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Glass Ceiling and Raising Aspirations: Exploring Managerial Roles of Women

Dr. Malabika Tripathi*, Dr. Sweta Saraff**, Nalanda Ray***, Akangsha Roy****

Abstract

The new decade has observed more progress in the status of women than before. However, when compared to the predominant corporate advancement of men, women are yet to receive an equivalent momentum. Much of this may be attributed to the glass ceiling effect. It remains a harsh reality that reinforces discriminatory barriers which inhibit a woman's chances of reaching high-level positions within an organization. The present chapter comprehensively explores the relationship between the glass ceiling and women's role within the workplace. Specific focus has been placed on the areas of whether businesses need women at the top, the interrelationship between work and family for women, the extent of adequate representation of women in management roles, their readiness for such roles, and how organizational agility can impact the glass ceiling. Additionally, the glass ceiling and its determinants have been analysed through the Elacqua model (Elacqua et al., 2009) to understand the variables that influence people's perceptions regarding the glass ceiling. Extensive review of literature has helped explicitly identify, analyze, and interpret relevant researches in the present domain. It shows that while discriminatory organizational behaviour remains prevalent today, there is no difference in the readiness and the level of job commitment by both men and women managers. Organizations must work towards integrating agility to adapt to the changing sociodynamics of today's world to promote gender-equal values. This chapter concludes that while women may be favoured to reach high rungs of the corporate ladder, organizations must promote them and invalidate the stereotypically male-favoured corporate environment.

Keywords: Business, glass ceiling, elacqua model, managerial roles, women.

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A Base Line Model on Factors Affecting Girls' Enrolment in 650 Rural Blocks of Andhra Pradesh

Dr. Nirmalya Bagchi*, Dr. Karnak Roy**, Arpan Roychowdhury***

Abstract

Purpose: The purpose of this paper is to study the effect of select set of school related indicators like average rural area covered by a school, number of girls' toilet in the schools, pupil teacher ratio and student classroom ratio in the schools and demographic indicators like percentage of schedule tribes' population in the block and gap between literacy percentage among men and women in the block on girls' enrolment in rural schools of Andhra Pradesh, India.

Methodology: The study has utilized a three years panel (2014 to 2016) consisting of 650 rural blocks of Andhra Pradesh. A pooled OLS model has been developed to analyse the effect of select set of school related and demographic indicators on girls' enrolment.

Findings: The result shows that indicators like the area covered by a school, percentage of schedule tribes and literacy gap between men and women are significant and negatively affecting the girls' enrolment in rural schools of Andhra Pradesh. Pupil teacher ratio and student classroom ratio also show negative association with girls' enrolment. However, number of girls' toilet in schools exhibit positive association with girls' enrolment.

Originality/value: There is a dearth of quantitative studies examining relationship between girls' enrolment in rural schools and school level and demographic indicators. The current paper fills this gap and explores the relations between girls' enrolment and different school related and demographic indicators in the rural blocks of Andhra Pradesh.

Keywords: Enrolment, Girls, Rural, School, Schedule tribe, Literacy, pupil teacher ratio, student classroom ratio

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Thinking Beyond Just Mobility: Way Forward For India

Mr Siddartha Ramakanth Keshavadasu*

Introduction

Electric mobility has been trending for quite a couple of years, and at least a dozen Indian states have notified Policies for E mobility. Indian energy and transportation scenario have changed drastically in the last decade. India has become an energy surplus country, and India has recorded the highest growth rate in terms of mobilization (Sharma et al. (2011)) in the last decade. With high volatility in liquid fuel prices in the international market and ever-increasing indirect taxes on fuel, electric vehicles look like a better alternative to ICE vehicles.

The Govt. of India has made its intentions clear on promoting electric vehicles through FAME schemes. Almost a dozen Indian states have announced additional incentives over and above the incentives under FAME schemes. Telangana state has gone a step ahead and have included Energy Storage under the ambit of policy and have announced additional incentives promoting Energy Storage/ battery manufacturing, reusing and recycling.

However, the role of electric vehicles shouldn't be restricted to just mobility. The Paris Climate Summit delegations have deliberated firm and aggressive targets on restricting temperature rise, which can be only possible by reducing GHGs, which is only possible with a shift from fossil fuels to renewable energy sources.

In line with the Paris Summit targets, the Government of India has announced very aggressive targets of Renewable Energy Capacity Addition 175GW of RE capacity by 2022 and 450GW of RE capacity by 2030. Solar and Wind Power Capacity have a king's share in the total capacity addition targets, and they being intermittent energy sources, poses severe challenges to grid stability. Ancillary services will play a huge role in mitigating the risks posed by the Renewable Energy capacity addition.

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Finding Service Quality Dimensions: A Study on Digital Marketing Service Quality

Dr. Saugat Ghosh*, Dr. Karnak Roy**

Abstract:

Quality is the most important parameter of all businesses and service industries are no exceptions. Digital marketing companies are one of the fastest growing service industries which cater the need of different industries to make their presence in the digital platform and thereby reach to their target customers. With the growing demand of digital marketing services, a large number of digital marketing companies are budding up and thereby increasing the level of competition in this field. With the increase of competition, service quality and customer satisfaction have become crucial parameters for the sustenance of the digital marketing organizations. Knowledge about the service quality dimensions associated with the digital marketing services has become essential for designing suitable strategy for the business. The present research work aims to address this issue. The research work identifies the service quality dimensions of the digital marketing service qualities. The findings of this research will be helpful for all digital marketing companies to identify the areas of improvement and also to design better services to meet the expectations of their clients.

