side, the study evaluates awareness and perception of the customers – both retail and institutional, while on the supply side, the study takes into consideration the perception of the bankers towards Credit Information Report. The findings reveal that there is a need to create more awareness about the content and the usage of the Credit Information Reports (CIRs). At the same time, such reports should reflect accurate and updated information with respect to credit history of the customers.

## Keywords

Credit Information Report, Loan, Credit Information Company, Credit institution, Credit Score, CIBIL

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# Six Sigma in Sales and Marketing : Enhancing Competitiveness

Pankaj M. Madhani; Ph.D.<sup>1</sup>

## Abstract

Six Sigma is a disciplined, data-driven approach and methodology for eliminating defects in any process – from manufacturing to trading, and from product to service. There is a lot of interest in deploying Six Sigma to sales and marketing to reduce the uncertainty inherent in it. Many organisations such as 3M, Allied Signal, Dell, HSBC, Johnson & Johnson, LSI Logic, Owens Corning, Service Master, Standard Register (Taylor Communications) etc. have deployed Six Sigma in sales and marketing and have achieved significant growth – both in top line and bottom line performance. This research elaborates Six Sigma DMAIC Methodology (define, measure, analyse, improve, and control) in Sales and Marketing and provides various frameworks for its successful deployment to achieve competitive advantage.

## Keywords

Six Sigma, DMAIC Methodology, Sales, Marketing, Competitive Advantages

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# 5Ps : A Conceptual Framework for Digital Marketing Campaign

Yukti Ahuja; Ph.D.<sup>1</sup>  
Indu Loura<sup>2</sup>

A well-crafted digital marketing campaign can help a company build a strong online reputation, increase brand awareness, encourage traffic and can lead to conversions eventually resulting in increase in customers, sales, growth

and success. This paper attempts in unveiling the blueprint for a digital campaign. A thorough study of the available insights, both online and offline, has helped the authors suggest a framework of 5 Ps – Purpose, Planning, Promotion, Participation and Performance – for Digital marketing Campaign. The proposed framework will help the marketers to develop a digital strategy with an eye on the pivotal concerns.

### **Keywords**

Digital marketing, social media, digital strategy, online marketing

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## **'Word of Mouth' : A Review of the Role of Spoken Communication in Influencing Consumer Behaviour**

Supratim Kundu<sup>1</sup>  
C R Sundara Rajan; Ph.D.<sup>2</sup>

'Word of Mouth' (WOM) refers to spoken communication as a means of transmitting information. The purpose of this paper is to understand, summarise and highlight the current research work in the area of word-of-mouth communication along with the existing gaps in literature. The study is based on literature review, and makes an attempt at qualitative analysis of research articles from peer-reviewed sources covering a span of 14 years addressing WOM, its antecedents, the effects and its role in the overall larger context. It is found that WOM strongly impacts consumer behaviour. Tie strength, stickiness, loyalty and monetary influence can moderate the WOM influence. However, it remains to be seen how various personality traits get affected by WOM. The findings of this review may help potential marketers to understand the concept and its intricacies and follow the best approach to maximise the WOM effect.

### **Keywords**

Word of mouth, WOM, referral, reviews, ratings

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