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Vimarsh

"An Endeavour to Share Knowledge"

A Bi-Annual Peer-Reviewed Refereed Journal

IFTM UNIVERSITY MORADABAD

श्रेयान्द्रव्यमयाद्यज्ञा ज्ञानयज्ञः परन्तप।
सर्वं कर्माखिलं पार्थ ज्ञाने परिसमाप्यते।।

Shrimad Bhagawad Gita, Chapter 4 (33)

"Attaining knowledge is superior to accumulation of all sumptous substances. As all acts finally conclude into wisdom."

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From the Editorial Team

Dear Reader,

Following 64 matches and 172 goals, we can say that we witnessed one of the best finals in the history of FIFA World Cup this year. Argentina becoming the champion for the third time after beating France in a penalty shootout while Lionel Messi finally laying his hands on the golden trophy that had long eluded him, felt like a personal achievement.

But being the academicians that we are the FIFA World Cup can't just be looked upon as an international sporting event, rather also a major business. With colossal sponsorships bringing funds to FIFA, the organization has become a brand in itself. The World Cup not only acts as a channel to magnetize more tourism to the host country but also impacts the global economy, generating billions in the overall economic activity, and strengthening economic development opportunities by generating tax revenues for local communities, and for the countries celebrating the World Cup. An event that attracts such quantum of global attention must surely increase its appeal, attracting researchers for developing new case studies and future researches.

Looking forward to such latest and innovative ideas for research, we would like to extend our thanks to all our national and international authors for trusting us with their hard work. This issue has covered recent issues and updates in Sustainable Development, Ukraine-Russia War, Digital Mums and Higher Education with an international point of view. This issue also introduces the first ever publications from a couple of our students on neo- research topics like Post-COVID travelling.

We also thank all the parties concerned who have directly or indirectly contributed, in any way, to put together yet another issue of Vimarsh.
In case of any queries or comments, we would be happy to hear from you at vimarsh@iftmuniversity.ac.in.

Happy Reading...!!!

Team Vimarsh

VIMARSH

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A Study on Emotional Intelligence in Service Organizations for the Sustainable Development

Breeze Tripathi *

ABSTRACT

Organizations cannot afford to continue doing business as usual when the competition heats up and the speed of change intensifies. Organizations have been forced to redefine their structures, systems, and processes in a strategic manner as a result of the changing environment, particularly liberalisation, privatisation, and globalisation, as well as technological advancement, to not only keep up with but also to survive and progress. Every strategic response necessitates the participation of people and invariably has an impact on them. Individuals are affected by the convergence of cultures, systems, and processes in mergers, whereas quality and benchmarking initiatives necessitate a significant shift in how people approach diverse problems.Emotions are powerful feelings that arise from a person's current situation, state of mind, and relationship with another person. It is also the intuitive sense that arises from his or her particular judgement and understanding. Emotions are seen as an integral or structural component of a person's personality.

Emotional intelligence is a collection of non-cognitive traits, skills, and abilities that influence a person's ability to succeed and manage external pressures and demands. In order to perform well, a person's general intelligence must be supplemented by his capacity to notice, analyse, and control his emotions (Bar-On 1997). The most extensively used model is Goleman's emotional intelligence model. According to Goleman in 1996, when people are distressed emotionally, they are unable to recall, attend, learn, or make clear decisions, indicating that there is a link between emotional intelligence, decision-making, and job stress. The purpose of the study is to examine the impact of emotional intelligence on sustainability in educational Institutions and Banking Sector. The study has selected 155 respondents from the service organizations in Indore city. Through the developed questionnaire by UpinderDhar, Anukool Hyde and SanjyotPethe, the conclusion has surfaced by applying regression analysis and found the role of individuals in putting strategy answers into action has a big impact on the success rate. As a result, it is critical for organisations to consider the human concerns at hand before implementing any strategy answers. Human resource difficulties are in fact business challenges since they affect the essence of an organization's competitiveness, adaptability, profitability, and existence.

KeyWords: *Emotional Intelligence, Sustainability, Adaptability, Competitiveness, Strategic Role.*

INTRODUCTION

Personal attributes like self-assurance, integrity, awareness of one's strengths and shortcomings, adaptability to change or adversity, persistence, and the ability to get along with others are all based on emotional intelligence. High levels of emotional intelligence are necessary for successful professional interaction in dynamic work contexts, increasing productivity (Money & Peter, 2014).

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Undoubtedly thought-provoking, the study of emotional intelligence makes one want to see what effects it might have on a person who is always involved in the beginning and expanding a business. It would be fascinating to see if emotional intelligence may be a significant factor in determining an employee's performance.

Based on the foregoing explanation, one is curious to see whether emotional intelligence will serve as a crucial criterion for venture growth and venture success. Understanding whether emotional intelligence has a role to play in the survival of a business founded, maintained, and grown will be fascinating. As a result, this research aims to investigate the connection between emotional intelligence and the sustainability of their organizations. Businesses cannot afford to carry on as usual when the competition is fierce and change is happening quickly. Due to the changing environment, particularly liberalisation, privatisation, and globalisation as well as technological innovation, organisations have been obliged to strategically redefine their structures, systems, and processes in order to not only keep up with but also to survive and advance. The strategic responses of organisations ranged from mergers and acquisitions to delaying action. Every strategy solution requires the involvement of people and inevitably affects them. Mergers cause cultures, systems, and processes to converge, which has an impact on people, whereas quality and benchmarking campaigns demand a considerable change in how people approach various problems. Delaying retirement results in both employment enrichment and job insecurity for the retiree. The success rate is significantly impacted by how individuals participate in putting strategy answers into practise. As a result, before implementing any strategy solutions, organisations must take into account the current human issues. Problems with human resources are actually business concerns since they have an impact on a company's ability to compete, adapt, and be profitable.

Emotions are strong feelings that a person experiences as a result of their environment, mindset, and relationships with others. Additionally, it is the intuitive sense that results from his or her unique judgement and comprehension. Emotions are considered to be a structural or intrinsic part of a person's personality. These are only a handful of the emotions we experience and respond to: joy, fear, love, and anger. These elements directly affect how we think and act.

One of many persons who recognised the significance of emotions was Charles Darwin. According to him, "emotions" give behaviour that is essential for survival energy. In his book "The Expression of the Emotions in Man and Animals," he states that emotions "come promptly and immediately in response to a scenario and cannot be halted or held back." He also covers the usefulness of emotions in the same book. Through several experiments, he has also shown that expressing one's emotions helps one adjust to any situation, which is still true today and most likely will be true in the future. Emotion can be a thought, a state, or an experience. It is comparable to the sea's waves, which come in waves following waves and are entirely unpredictable in terms of their strength and power. Emotions can take many different shapes, both positive and negative. All of your decisions, big or small, will be influenced by pleasant emotions in a way that is fair in judgement and produces favourable consequences. Negative feelings sabotage and compromise logical reasoning, making it difficult to make wise decisions. It would lead to unethical decisions being made, which would affect how an activity turns out or produces results.

The emotional, personal, social, and survival facets of intelligence are discussed in relation to emotional intelligence, which are frequently more important for day-to-day functioning than the cognitive or mental facets. In many ways, emotional intelligence is a good indicator of future emotional and personal success. Emotional intelligence needs to be evaluated in children, adolescents, and adults. Emotional intelligence assesses traits including empathy, social responsibility, impulse control, and the capacity to interact with others in a mature and responsible way. An individual's capacity to manage pressures and obstacles from without is measured by their emotional intelligence. Each person has a unique personality and varying levels of emotional intelligence, which are reflected in their behaviour, attitude, values, feelings, and motivation.

Relevance of the Study

In the past two decades, researchers have studied how emotional intelligence affects several areas of human behaviour, particularly in the service industries. Since these industries are expanding quickly, it is important to encourage these traits in employees in order to maintain. Despite the lack of a thorough, unbiased analysis to support the claim, experts' opinions and workplace studies suggest that emotional intelligence increases performance and productivity. It has been investigated if emotional intelligence can account for an improvement in individual cognitive performance above and beyond what can be explained by traditional intelligence.

LITERATURE REVIEW

In the Pakistani software industry, Zahid and Nasir (2008) addressed how emotional intelligence can help organisations improve their service quality, which results in organisational success. They discovered that anything related to enhancing social or interpersonal skills is frequently given a low priority and ignored. They recommended that management acknowledge the significance of putting money into helping people develop their soft skills and emotional traits. Zainab N, Saeed C, Fazalur R, and Nabi BJ (2011) examined the impact of emotional intelligence on work performance in Pakistan's higher education sector. The Wong and Law emotional intelligence scale, which includes the four components of emotional intelligence, was used in this study to assess emotional intelligence (self-emotional appraisal, others' emotional appraisal regulation of emotion, and use of emotion). It has been established that emotional intelligence improves team performance. According to Prentice & King (2011), emotional intelligence is a highly effective predictor of the customer service performance of casino frontline staff. A sample of 152 casino frontline employees from a sizable casino in Australasia were polled as part of a study for the high-roller market. According to the research, in order to achieve that design, service companies must consider the emotional context and content of their operations or brands, as well as how the surroundings and interpersonal interactions would appear and feel.

Another study by Cavazotte, Moreno, and Hickmann (2012) examined how emotional intelligence and leader intelligence affect managerial success in Brazil. Managers in Brazil's energy sector were evaluated on their emotional intelligence using the Wong and Law emotional intelligence scale, a self-report evaluation. The results showed a substantial association between emotional intelligence and performance, but this relationship vanished once intellect and personality were taken into account, showing that leadership was the best predictor of manager performance in this study. Farh et al. (2012) looked into the moderating impacts of working context as well as the effectiveness of emotional intelligence workgroups and job performance. This research sought to determine whether there was a relationship between MCEIT-measured emotional intelligence and job performance when the job's context was taken into consideration. More specifically, the findings showed that emotional intelligence was positively related to performance in contexts of jobs requiring management of businesses with high managerial work demands. This may be because these contexts activate and permit highly emotionally intelligent people to act in ways that support their performance.