Keywords: Digital Marketing Services; Service Quality; Service Quality Dimensions; SERVQUAL Model; Perceived Service;

Introduction

In the past few years, digitalization of Indian economy has proceeded rapidly and the sudden outbreak of pandemic has fueled this pace. Present day businesses, irrespective of their products, services, size and customer types, have become bound to make their presence in the digital platform. Customers of both B2B and B2C markets are becoming increasingly dependent on digital marketing platforms.,

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A study on Dual-career Women's Stress, Satisfaction and Career Salience over Family Life Cycle Stages

Dr. Shamima Haque*

Abstract:

With her roles of marital and occupational career in context, dual-career women's tasks and responsibilities are reoriented and negotiated in accordance to the family life cycle stages. The present study attempts to highlight women's experience of perceived stress, satisfaction and career salience over family life cycle. 195 career-oriented married women are considered for the study with two stress and two dual-career family dimensions as dependent variables. Results indicate that family life cycle stage is an important predictor of the variables under study. Nurturing stage indicates high role expectation conflict as well as maximum satisfaction. Career salience is also indicative of interesting perceptual disposition of dual-career women who makes career adjustments to merge her parental, career and marital roles.

Keywords: dual-career women, career salience, role expectation conflict, family life cycle stages

Introduction

In the face of rapid urbanization and an array of accompanying cultural and social changes there has been a transformation in the conventional family formation patterns giving way to more customized family structures. With changing role of women in particular, family role theorists speculated that gender-segregated role of men and women should recede gradually; shifting from the traditional gender role socialization ideologies to more adaptive and symmetrical family interaction patterns.

Specializing on the career facet, dual-career family emerged as a contemporary prototype differentiating from the dual-earner formation, which gained recognition with increased educational impetus, feminine awareness and career aspiration pursuance. The widespread acceptance of the dual-career pattern has been

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Revisiting the Concept of Knowledge

Dr. Atul Sen*

Introduction

The concept of knowledge has been discussed for centuries. In the works of the ancient Greek philosophers, knowledge originates from people. Plato, for instance, put forward the idea that correct belief can be turned into knowledge by fixing it through the means of reason or a cause. Thus, he defined Knowledge as 'Justified true belief'. Aristotle thought that knowledge of a thing involved understanding it in terms of the reasons for it. In Western philosophy, knowledge is seen as abstract, universal, impartial, and rational. It is considered as a stand-alone artifact that could be captured in technology and which will be truthful in its essence (Brain Lehaney et al. 2004). The ambiguity about the understanding of information and knowledge is present despite myriads of definitions of the term available in the literature (Beckman, T. 1997; Tsoukas, 2000; Devenport and Prusak, 2000; Mishe, 2001).

The academic and IS community has spent years discussing and clarifying what constitutes data, information, and knowledge (John Sanders, 2016; Zins, 2007). Variations emerge in the definitions and the basic terminology used depending on the background of the author and the specific aim one pursues. In one of the papers, Zins (2007) has documented 130 definitions of data, information, and knowledge formulated by 45 scholars. Evidently, the three concepts are interrelated but the nature of relations among them is debatable, as well as their meaning.

Researchers working in the field of Knowledge management also feel that the concepts of 'Information' and 'Knowledge' have not been fully understood (Gopalakrishnan, 2008; Meyer, B and Sugiyama, K. 2007; Kostas et al. 2005) and that there is still a need for a clear understanding of the term 'Knowledge' before attempting to manage it.

Current Understanding of Knowledge

Individuals can perform actions without being able to explain them and they can explain actions without being capable of performing them. From such observations,

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A Case study on Rockwell Industries

Dr. Subodh Kandamuthan*, Mr. Hari Krishna Noule**, Dr. Amrutha Pullanoor***, Dr. Harikrishna Bachu***, Mr. Paavan Kumar***, Mr. Sriman Kotas***

Introduction

The Covid 19 has brought into the focus the importance of medical equipment like Ventilators, Oxygen, ICU Beds, Vaccines, cold chain equipment like Vaccine freezers, medicine freezers, walk in coolers etc. Severe shortage of the items mentioned above was faced by all states and Union territories in India. It was realized that we were heavily dependent on the imports of many items and the future has to be where we become self-reliant in the wake of any future pandemic. As part of the Make in India campaign of Government of India, many industries in India have voluntarily come forward to help the country during this crisis. The Centre for Health Care Management at ASCI in this context undertook a case study of Rockwell Industries based out of Hyderabad.



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Inter-Governmental Science and Technology Cooperation: A case study of Indo-German Science and Technology Centre

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Abstract

Inter-Governmental cooperation in the field of scientific research and technological development has mutual benefits. The needs and aspirations of the citizens, availability of human and financial resources in partnering countries, and mutual trust are some of the factors that determine the landscape of this cooperation. The science and technology programmes are executed by researchers from the two countries and monitored by experts to achieve the targeted results. Indo-German Science and Technology Centre is one such inter-governmental initiative that came into existence in March 2010. It aimed to bring the research and technology synergy between India and Germany, involving government and the private sector. A case study based on the ongoing and completed projects of the Indo-German Centre is presented here. The analysis of available data brings out some critical points related to its activities that need to be addressed to meet future challenges.

Introduction

The Indo-German relations are based on decades of friendship and cooperation [1]. The first symbol of cooperation in Science and Technology dates back to 1959 when IIT Madras was setup with German technical assistance. The German Academic Exchange Service (DAAD) established its New Delhi office a year later. This was followed by an agreement between the Council of Scientific and Industrial Research (CSIR) and DAAD to exchange scientists. In addition, the Indian and German governments formally concluded several agreements and special arrangements. This included the 1971 agreement on cooperation for Peaceful Uses of Atomic Energy and Space Research [2].

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