Bahadori (2012) conducted research on the influence of emotional intelligence on entrepreneurial performance behaviour in an Iranian medical science university. This study's objective was to examine how emotional intelligence affects organisational effectiveness and entrepreneurial behaviour. The findings demonstrated that, in terms of organisational success, all four categories of emotional intelligence positively impacted managers' entrepreneurial behaviour. The results show that managers with higher levels of emotional intelligence are more likely to recognise and seize opportunities as well as be able to control their own and others' emotions, all of which can have an impact on their entrepreneurial behaviour and help them succeed more than other managers.

In a different study, Preeti B. (2015) examined the relationship between emotional intelligence and job performance in the service sector. The study's objective was to identify the traits that influence industry performance and classify them into a conceptual model. Based on a review of comparable studies, the study found that emotional intelligence can help to improve performance in the service sector.

In a different study, Raed M. (2016) looked at how emotional intelligence might improve the organisational efficiency of Jordanian information technology managers. The Wong and Law emotional intelligence scale was used to assess the four elements of emotional intelligence for this investigation. The results revealed that age and experience had a considerably different effects on how much emotional intelligence affected organisational effectiveness.

Rohana Ngah, Wahyukaton, Zarina Salleh, and Rahima Sarmidy present a comparison of research on emotional intelligence (EI) and entrepreneurial orientation (EO) among students from two institutions in Malaysia and Indonesia (2016). The study examined the contrast between students' EI and EO exam scores. On the EI, students from the two universities received varying results. The entrepreneurial tendency of Indonesian students was found to be influenced by both EI and EO, however, only EO was found to be important for Malaysian students. There is a proposal for additional research.

In their study on employee emotional intelligence (EI) across sectors, Padmalita Routray, Ashok Kumar Dash, Pragnya Paramita Ray (2017) concentrated on factors including self-awareness, self-regulation, self-motivation, social awareness, and social skills. With the exception of social skills, the data highlighted the variations between industries in terms of EI. It was hypothesised that employees in the telecommunications sector have higher EI scores than those in the banking and hospitality sectors. In the current study, we tried to include these components. The study also made an effort to pinpoint how HR systems contribute to the creation and upkeep of expertise. The service sector needs a high level of networking, organisational awareness, sympathetic capacity, high communication and influencing skills in order to become more people-focused.

Research Gap

The study examined a number of earlier investigations and, based on its findings, identified some gaps and investigated those elements that would not have been investigated. Researchers QurratulainZahid and Nasir Wasim have evaluated some studies on emotional intelligence and its underlying components. SaiqaRaziq (2008) discovered how emotional intelligence might improve service quality in the software industry. Similarly, in Pakistan's higher education sector, Zainab N, Saeed C, Fazalur R, and Nabi BJ (2011) investigated the effect of emotional intelligence on work performance and However, in the current study, the researcher has looked at the impact of emotional intelligence on the sustainability of ventures in the service sectors with new ideas that invest in technology, innovate continuously, and sell for profit. Cavazotte F, Moreno V, and Hickmann M. (2012) examined the effects of leader intelligence personality and emotional intelligence on managerial performance. Investing in an organization's employees' emotional intelligence has been proven to have moderating impacts on job performance and workgroup effectiveness in numerous research, including Farh et al. (2012). Employee relationship management is a novel approach to managing human resources that depends on information technology to establish and maintain individualised and mutually beneficial connections with employees, according to A.Mani, K.Lohith Kumar, and K.Manjula (2017). These studies thus illustrate the components of emotional intelligence, but the research in the current study has identified ten emotional intelligence dimensions (self-awareness, empathy, self-motivation, integrity, value orientation, managing relationships, emotional stability, commitment, and altruistic behaviour) that regulate individuals' mental states to accomplish goals. These emotional intelligence traits give individuals the full personality necessary to compete in business and are beneficial in sustaining initiatives in all conceivable facets.

Objectives of The Study

- To study the relationship between the factors of emotional intelligence and sustainability of service organizations.
- To examine the impact of emotional intelligence on sustainability of service organizations.

RESEARCH METHODOLOGY

Research Design: The current study is descriptive in nature since it examines in great detail the correlation between the elements of emotional intelligence and how that affects the long-term viability of the service organizations.

Universe: In this study, 155 employees from the Indore city's service sector were the participants. A total of 310 questionnaires were distributed for the study, and 155 of them were filled out, yielding a response rate of 50%

Sampling Method: Random sampling method is used as equal chance is given to all the participants.

Research Instruments
The Emotional Intelligence Scale: We employed an emotional intelligence scale created by UpinderDhar, Anukool Hyde, and SanjyotPethe for the analysis. Following a thorough analysis of the literature, they created 106 things, each of which was placed on a card. A panel of 50 judges with postgraduate degrees and more than 10 years of experience was chosen for the purpose of inspection. Finally, 155 employees took tests on 34 separate items. Scale reliability is.848 hence it was used for the additional analysis.

The Sustainability of Ventures Scale
This scale was created with the aim of this investigation. After carefully reviewing the literature, the construct was first defined as follows: "Venture sustainability is the management and coordination of environmental, social, and financial demands and concerns combined with the personal intent and competence to ensure responsible, ethical, and ongoing success of the venture." Ten statements in all have been included.

Variables of the Study
Emotional intelligence is the important independent variable considered for the study. The instrument used for gauging emotional quotient (EQ) as a measure of emotional intelligence had assessed ten dimensions of the concept, namely, self-awareness (SA), empathy (E), self-motivation (SM), emotional stability (ES), managing relations (MR), integrity (I), self-development (SD), value orientation (VO), commitment (C) and altruistic behaviour (AB).

Statistical Tools
To investigate the association between emotional intelligence aspects and the sustainability of ventures (service sectors), the study used a correlational research approach. Regression and correlation are used.

Data Analysis & Findings
H01: There is no significant relationship between underlying factors of Emotional Intelligence of employees and sustainability development in service organizations.
Ha1: There is a significant relationship between underlying factors of Emotional Intelligence of employees and sustainability development in service organizations.

Correlations on factors of Emotional Intelligence and Sustainability Development

		SD	SA	E	SM	ES	MR	I	SD	VO	C	AB
Pearson Correlation	SD	1.000 p=.000	.854 p=.000	.798 p=.000	.736 p=.000	.696 p=.000	.802 p=.000	.637 p=.000	.599 p=.000	.558 p=.000	.589 p=.000	.607 p=.000
	SA		1.000	.952	.886	.816	.920	.746	.694	.633	.681	.685
	E			1.000	.937	.867	.904	.766	.715	.660	.691	.675
	SM				1.000	.927	.861	.696	.669	.613	.645	.630
	ES					1.000	.858	.642	.656	.617	.614	.634
	MR						1.000	.698	.674	.641	.643	.640
	I							1.000	.612	.620	.639	.587
	SD								1.000	.926	.958	.923
	VO									1.000	.938	.868
	C										1.000	.909
	AB											1.000

*All the variables are significant at 0.000

The table shows the correlation matrix among the independent variables for emotional intelligence and the dependent variable, sustainability development.

The relationship of pivotal people drivers with self-awareness is significant at 0.05, and the value of correlation value (.854) is very strong. In the same way, the relationship with the factor of emotional intelligence i.e empathy with sustainability development (.798) significant at 0.05.

Another variable self-motivation has also an R-value of 0.736 so the relationship with the dependent variable, sustainability development is significant.

The relationship of emotional stability with the dependent variable, sustainability development is significant at 0,05 as the correlation is .696.

The correlation between managing relations with the dependent variable, sustainability development is significant and the R-value is 0.802.

In the same way, the relationship between integrity and the dependent variable, pivotal people drivers is significant and the correlation value is 0.637 at 0.05.

Self-development has also a moderate relationship with the dependent variable, sustainability development as the correlation is .599.

The relationship with value orientation is also significant at an R-value is .558. The independent variables commitment and altruistic behaviour have a positive relationship with sustainability development found significant at 0.05 and the correlation value is 0.589 and 0.607 respectively.

The second correlation matrix is found among the independent variables under which all the independent variables have a positive relationship with sustainability development at 0.000 so it is stated that the relationship among the independent variables is accepted at 0.000.

H02: There is no significant impact of Emotional Intelligence on sustainability development.
Ha2: There is a significant impact of Emotional Intelligence on sustainability development.

Model Summary[b] on Emotional Intelligence&Sustainability Development

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.854[a]	.729	.728	.66605	.729	532.330	1	153	.000

a. Predictors: (Constant), Emotional Intelligence

b. Dependent Variable: sustainability development

Since the significant value (p-value) of 0.000 is less than 0.05, the table indicates that there is a 0.854 correlation between emotional intelligence and sustainable development. Therefore, it can be said that sustainable development and emotional intelligence have a substantial relationship. Employee Emotional Intelligence accounts for 72.9% of the variation in sustainable growth, according to the coefficient of determination R2 of 0.729. It implies that employees' emotional intelligence has a substantial impact on sustainable development. In light of this, the null hypothesis H02 namely ‘There is no significant impact of Emotional Intelligence on sustainability development’ is rejected.

CONCLUSION

This study intended to solve the crucial problem of starting a firm that is sustainable. The study also discovered that the sustainability of ventures has a significant impact on the underlying elements of emotional intelligence, including self-awareness, empathy, integrity, self-motivation, managing relationships, emotional stability, self-development, commitment, value orientation, and altruistic behaviour.

Self-awareness recognises the importance of one's own emotions and how they affect behaviour. Self-awareness is needed to recognise one's own strengths and weaknesses. Self-awareness served as the benchmark for superior performance (Boyatzis, 1982). People with the right level of self-awareness are aware of their abilities, such as self-assurance, self-evaluation, and emotion control. These sustainability professionals provided self-awareness strategies and advice, as well as stories of occasions when they had to change their process design on the fly. According to the findings, self-motivation, an aspect of emotional intelligence, had a substantial impact and a positive work environment and psychosocial elements had an impact on job satisfaction. Additionally, it was discovered that an increase in monetary remuneration and benefits did not make employees happier. The study by Nepwanga Maria Amaanda (2011) supports the research's findings and assessed how staff empowerment and motivation affected the provision of great service and raised customer satisfaction for Namibian company X.The results indicated that management must make sure workers are motivated in accordance with the risks associated with the mining sector in order to decrease the rate at which workers engage in industrial unrest, which has a detrimental effect on performance, and workers must adhere to health and safety regulations because the sector has a significant impact on the nation's Gross Domestic Product (GDP).

The results indicated that management must make sure employees are motivated in accordance with the risks associated with the mining sector in order to decrease the rate at which workers engage in industrial unrest, which has a detrimental effect on performance, and employees must adhere to health and safety regulations because the sector has a significant impact on the nation's Gross Domestic Product (GDP).

The research also came to the conclusion that managing relationships, a factor of emotional intelligence, is significantly impacted by relationship management. Managing relationships involves managing emotions well in relationships, accurately reading social situations and networks, and interacting smoothly. It also involves using these skills to persuade and lead, negotiate and settle disputes, and promote cooperation and teamwork. Integrity was a key concept in comprehending governance. Future research in these areas should take this into consideration, especially empirical studies on the actual value of honesty and morality in government.

The current study also discovered a strong impact of Value-Orientation, a component of emotional intelligence, on the advancements in sustainability in service firms. Value orientations affect the organisational culture, and it has been determined what factors affect the variations in value orientation structures. Customer value orientation, brand value, and corporate ethics, according to Leslier Maureen and Valenzuela Fernández (2016), were all significant drivers of long-term customer relationships and sales growth. The results demonstrated that Commitment, a feature of employees' emotional intelligence, had a substantial impact on sustainability development. Every organisation struggles but must make the effort to instil quality in the work life of its workers, and this is especially true for those who work in the service industry. Modern management fosters employee commitment to the organisation by rewarding loyalty, as it is believed that those who are loyal perform better. The results show that organizations must cultivate a climate that encourages commitment, equitable compensation, job satisfaction, safety and health, training and development, opportunity for skill development and progression, and social integration in order to sustain.The results showed that altruistic behaviour, a component of employees' emotional intelligence, has a significant impact on the sustainability of service firms. Psychological egoism, which is driven by the desire to enhance one's personal well-being, is opposed to psychological altruism (Sills, 1968).

SUGGESTIONS

Employees should be helped to become more self-aware and offered self-development opportunities to help them become more perceptive of the demands and nuances of undertakings. To keep people engaged and motivated, corporate strategies and future goals should be clearly communicated to them. One of the key characteristics of employees that may provide a firm with a competitive advantage is the right kind of attitude.

Other significant characteristics are optimism, faith in the organisation, adaptability, openness to change, and emotional stability. They should experience a sense of community both within the firm and with one another, therefore organisations should promote cooperation and collaboration. For the successful attainment of high performance, the emotional abilities of empathy and self-awareness must be significantly strengthened.

Future Implications for Practitioners and Policymakers

This study has shed light on and demonstrated a better understanding of how an individual's personality and emotional intelligence (EI) affect an employee's talents to face the challenges in ventures, which has been helpful information for management, particularly of industries falling under the Indian service sector. The top management in the service sector will benefit from this research's important information about how to use EI and personality to choose the correct kind of employees to provide them with a competitive advantage. The study has very clearly shown us the importance of emotional intelligence in assessing how well individuals perform in service organisations for sustainable development.

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Is Information Technology an Opportunity or a Threat in International Relations? Case Study of Ukraine-Russia War

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ABSTRACT

Intensive use of information technologies with globalization in International Relations has brought about a great change and transformation in the discipline systematically. This change and transformation needs to be evaluated not only in one dimension but also in a multidimensional way. As a matter of fact, it is seen that the relations between states, together with information technologies, have settled on a brand new ground by intertwining military-economic-political and other multidimensional fields. In this sense, the existence of information technologies also includes great opportunities and risks in all these dimensions.

In this study, "How is information technology used in the Russia-Ukraine War? Along with the research question, "What is the role of information technology in this war?" and "Is information technology bringing international relations closer to war or peace: opportunity or threat?" sub-questions will be answered. In the study, which will include discourse analysis with the Post Positivist (Interpretive) method, the content and applications of the war that started with the invasion of Ukraine by Russia will be evaluated through case studies and the data revealed at the systemic level will be discussed. Hence, in this case study, the effect of information technologies on the changing structure of international relations will be tried to be revealed. At the same time, the opportunities and risks created by information technologies in the systemic structure of international relations will be discussed and analyzed in a multifaceted way.

KeyWords: *International Relations, Information, Information Technology, Russia-Ukraine.*

LITERATURE REVIEW

The Place and Importance of Information Technologies in International Relations

The basic parameter of the relationship between states in international relations is to establish and maintain mutual goodwill relations within the framework of respect for sovereignty. Since the 17th century, when the Westphalian order was formed, the international system, which was formed on the basis of classical equality and respect for borders and territorial integrity, has been tried to be preserved since that period. However, the methods and tools used by states in international relations, while the basic ground has not changed, have also diversified and changed. One of them is technology. Josef Nye (2009) was one of the first to emphasize the importance of technology in the theoretical context in international relations. As with the emphasis on technology in international relations, there have been many theorists and theories trying to explain international relations through different dynamics (state, social interaction, international norms, etc.).

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R.Q: Contrary to Nye, who evaluates technology in soft power format as the element that brings peace to the international system, technology has been a factor that brings the war closer to the war in the Russia-Ukraine War. In this context, in the study, "How is information technology used in the Russia-Ukraine War?" to the basic research question and "What is the role of information technologies in this war?" Answers to the first sub-question will be sought. Thus, at the same time, the second sub-question of the study, the Ukraine-Russia War of information technologies, will be evaluated by considering whether information technologies bring international relations closer to war or peace, and it will also be answered by discussing whether information technologies are a threat or an opportunity in international relations.

FINDINGS

The Utilization of Information Technologies in the Russia-Ukraine War

Within the scope of the study, firstly, "How is information technology used in the Russia-Ukraine War?" Based on the findings of the main research question and simultaneously "What is the role of information technologies in this war?" and "Does information technologies bring international relations closer to war or peace" will be included.

In this context, the war launched by Russia against Ukraine on February 24, 2022 provides important data on how the field of war and conflict is used in the field of information technology in international relations. This situation also reveals how the tools and techniques used by states to build power and hegemony have been transformed by globalization. In this war, it is also observed that technology, which Nye describes as soft power, does not provide "closeness to peace in international relations", contrary to what he himself stated.
The war, which started and continues conventionally, has also revealed a situation where information technologies are used simultaneously. A digital war is waged in many other ways, too, from whether tech. companies should block content intended for Russia, to online censorship, to the spread of disinformation, and to Ukraine's internet being disrupted as missiles drop.

One of the most striking examples of the digital war in the ongoing conflict between Russia and Ukraine has been the issue of how digital platforms such as Google, Meta, Twitter, Telegram will use this power, which is among the increasing demands of Ukraine, Russia, European Union and USA officials. Ukrainian leaders have urged Apple, Meta and Google to restrict their services inside Russia. Subsequently, Google and Meta, the owner of Facebook, banned Russian state media from selling ads on their platforms. Google CEO Sundar Pichai also spoke with senior EU officials about how to counter Russian disinformation. At the same time, Telegram, a messaging app widely used in Russia and Ukraine, has threatened to shut down war-related channels due to widespread misinformation. Twitter has stated that it will tag all posts containing links to Russian state-affiliated media outlets, and Meta and YouTube will restrict access to some of these organizations in the EU to prevent war propaganda (Satariano and Frenkel, 2022).

On the other hand, Anonymous (Anonymous hacking collective) has declared cyber war on the Russian government. Microsoft said that malware "designed to be disruptive and render targeted devices inoperable" has been found in dozens of Ukrainian systems in the nonprofit and information technology sectors. He stated that he claimed to have targeted him (Wakefield, 2022).

Elon Musk, one of the richest people and technology bosses in the world, called on Russian President Vladimir Putin to fight one-on-one for Ukraine on his social media account. In his post on his Twitter account, Musk said, "I invite Vladimir Putin to a one-on-one fight." Musk continued to tweet, "Betsare on Ukraine," typing the country's name in his native language. Then, continuing in Russian, "Do you accept this fight?" he asked and tagged the Kremlin's official English account. SpaceX and Tesla CEO activated Starlink space internet equipment in Ukraine in late February. Musk has repeatedly expressed his support for Ukraine on his social media account (NTV, 2022).

When evaluated from a general perspective, it can be stated that companies holding communication technologies and their owners are also exposed to pressure and threats directed by states, which are the basic elements of international relations, as well as having opportunities in international relations in processes similar to the current situation.

When evaluated in this way, information technology was also used with the aim to change and directing the course of the war, deteriorating the morale and motivation of the Ukrainian Armed Forces in the war and breaking its strength. For example; There were also reports that the Ukrainian Armed Forces personnel sent messages on their mobile phones that Russia would invade the country and that they should not resist. It is thought that the Russian Leer-3 electronic warfare system, which can jam in the GSM network, was used in the mentioned psychological warfare activity (Kasapoğlu, 2022).

Similarly, it is possible to say that in addition to artificial intelligence-integrated autonomous weapons used in the active conflict area between Russia and Ukraine, artificial intelligence is also actively involved in the information and disinformation war. The impact of visual disinformation, especially spread on social media and produced by artificial intelligence, is high. In this context, there are many allegations that Russia uses "Deepfakes" for disinformation purposes. Deepfake videos; It is a technology in which artificial intelligence is used to create a digitally realistic replica of a person who can say whatever the creator wants. Facebook and Twitter revealed that Russia was using Deepfakes and deciphered the names of Ben Collins and Irina Kerimova, which are claimed to have been created using artificial intelligence in the Kremlin's "troll farm". It has been announced that both accounts have posted against Ukraine and Volodymyr Zelenskyy and supported the invasion of Russia. Subsequently, Facebook and Twitter announced that multiple Deepfake accounts produced with artificial intelligence were also suspended and completely deleted. The Ukrainian government has also frequently warned soldiers and civilians not to believe any video of Ukrainian President Volodymyr Zelenskyy declaring that Ukraine has surrendered to Russia or the soldiers lay down their arms. At the current point, the way photos and videos of the occupation are spread on social media makes it difficult form any people to understand what is real and what is not (Çelik, 2022).

Concepts such as cyberspace and cyber terrorism do not have internationally accepted definitions, and cyber warfare does not have a universally accepted definition. However, some definitions have been made for cyber warfare. The US Department of Defense has defined cyber operations as "the use of cyber capacity in cyberspace to achieve the main objectives of the attackers". Cyber warfare can also be seen as “all activities done to defend or attack cyberspace to protect information technologies or to prevent rival attacks”. Today, countries are preparing for cyber warfare as well as conventional warfare strategies. Because the national defense systems of developed countries are protected by advanced information technologies. This leaves developed countries under the threat of cyber attacks in a possible war. In addition to the convenience of using technology at a high level in areas such as national defense and information storage, there are also important sensitivities in terms of the security of defense systems (Gürkaynak and İren, 2011:268).

As it can be understood from the examples given in the conflict between Russia and Ukraine, information technology in international relations have been widely used for power and opportunity in every field at bilateral and multiple levels. This situation is used more intensively, especially in situations such as war and conflict, and attempts are made to influence public opinion. It also formally includes the military forces and public authorities of the warring parties. Apart from this, global technology companies and groups, popular individuals and groups, have a strong influence on the purpose, content and direction of war. Information and communication technologies, which were seen as one of the soft power elements until recently, have gained much more importance in recent years as they gradually feed the hard power military power and transform it into a smart power. Information and communication technologies, which are especially effective in the Ukraine-Russia War, are used as weapons.

DISCUSSION AND CONCLUSION

Is the Utilization of Information Technology in International Relations an Opportunity or a Threat?

The intensive use of information technologies together with globalization creates multifaceted results in international relations. The most important positive contribution of the subject to international relations is that it strengthens the role of knowledge with the emergence of the internet. Because this source has made access to information much easier than before, access to information that will travel the world in almost no time in politics and national-international issues and increased accessibility have facilitated communication and relations. Information, which is a valuable part of politics and international life, has become a much more effective power with technology. An era has begun in international relations, where the actors are no longer just the states, but those who hold the information will also hold the power and become actors. In particular, information technologies have prevented the monopolization of power, and by distributing it faster and more actively, it has taken the system away from its solid state and brought it to a dynamic structure (KhumaloandBaloyi,2018:2).

With these positive features, in addition to geopolitical and geo-economic tensions and conflicts between global or regional powers, integrating cyber warfare and artificial intelligence into military technologies has the capacity to pave the way for exponentially larger crises. Due to these reasons, the international order and security may be further weakened, and some international regulations may be brought to the agenda, especially in the field of artificial intelligence and autonomous robotic systems, either completely prohibiting or limiting them in various ways. The main challenge will be that the acquisition and use of this technology will become easier than before, and that this will be seen as a right. In addition, the introduction of economic and trade embargo and other sanctions in accordance with unilateral attempts to limit restrictions will also destabilize the international order. Regardless, technological developments and innovations ultimately form the new strategic context for foreign policy and diplomatic activities.

We are living in a time when states experience both control and erosion of trust simultaneously. Although it is not possible to completely reverse the weakening of the state's control power in terms of globalization and the norms it brings, some steps can be taken to improve the environment of trust.

States, especially global and regional powers, have two options: Either they will make efforts in cooperation to repair the eroding environment of trust in the world, or they will have to follow the erosion of trust accelerated by technology and face the tragic consequences of this. Moreover, the field of the internet and technology is not only for states. The fact that it is open to the influence of non-state actors and even terrorist organizations should be taken into account as an "additional destabilizing factor" (Atatorun,2019).

In the globalized contemporary world of international relations, there is now an intertwined relationship between technology and social sciences. The post-Westphalian order has now eroded its absolute power within the borders of states. The instruments they use systematically in their mutual relations have increased, and even information technologies have become the most important of these instruments.

Technology has now started to play a strong role globally at the level of the individual and society, and later as the main act or in relations between states. In today's societies, there is an increasing interest in issues such as the widespread use of technologies, scientific knowledge, technology production and control, research and development. At the same time, political-social, cultural and economic dynamics have a profound impact on the development of knowledge and scientific progress, as well as technological applications.

As can be seen in the recent conflict between Russia and Ukraine, conventional warfare types are also carried out with information technologies, not just the use of military power in the field. This situation reveals that the power in information technology is an important actor along with other powers, even surpassing them in some cases.

This is an issue that needs to be evaluated together with the risks and opportunities it contains. Namely, information technology and power create opportunities for facilitating-accelerating-transforming and pioneering in mutual relations between states. There are also risks in terms of erosion of sovereignty and power, creating information open to threats and disinformation, and hybrid attacks disorganizing the system. Therefore, it is necessary to focus on the productive, careful and transformative aspects of this power. Thus, the international relations system will be more stable, orderly and balanced for all states.

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New Media and Digital Mums: The Role of Social Media in Promoting Healthy Dietary Practices amongst Pregnant Women in Enugu State, Nigeria

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ABSTRACT

This study was on the effectiveness of social media in promoting healthy dietary practices among pregnant women in the Enugu state. The major aim of the work was to ascertain if social media plays any significant role in promoting healthy dietary practices among pregnant women in Enugu state Nigeria. The study employed the survey research design method while the media dependency theory formed the theoretical premise on which the work was hinged. The population of the study was pregnant women in Enugu state and a sample size of 385 was used. A multi-stage sampling method was adopted in getting to the final respondent. The questionnaire served as the research instrument used for the study. Findings showed that the social media had a powerful role to play in enhancing and promoting the proper and healthy engagement of pregnant women and women alike on dietary practices, but the Nigerian contemporary society is yet to utilize this aspect of information acquisition towards the betterment of the society. Based on the findings, it can be recommended that increased efforts should be made towards the effective utilization of social media in propagating useful health information for expectant mothers in Enugu State since it has been established that most contemporary mothers are social media savvy and will always use it in search of useful information.

INTRODUCTION

The process of information acquisition has recorded a dramatic change the world over. It has transcended the traditional media up to the era of the new media, thereby making the quest for information seeking in all spheres of life a serious business which no longer rests on the all-powerful traditional media to dish out the updates it was known for, but now rests on the active audience participation of information seekers as they go on to determine what information they want.

The introduction of the Web 2.0 created the much-heralded opportunity for openness, organization and community as the mass media used to be the sole creator of content. But this also changed as Web publishers began to create platforms that emboldened ordinary people to create content using platforms such as MySpace, Facebook, Twitter, Wikipedia, YouTube, etc. (Alejandro, 2010).

Being a progeny of the internet and birthed by technological innovations, the use of social media technologies such as social networking sites, blogs, and microblogging tools is gaining profound interest in a wide variety of fields (Sjöberg, 2010; Wu & Pinsonneault, 2011) cited in (Osatuyi, 2012). Social media has particularly given rise to user-generated content and encouraged interactivity between the mass media and its audience. It has become a prevalent channel to access information, spread ideas, and influence opinions (Nikolov, Oliveira,

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Flammini, & Menczer, 2015). Validating the assertion, Dominick (2009) states that social media "use special techniques that involve participation, conversation, sharing, collaboration and linkage." This, therefore, makes it stand out from the former way of information seeking using the traditional media of the newspapers, magazines, radio or television.

In Nigeria, however, according to a report by Terragon Group (2018), citing Nigeria Communication Commission (NCC), there are about 100.5 million Internet subscribers in Nigeria, whereas Webclick (2018) reports 103 million Internet subscribers. This is a laudable increase in population when compared to the 2017 statistics report of 91 million users which further decreases exponentially when compared to the 2016 data.

According to Asiodu et.al. (2015), social users, platforms appeared to be the preferred mechanism for obtaining important information during the antepartum and postpartum periods. However, proper dietary practices by pregnant women are greatly influenced by the content and the media through which such content is fetched. Bearing this in mind, the study therefore seeks to ascertain the effectiveness of social media in promoting healthy dietary practices among pregnant women in Enugu state.

STATEMENT OF PROBLEM

Developing nations account for 99% of all maternal deaths in the world (World Health Organization, 2015). Nigeria has one of the highest maternal death rates in the world with the current rate of 576 deaths per 100,000 live births (National Population Commission, 2013). These staggering statistics show that it is important that the major avoidable causes of maternal mortality and adverse pregnancy outcomes are eliminated by looking into the dietary practices of pregnant women to help them achieve safe, healthy, and balanced diets. Insight into the factors influencing their dietary behaviours is therefore quintessential as the knowledge would help pregnant women achieve safe, healthy, and balanced diets, insight into the factors influencing their dietary behaviours. While healthy eating is critical for the health of mothers and their infants, many women do not sustain an optimal diet during pregnancy (Malek, Umberger, Makrides and Zhou, 2015). Some pregnant women's diets lack key nutrients including folate, iron, and fibre or fail to meet some healthy guides for some major food groups such as fruit, vegetables, breads and cereals or grains and meat or their alternatives (Bookari, Yeatman & Williamson, 2017).

On a daily basis, research has shown that women lose their foetus or even die as a result of poor dietary orientation thrust by factors such as financial difficulties in families, problems associated with pregnancy or negatively inculcated habits that go on to grow adverse effects. This has been the case from time immemorial and has consequently, raised concerns among corporate organisations, the government at different levels and concerned individuals and the media. Although ongoing efforts exist in the traditional media towards curtailing health-related problems between the period of pregnancy and childbearing, there exist disparate campaigns in both local and English languages such as the National Orientation Agency (NOA) and United Nations Children Educational Trust Fund (UNICEF) campaign against child mortality rate in South East, the National Zero Water campaign on breastfeeding towards reducing stunting and severe acute 19 malnutrition in the country, among others. But unfortunately, maternal mortality is still on the increase not because the campaigns are not strategic enough, but because these women of childbearing age are not exposed to such messages because of the time factor which they lack, as they barely sit to watch the television while trying to balance their work and family life.

This is a direct consequence of certain nutritional deficiencies caused by poor or unhealthy dietary habits by women in the Nigerian society. Hence, the need for the study, as it seeks to explore the effectiveness of the use of social media as an important tool for promoting positive dietary habits or practices among pregnant women in Enugu state. The study seeks to ascertain the level of exposure and usage of social media among pregnant women and also seeks to find out if there are dietary campaigns on the social media known to pregnant women in Enugu state that would aid them in better living during the pregnancy period.

Research Questions

1. What is the degree of exposure and usage of social media among pregnant women in the Enugu state?
2. Do pregnant women in the Enugu state engage in healthy dietary practices?
3. What is the place of the social media healthy dietary contents in promoting healthy dietary practices?
4. How effective is the social media in promoting healthy dietary practices among pregnant women in Enugu state?

REVIEW OF RELATED LITERATURE

Social media as a concept

The term social media, also referred to as user-generated media, covers a wide array of different communication outlets including social networking, video- and picture-sharing, blogs, and microblogs (Rutsaert, 2013). Social Media has been defined by many scholars with diverse views and perspectives. While Boyd & Ellison, (2008) sees them as websites which allow profile creation and visibility of relationships between users, Kietzmann et al., (2011) sees them as web-based applications which provide functionality for sharing, relationships, group, conversation and profiles. They are set information technology platforms which facilitate interactions and networking.

The attention to social media is growing exponentially. Social media applications like
Facebook, Twitter and YouTube are extremely popular and used by millions of people every day. However, the growth in popularity is only one aspect of social media. The increase in the amount of time people are spending on these applications is changing the way people spend their time online as well as offline, and has major consequences on how people behave, share and interact within their normal daily lives, especially where food-related decision-making, purchasing, preparation and consumption traditionally occupy an important place (Rutsaert, 2013).

Expected Healthy dietary practices among pregnant women

Healthy dietary practice means eating a wide range of foods with abundant nutrients in the right proportions and consuming the right quantity of meals to achieve an overall healthy body state. A healthy diet is a diet that helps to maintain or improve overall health. A healthy diet provides the body with essential nutrition: fluid, macronutrients, micronutrients, and adequate calories. (World Health Organization, Food and Agricultural Organization of the United Nations, 2004).

Nutrition and micronutrient deficiencies have been attributed as a major cause of maternal and infant mortality. The prevalence of anaemia among women in the reproductive age group is 17%. In addition, the prevalence of underweight among women in reproductive age is 28%, and subclinical iodine deficiency during pregnancy is 82.8% (Darnton, 2015).

The need for healthy dietary practices from above, cannot be overemphasised as the neglect of healthy dietary practices leads to a whole lot of negativities or problems before, during and even after pregnancy.

Information acquisition through social media among pregnant women

Pregnancy is an important time to increase women's awareness about healthy eating. Pregnant women recognize diet as important to fatal health and are more likely to be mindful of nutrition, seek health advice, and modify their diets. Nutrition knowledge has been positively associated with maternal dietary behaviour and the use of supplements. Nutrition education also has been shown to have beneficial effects on pregnancy outcomes, reducing the number of infants born with so much fat, reducing the incidence of respiratory distress syndrome, and producing shorter lengths of stay in hospitals.

In contemporary times, almost everybody uses social media for disparate reasons and gains. Fortunately, pregnant women are not an exception, as they use social media to find out very much about their status as they follow forums/groups that help teach them certain pregnancy tips and techniques as well as dietary needs or nutrition updates and techniques. This is why they go all out into social media to source relevant information concerning their pregnancy periods.

Empirical review

For the purpose of placing this research work in its rightful place in history, the study reviews relevant and related works of other authors and researchers alike in order to enrich and strengthen the substance of the content of the study.

Yang and Baker (2018) carried out a study that examined "Social Media as Social Support in Pregnancy and the Postpartum", based on the rapidly growing use of social media and its influence on society. A survey link or QR, quick read code was provided to new mothers in the postpartum setting of an academic medical centre, posted on the hospital-hosted website for new mothers and shared with Centering Pregnancy groups at the research hospital. The survey link was available for 4 weeks and 117 mothers from 64 different zip codes across the United States completed the survey. The study found that the main source of social support came from their current partner (92%). It also found out that 43% used blogs to communicate with other mothers, 99% used the internet for answers to parenting questions, 89% used social media sites for questions and advice related to pregnancy and/or their role as a parent, and 84% considered social media friends a form of social support. The study, therefore, recommended that providers of healthcare should become familiar and comfortable with social media resources to support mothers of young children since social media plays a substantial role in the lives of mothers today.

Similarly, Khlood, et al. (2017) carried out a study entitled “Informing Nutrition Care in the Antenatal Period: Pregnant Women’s Experiences and Need for Support”. The study aimed at providing insights into Australian women’s experiences in gaining nutrition information during pregnancy. Individual semi-structured telephone interviews were conducted with 17 pregnant women (across all trimesters) and 9 postpartum women in five Australian states. Data were transcribed and analysed using inductive thematic analysis. The study found that “women valued nutrition information, actively sought it, and passively received it mainly from three sources: healthcare providers (HCPs), media, and their social networks.”

Also, Oluleke, et al. (2016) embarked on a study that investigated the “dietary intake knowledge and reasons for food restriction during pregnancy among pregnant women attending antenatal clinics in Ile-Ife, Nigeria." It used a cross-sectional survey involving 530 pregnant women visiting 35 primary health care (PHC) centres in Ile-Ife and made use of an Interviewer-administered questionnaire to collect data that included a 30-point knowledge scale and food restriction-related questions. Data were analysed using descriptive statistics and chi-square at $p = 0.05$. The study found that "respondents were knowledgeable about dietary intake. However, cultural taboos and religious beliefs were major reasons for food restriction among pregnant women and were more pronounced among women with low education and low monthly income." It, therefore, recommended that nutrition education interventions are needed to address the phenomenon.

Despite the data evident in some of the stated empirical reviews, it is obvious that these can only be used as generalizations as specific state-related information is still lacking. These data when gotten will help the Nigerian government and other health practitioners in producing and disseminating health-related information meant for pregnant women based on individual state peculiarities.

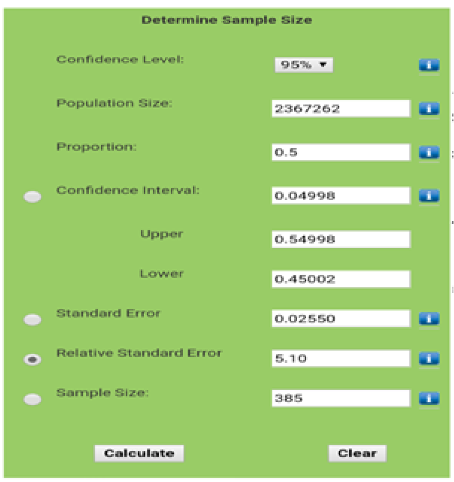
Theoretical framework

This study is pegged on the media dependency theory which is a systematic approach to the study of the effects of mass media on audiences and of the interactions between media, audiences, and social systems. It was proposed by Sandra Ball-Rokeach and Melvin DeFleur in 1976. Media Dependency theory is one of the theories, first of its kind which regards the audience as an active part of the communication process. The theory postulates that in industrialized and information-based societies, individuals tend to develop a dependency on the media to satisfy a variety of their needs, which can range from a need for information on a particular issue to a need for relaxation and entertainment. The applicability of the theory to this study is therefore rooted in its postulation on the extent of the media's influence which is directly related to the degree of dependence of individuals and social systems on the media. Given this stand, pregnant women are dependent on several media platforms to get quality information that would make their pregnancy periods a healthy and successful one, one without issues.

METHODOLOGY

This study used the survey design. The use of survey research design was because it is suitable to explore, describe as well as explain the phenomenon. It is a quantitative method of conducting research and involves sampling a large number of respondents (Ohaja, 2003). For the purpose of this study, the target population consists of all the women residents in Enugu State. According to the 2006 census figures, Enugu state has a female population of 1,671,795. Due to the fact that the population increased between the period of the 2006 census till now, there is a need for projections to be made in order to determine the current population. To do this, the researcher approximated the 2006 women national census population of Enugu state using the United Nations Development Program (UNDP) population projection (1+3.2/100×number of years). The calculation is as follows:
$1+3.2/100\times13$ years
Where $3.2/100= 0.032$
Add $1+ 0.032 \times 13 = 1.416$
Thus, $1,671,795\times1.416= 2,367,262$
Therefore, the projected population of women in Enugu state is 2, 367, 262.

In selecting an appropriate sample for the study, the Australian sample size calculator was used. The sample size of this study was made of 385 mothers. In the calculator, the confidence level is 95%, the confidence interval is 0.05 and the proportion of 0.5 were the constants keyed into the calculator alongside the population size of 2,367,262. A sample size of 385 was obtained from the calculation to represent the entire population.



In this study, the multi-stage sampling technique was adopted. In the first stage, the cluster sampling technique was used to cluster Enugu state into senatorial zones named, Enugu East, Enugu North and Enugu West Senatorial zones. Purposive sampling technique was implemented through the use of the questionnaire by carefully identifying and selecting pregnant mothers in Enugu state, while the accidental sampling technique was implemented to share out questionnaires to all pregnant mothers seen at the particular time the questionnaire was shared. The copies of the questionnaire were administered in the selected rural communities using the convenience sampling technique, a non-probability sampling that involves the sample being drawn from that part of the population that is accessible.

The questionnaire was employed as the instrument of data collection. The questionnaire served as a guide for the respondents in the selection of answers from the options provided. The questionnaire was divided into two sections; section A and section B which contained the demographic information of the respondents and contextual questions relating to the study.

DATA PRESENTATION AND ANALYSIS

In analyzing the collated data, a total of 385 copies of the questionnaire were distributed. This represents the sample size of the study ascertained using the Australian online sample size calculator. Out of the total copies of the questionnaire distributed, 380 copies were returned valid, 98.7%, while 5 copies of the questionnaire representing 1.3% were rendered invalid on the grounds that the respondents did not finish the questions or they were not filled appropriately.

Analysis of demographic data of respondents

Table 1. Age distribution of the respondents

Response	Frequency	Percentage (%)
18-28	156	41
29-38	160	42
39-48	56	15
49 and above	8	2
Total	**380**	**100**

The table above shows the dominance of respondents from the age range of 26-33. However, the difference between respondents aged 18-25 and 26-33 is marginal. Thus, a majority of the responses came from people aged between 26 and 33 which is the age bracket for active childbearing.

Table 2. Educational level of respondents

Response	Frequency	Percentage
Primary	82	21.6
Secondary	120	31.6
Tertiary	178	46.8
Total	380	100

The table above shows that the educational level of the dominant respondents is people with their tertiary qualifications. However, the difference between respondents between tertiary and secondary is not that wide. It should be noted, however, that the outcome of this study is not dependent on their educational status.

Table 3. Responses on their knowledge of the existence of social media platforms.

Response	Frequency	Percentage (%)
Yes	380	100
No	0	0
Undecided	0	0
Total	**380**	**100**

The above distribution illustrates that all 380 respondents representing 100% of pregnant women know what social media is in existence. This knowledge level as indicated in the table above is an indicator of their level of awareness and use of social media in their everyday lives.

Table 4 .responses on their use of social media to get health-related information during pregnancy

Response	Frequency	Percentage (%)
Yes	160	44.9
No	196	55.1
Undecided	0	0
Total	356	100

The table above shows that the dominant response on the use of social media to get information during pregnancy is No. However, the difference between respondents No and Yes is .This implies that these pregnant mothers use the social media to source other categories of information outside dietary needs.

Table 5. Responses on how effective the social media is in promoting healthy dietary practices.

S/N	Responses	Frequency	Percentage (%)
32.	It helps me ensure I have balance diet all the time		
	f. Strongly Agree	160	100
	g. Agree	0	0
	h. Neutral	0	0
	i. Disagree	0	0
	j. Strongly Disagree	0	0
		356	**100**
33.	It helps me regulate what I consume		
	f. Strongly Agree	160	100
	g. Agree	0	0
	h. Neutral	0	0
	i. Disagree	0	0
	j. Strongly Disagree	0	0
		356	**100**
34.	It helps me get updated information on healthy dietary practices.		
	f. Strongly Agree	160	100
	g. Agree	0	0
	h. Neutral	0	0
	i. Disagree	0	0
	j. Strongly Disagree	0	0
		356	**100**
35.	It helps me choose the right food to consume and at what time,		
	f. Strongly Agree	160	100
	g. Agree	0	0
	h. Neutral	0	0
	i. Disagree	0	0
	j. Strongly Disagree	0	0
		180	**100**

The above distribution illustrates that respondents use the information gotten from social media to promote healthy dietary practices.

DISCUSSION OF FINDINGS

The result of this study reveals that all of the respondents know what social media is. However, a greater majority of the respondents (356) are exposed to and use the respective platforms such as Facebook, Instagram and WhatsApp, LinkedIn, etc. Often. This result is similar to that of Yang and Baker (2018) who studied Social Media as Social Support in Pregnancy and Postpartum and found out that pregnant women used among other sources of social support, social media sites for questions and advice related to pregnancy.

Findings on whether pregnant women in the Enugu state engage in healthy dietary practices as a result of their exposure to the health information on social media reveal that respondents engage in healthy dietary practices. This is evident in their attitude towards the use of information got from social media in ensuring that they do not consume spoilt/unhealthy foods, check on the changes that occur in their body when they eat certain foods, follow doctor's instructions on their eating habits, as well as ensure they have a balanced diet all the time. This finding is related to that of Oluleke, et al. (2016) who studied the dietary intake knowledge and reasons for food restriction during pregnancy among pregnant women attending antenatal clinics in Ile-Ife, Nigeria and found out that respondents were knowledgeable about dietary intake.

CONCLUSION

Coming at a time when the social media is contemporaneous and a significant aspect of everyday life, coupled with its features and characteristics that makes the it better preferred to all other media of communication, social media appears to be at the forefront of the new era of the information explosion age. People can now get information on certain issues and seek help where necessary without leaving the comfort of their homes or offices. A number of valuable conclusions can however be deduced from the findings of this study. From a theoretical prism, the media dependency theory which is a systematic approach to the study of the effects of mass media on audiences and of the interactions between media, audiences, and social systems, reveals that in an information-based society like Nigeria, individuals tend to develop a dependency on social media to satisfy a variety of their needs, which can range from a need for information on a particular issue to a need for relaxation and entertainment. While social media has its powerful role to play in enhancing and promoting the proper and healthy engagement of pregnant women and women alike on dietary practices, the Nigerian contemporary society is yet to utilize this aspect of information acquisition towards the betterment of the society

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RECOMMENDATIONS

Based on the findings from this study, the following recommendations would be made:

1. Hospitals, doctors, nurses and medical personnel in general should try as much as possible to have a virtual presence on the different social media platforms. This is to enable people that might be in need of medical or health related advices to easily get across to them without having to step out of their comfort zones. This marked on the findings of the study which shows that a greater majority of the respondents are exposed to and use the respective platforms as Facebook, Instagram and WhatsApp, LinkedIn, etc. often.

2. Highly trained medical personnel and individuals that would impact high health-related knowledge should also ensure they cue into the powerful place of social media so as to get the appropriate information passed across to those that might them at any point in time, as the results from this study show that the social media is quite effective in promoting healthy dietary practices among pregnant women despite being underutilised.

3. Pregnant women should be made aware of the ability of social media to provide them with the requisite health-related information they might need at any point in time and should be encouraged to have an online presence. This is because findings from this study reveal that a greater percentage of the respondents do not use social media to get information on healthy dietary practices but use it for other reasons.

4. More social media groups, pages, blogs, etc. should be created to assuage the information need of the era. But these aspects of social media should also be examined to ascertain the validity of the contents, as inappropriate information may be injurious to the healthy state of pregnant mothers during pregnancy. This is on the basis that findings from this study show that social media is quite effective in promoting healthy dietary practices among pregnant women despite being underutilized.

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"Gross Enrollment in Higher Education"

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ABSTRACT

This Paper includes reports on various parameters under the title Enrollment in higher education. These parameters contribute Area wise analysis for higher education in India, gender-wise percentage of students enrolled in higher education, subject-wise distribution of students enrollment in higher education.

INTRODUCTION

For centuries, India has been a major center for learning and many popular universities subsisted here. Up till now, the country has had some of the best Universities in the world. Aside from this, it is also facing many dares in its primary education while aiming to reach 100% literacy. Through Universal Compulsory Primary Education, maintaining the quality of education in rural areas has been difficult and Kerala is the only Indian state to achieve this goal. All education levels from primary to higher education are overseen by the Department of Higher Education and the Department of School Education and Literacy.

Well before the National Education Policy (NEP) 2020, the government of India through the University Grants Commission and the Department of Higher Education, Ministry of HRD/ Education settled to achieve a GER (Gross Enrollment Ratio) of 30% at the higher education level by the year 2020. Rashtriya Uchchatar Shiksha Abhiyan of the Ministry of Education also has a GER target of 32% at the higher education level by the year 2022. With the exception of 50% GER at the higher education level by the year 2035, the following are some of the other important policy resolutions as specified in the National Education Policy (NEP) 2020 which was approved by the Union Cabinet in its meeting held on 29th July 2020 under the Chairmanship of the Prime Minister of India.

- Multi-disciplinary holistic education at the underground level
- Under Graduate degree to be of either 2 or 4 years, with a provision to issue certification after completion of each year
- Aim to achieve 100% youth and adult literacy by 2030
- Higher Education Body Commission of India to be a single umbrella for higher education
- Multidisciplinary Education and Research Universities are to be set up in each district
- Education sector is to reach 6% of GDP at the earliest (from its present 4.6%)
- Expansion of Open and distance learning across the country
- Students from underprivileged classes to be incentivized per merit
- To promote the use of technology, National Educational Technology Forum to be formed
- Comprehensive National Curriculum Framework for Teacher Education to be formulated
- Graded accreditation and autonomy to achieve excellence in the next 15 years

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Gross enrollment ratio in Indian higher education system has an enormous improvement. Former MHRD (ministry of human resource development) Minister Smriti Irani (2015) had demonstrated confidence that the target of 30 per cent GER by 2020, as predicted in the 12th plan, would be achieved. The number of institutions of higher education (listed on the All India Survey on Higher Education portal) during the same period has also increased significantly. At present, there are 760 universities, as in the case of 757 in 2015, and 38498 colleges against 38056 in the year 2014-15. It is verification for increasing of higher education institutions in India.
Indian higher education GER also improved to 24.3% in 2015-16 from 23.6 % in 2015 and 22.5% in 2014 respectively. Overall enrollment in higher education was 34.2 million in 2015-16 contrasted to 33.3 million in 2014-15 (MHRD 2016).

Educational development

Punjab state ranked 15th in 2001 with 69.95 percent of the alphabet's population and Kerala ranked first with 90.90 percent of the alphabet's population. However, the state's literacy rate is relatively high compared to the national average of 65.38 per century. The educational participation rate of the Punjab population aged 6 to 11 is 79.05%, while in the 11 to 14-year-old group, it is 64.53%. Combined, it is 73.75% compared to 81.58% for India as a whole. The number of students enrolled in tertiary education per 100,000 population (2000-2001) in Punjab is 1047, higher than the average of 812 per 100,000 population in India as a whole.

Educational development in higher education is good, but participation in primary and secondary education needs to improve significantly. Higher education participation rates are comparable in some states. However, considering Punjab's socio-economic infrastructure and its GDP, participation in higher education should be higher. In the vision of developing national competitiveness in the age of knowledge society, if a nation aims for first or second place in education, especially in higher education, its development must be accelerated and advanced.

Area-wise analysis for higher education

The total area of Punjab is 53,600 sq km, it accounts for 2% of India's total land area. The average Gross Domestic Product (GDP) per capita is 18,568.33 rupees which is the third highest among the states and its GDP per capita is 25,075.67 rupees; the second largest is Maharashtra with 19,098.00 rupees per person. The Socio-Economic Infrastructure Development Index is 187.57, the second highest among the states, Goa is 1st with 200.57 and Kerala is 3rd with 178.67. The Human Development Index (HDI, 2001) assigned Punjab a score of 0.537, representing a few percentage points increase from 0.475 in 1991. The state comes second, followed by Kerala with a value of 0.638. Therefore, in terms of infrastructure and the human development index, Punjab is well equipped to meet future challenges.

Table 1: State-wise area detail

States	Area (in 1000 sq. km)
Punjab	50.36
Haryana	44.21
Himachal Pradesh	55.67
Rajasthan	342.24
Tamil Nadu	130.06
Maharashtra	307.71
Goa	3.70
Kerala	38.88

Table 2: Percentage of students enrolled for higher education (in India)	
Year	Percentage
2018-19	26.3
2019-20	27.1
Source: Statistical report of NEP 2020	

The Punjab and Chandigarh Federal Territories have 5 universities and 320 colleges. It has a college of technology (Punjab Institute of Technology, Jalandhar) and a government-funded College of Health Sciences (Baba Farid College of Health Sciences). It also has Thapar Institute of Engineering & Technology and one Agricultural University (Punjab Agricultural University, Ludhiana), which are supported by UGC and ICAR respectively, with higher enrollment per university than all levels in India. Although relatively high, the number of students per college will increase from 795 to 900 and then to 1000. Haryana has 910 students and Himachal Pradesh has 824 students per university.

Enrollment growth is also relatively low in Punjab compared to Haryana and Rajasthan and higher than in Himachal Pradesh and Tamil Nadu. Female participation rates are relatively higher in Punjab and Chandigarh than in other states. Out of the total number of students studying in Punjab, her SC/ST students at Punjab University in Chandigarh and Guru Nanak Dev University in Amritsar have a higher proportion than Patiala at Punjab University.

Table 3: Number of males and females enrolled in higher education (in India)	
Gender	Number of students (in millions)
Male	19.6
Female	18.9
Total	38.5
Source: Statistical report of NEP 2020	

Looking at the distribution of the number of students by subject, in Punjab most of the students graduated from the art department (63.03%), followed by the science department (12.13%) and commerce department (11.26%). This does not compare to the trend across India. India's average for all figures is just 42.7% in the arts and 19.7% and 20.7% in science and commerce, respectively. In terms of level, Punjab has a large proportion of undergraduates at 90%. Only a small percentage of students are enrolled in graduate school (7.79%) and research (0.16%). It is very poor when compared to states like Rajasthan and Tamil Nadu.

A student's level, that is, an undergraduate, a graduate, or a researcher, reflects the level of human capacity development. An analysis of enrollment data by level and by subject showed that a relatively higher proportion of undergraduates in Punjab (67.63%) were enrolled in arts subjects than in neighbouring states, and more than in Tamil Nadu (16.74%). shown to be much higher.

The position is almost the same as a graduate student. However, compared to other states, Punjab has a relatively small number of people who are also pursuing art studies. Tamil Nadu has the highest number. There are relatively few research students. This is not surprising, as a significant proportion of students undertake agricultural studies, increasing the scope of studies in this field. However, a significant percentage of students take science diploma and certificate courses. The number of people pursuing Diploma/Certificate courses is also higher in this State Vision 2020 - Higher Education Vision, Development and Future Challenges in Punjab.

Table 4: Subject-wise students percentage enrolled in higher education		
Subject	**Punjab**	**India**
Arts	**63.03**	**42.7**
Science	**12.13**	**19.7**
Commerce	**11.26**	**20.7**
Source: Statistical report of NEP 2020		

From the perspective of future development strategies, it will be necessary to restructure courses and promote student selection.

Looking at the 2002 annual exam pass rate data, both Patiala of Punjabi University and Amritsar of Guru Nanak Dev University have generally high pass rates. However, his grades in B.Com at the University of Punjab, Chandigarh are relatively low (68.36% compared to 100% at the University of Punjab in 2002 and 92.92% at Guru Nanak Dev University). It can be seen that the pass rate at the master's level is generally high. However, the success rate at Punjab University is only around 50% at the master's level.

CONCLUSION

This Chapter determines that enrollment percentage raised in the year 2019-20 as compared to 2018-19. While the female and male percentages in 2019-20 were 18.9% and 19.6%, respectively. In the subject-wise report evaluated of India, a maximum number of students were enrolled in Arts i.e. 42.7% followed by Science i.e. 19.7% and Commerce i.e. 20.7%. Simultaneously, the report of Punjab determines the maximum percentage of students enrolled in Arts i.e. 63.03% followed by Science i.e. 12.13% and Commerce i.e. 11.26%.

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Managerial Effectiveness and its Correlates: A Conceptual Framework

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ABSTRACT

Managerial effectiveness has recently gained attention, as it is crucial to stakeholders' well-being and employee performance. The managers engage with a broad spectrum of stakeholders to understand their concerns and priorities. The study attempts to explore some actual correlates which are concerned with the effectiveness of managers. More specifically, this research tries to develop and proposed a conceptual model to measure managerial effectiveness in an organisation. Further, 40 studies were reviewed and assessed to put forward potential correlates. A brief perspective view on managerial effectiveness and close insight towards their key correlates (action orientation, self-disclosure, receptivity to feedback and perceptiveness) have been analyzed. This model will help practitioners, decision-makers, and managers to plan and implement the various HRM programme and policies.

Keywords: *Managerial Effectiveness, Action-Orientation, Self-Disclosure, Receptivity to feedback, perceptiveness.*

INTRODUCTION

In today's business environment, companies face intense competitive pressure and rapidly changing market dynamics. The managers increasingly view the global sourcing model as a key to their efforts to operate cost-effectively. Managers must evaluate certain factors, such as action orientation, output maximization, communication, self-disclosure, receptivity to feedback decision-making and perceptiveness analytics, in their business operations for organisation enhancement. The managers need skills to work often in less than satisfactory working conditions, focus on producing results, yet accommodate the needs of colleagues, friends, and subordinates (Das, 1991). Action-oriented managers are confronting secular industry shifts, changing customer requirements and new technologies. All these changes compel managers to innovate by building new and different capabilities with emerging technologies to ensure that their businesses stay competitive. Whereas managers, who fail in self-disclosure, lead to a loss of engagement and motivation of staff in the organisation. So, self-disclosure helps managers to generate trust and motivation among employees. The factors such as trust, shared values, and benevolence strengthens the relationship between the employer and employee which lead to success in the organisation (Ladyshewsky, 2009).

At the same time, Receptivity to feedback improves efficiencies and enhances effectiveness while also driving innovation which impacts employees' performance. The managers required a mix of skills for different levels in the organisation. At the lower level of management technical skill is most important; at the middle management level process skills (directing, coordinating, planning and controlling) are most essential; and at the senior level conceptual skill is most relevant (Nwachuku, 1989). The perceptiveness in managers can successfully leverage the benefits and address the challenges in using a global talent pool. The perceptive manager's steadily expanding business by analyzing emerging markets environment and staying at cutting

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edge by grabbing opportunities. The factors which represent the effectiveness of managers are continues to transform the way companies associate with their customers, engage with employees, and bring innovative products and services to market. The effective managers are more stable in their jobs, professionally qualified and satisfied with their careers (Joshi, 1995).

The global business world demands an understanding team who can lead to success in different paradigms. The team works under the supervision of managers who require appropriate skills for organisation strategic development. So, an employer needs to have the most recommended managers with a robust team who are passionate about their work and strive to take their organisation to greater heights. The study is an attempt to conceptualize a research model on managerial effectiveness with intervening correlates which are observed and drawn out with the help of a review of the literature. The conceptual research model may also be helpful for practitioners, decision-makers and managers for widespread awareness regarding managerial resources. Specifically, the finding will be used to explore and identify the most important correlates and their relationship with the managers.

Managerial Effectiveness

Today companies are seeking effective managers to meet a dual mandate of achieving more efficient and effective operations. By including cost reductions, while developing technology-based innovation and business transformation in a comprehensive, integrated manner. Organisations are tending towards a new paradigm of management and the changes occurring in the younger generation of managers (Ravichandran and Nagabrahmam, 2000). Achieving objectives presents major challenges and requires companies to have highly skilled professionals trained in many diverse areas and new technologies combined with industry-specific expertise. Moreover, companies are relying on managers to operate global delivery models and their subordinates help them to meet all the ever-changing objectives. The "more effective" and "less effective" managers differed in terms of the degree to which they displayed communication behaviour, participative behaviour, supportive behaviour, positive behaviour and responsive behaviour (Amsa, and Aithal, 1989). Globalisation demand for highly effective and decision-making managers to provide the effective use of personnel from across the globe. So, an organisation can offer a variety of benefits, including deep industry expertise, innovative in industry-specific solutions, processes and technologies. All companies have large talent pools of highly qualified technical professionals for innovation and growth. However, evolving customer demands have led to the increasing acceptance and use of offshore resources for higher value-added services. These services include application design, development, testing and systems integration, technology and industry-specific consulting and infrastructure management leadership competencies associated with the innovator, director and mentor roles found to contribute most to managerial effectiveness, thus specific directions for managerial action have been derived (Trivellasa, and Reklitisb, 2014).

Correlates of Managerial Effectiveness

Action-oriented managers not only make and implement good business decisions but also get things done, whether on their own or through others. However, it is very critical to manage employees who are not highly self-motivated. So, managers must have a strong sense of immediacy, focus on the task at hand and seeing it through to fruition for less motivated employees.

For managers, self-disclosure can be a simple approach to communication that involves sharing information, history, present, emotions and thoughts. Self-disclosure helps managers to overcome the depersonalization barriers in employee communication. This simple approach can help managers to improve intimacy, face-to-face communication and group connection.

Feedback can be positive, inspiring, constructive, or even disciplinary for employees. Enforcing discipline and persuasiveness emerged as important influence strategies as these were positively related to personal effectiveness and satisfaction with work and support (Shailendra Singh, 2000). Effective feedback helps managers to a rich culture and align positive business outcomes. Receptivity to feedback enhance employees with an immediately actionable skillset to share and take feedback in ways that improve performance, build a sound relationship, and increase commitment.

Managers must have the ability to understand (perceptiveness) their subordinates and the situation around the business. If leaders perceived their business environment effectively, they consider as effective leaders (Saiyadain, 2003). The most valuable characteristic of perceiving things that happen around business and acting upon them to make a better outcome than what would have been.

REVIEW OF LITERATURE

Bursk (1955) has defined managerial effectiveness as an achievement of a victorious record. Effective managers work and strive for status consciousness (Sinha, 1982). Reddin (1970) determines managerial effectiveness from output conditions regarding their job. At the same time, Drucker (1967) described effectiveness as a set of skills essential to develop the accuracy and completeness of jobs. The consideration of managerial effectiveness defines a manager's competence as the expertise of an intricate set of performs which contain time specification, result-orientation, strengthening, focused on a few significant capacities and making several effective assessments (Drucker, 1970; Kassem & Moursi, 1971). According to Mintzberg (1973), an effective manager identifies the requirement and understands the content of the task and utilises the existing possessions to perform various operations.

The managers working in the middle and higher level of the organisation need values of capacity building, achievement and personal development (Padaki 1988, Sinha & Sinha 1994). Robbins (1997) discusses that effectiveness is choosing the appropriate goals and achieving them. However, managers have to be effective in their job (Drucker, 1967 & Reddin 1970). According to Reddin (1970), perceptiveness makes a manager effective, they handled situations suitably and create results from it. He also specified that effectiveness is about enactment and not about their specific behaviour.

The "more or less effective" managers differed in terms of the degree to which they displayed their behaviour including communication, participation, support and work responsibility (Amsa, and Aithal, 1989). According to Kassem and Moursi, (1971) managers play an essential role in the organisation, his effectiveness is primarily associated with other characters and behaviour. An effective manager works as a role model and other individuals follow what he contributes (Drucker, 1970), therefore managerial effectiveness is very much reliant on other members nearby him/her.

To be fully effective, managers need to be disciplinarian and interactive with employees and use their vision and energy to inspire their followers (Bass, et. al, 1990). On the other hand, Tonidandel, Braddy and Fleenor (2012) found that human skills are more important than practical skills and citizenship behavior. Interestingly, management skills were maximum significant as a whole.

The Proposed Conceptual Framework

The extensive study of the review of literature discussed in the previous section mention that managerial effectiveness is an important concept for every organisation to get an edge over competitors. The analysis of the study proposes that effective managers have some important correlates namely, action-orientation, self-disclosure, receptivity to feedback and perceptiveness which ought to formulate and implement for management strategic development. This model gives a clear direction for identifying appropriate skills which are required for managers to embark on work practices in the organisation. The previous model of managerial effectiveness and its correlates (Gupta, 1996; Joshi, 1995) have examined a number of dimensions which is so vast. As a result, it has become difficult to integrate the skills of managers in one-fold. Thus, the model shown in Fig. 1 summarizes and demonstrates the relationship in an integrated manner.

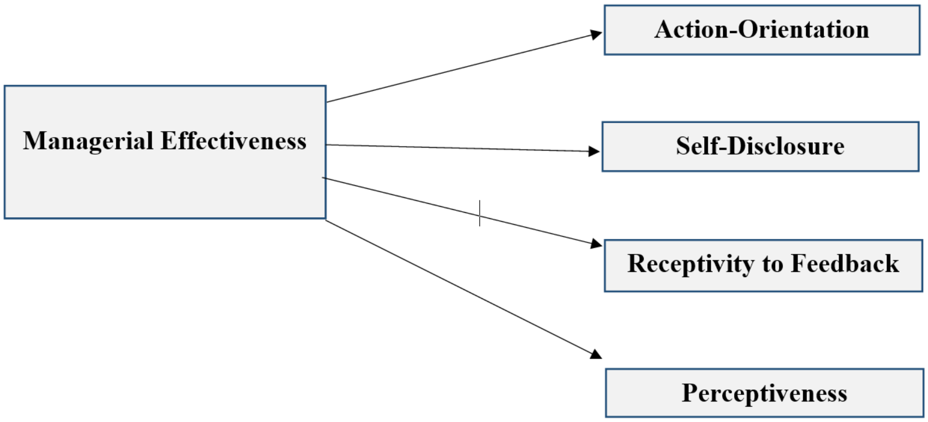

Figure 1: Managerial effectiveness and its correlates

RESEARCH METHODOLOGY

Although, plentiful literature is available on managers and their effectiveness but only a few discuss correlates that are related to managers in the real scenario. This conceptual study analyses more than 40 papers to explore correlates of managerial effectiveness; the investigation helps to integrate the individual studies to find their relationship. Further, the study presented in tabular form provides more detailed results.

FINDINGS OF THE STUDY

Table 1. Studies Based on managerial effectiveness and action-orientation (1991-2020)

S. No.	Author (Year)	Study	Finding
1.	Stewart (1991)	Summaries the study of a six-country	The manager has to deal with the action, and he/she can neither ignore them nor delegate it.
2.	Mathew and Poduval (1994)	123 managers from 18 public and 8 private sector enterprises in Kerala.	The managerial action significantly influences their effectiveness.
3.	Farhad Analoui (1999)	217 senior managers and executives were interviewed from the ministry of environment, science and technology.	The results point to the presence of meaningful actions which constitute managers' effectiveness at work.

S. No.	Author (Year)	Study	Finding
4.	Sen and Saxena (1999)	200 respondents from public and private organisations in India	The effective managers were focused "do the right things".
5.	Allen et al (2005)	A survey of higher education institutions indicates how the competencies possessed by their graduates measure up to graduates from other institutions.	The author introduced a conceptual model for managers into nine broad action categories (directing productive tasks, directing the work of others, planning, coordination, control, innovation, information management, maintaining relations with personnel, and maintaining relations with clients) relevant to work situations.
6.	Drucker (2006)	Attempting a catchall summary of 15 articles	The effective managers recognize what needs to be done (actions).
7.	Daley and Lovrich (2007)	2,533 first-line supervisors from the U.S. Merit Systems Protection Board	The result indicated a strong positive correlation (r= .62) between managerial effectiveness and action-orientation.
8.	Sacher, and Dangwal, (2007)	112 executives from four pharmaceutical companies	The authors found that action- orientation is a significant dimension to measuring managers effectiveness.
9.	Vilkinas, Shen and Cartan (2008)	49 managers of Chinain Xi'an City	The effective managers were focused mostly on getting the job done (deliverer).
10.	Negi and Dangwal (2020)	Sample of 467 managers	Action-orientation is considered as an important aspect of managerial effectiveness.

Table 2. Studies Based on managerial effectiveness and self-disclosure (1992-2020)

S. No.	Author (Year)	Study	Finding
1.	Linda Marsh (1992)	Eight managers and 22 sales consultants from a computer company.	Effective managers always demonstrating personal interest and involvement among employees.
2.	Seeta Gupta (1999)	The 20 senior managers in the field of management and industrial behaviour all over the country	Informal communication promotes self-disclosure. Hence it is an important factor for managerial effectiveness.
3.	Sacher, A., and Dangwal, R. C. (2007)	112 executives from four pharmaceutical companies	The authors found that self-disclosure is a significant dimension of measuring managers' effectiveness.

S. No.	Author (Year)	Study	Finding
4.	Robert G. Hamlin, Alf Hatton (2004)	Developed a generic model of managerial and leadership effectiveness	Genuine concern for people/looks after the interests and development needs of staff communicates and consults widely/Keeps people informed promote effectiveness.
5.	Robert J. Taormina (2007)	166 employee questionnaires from working adults of Chinese ethnicity	The leadership behaviors were differentially associated with the socialization content domains.
6.	Jia Wang (2011)	Critical incident interview from 35 managers in telecommunication	The effectiveness of managerial behaviors suggests a clear shift to participative management.
7.	Carlos E. Ruiz Jia Wang Robert G. Hamlin, (2013)	35 participants from six different companies located in Yucatan, Mexico	The manager took the time to listen to the employee's concerns and addressed the issue. The manager always listens to the employees and tries to help them whenever possible.
8.	Panagiotis Trivellasa and Panagiotis Reklitisb (2014)	132 male and female managers in Greek firms enquired through a structured questionnaire	Effective managers always manage teams and interpersonal relationships significantly.
9.	Torres, Ruiz, Hamlin, Velez and Calle (2014)	Sample of 27 managers and non-managerial in Medellin and Bogota, Colombia	The effective managers are those who are participative and communicative with their employees.
10.	Negi and Dangwal (2020)	Sample of 467 managers	Self-disclosure is considered an important aspect of managerial effectiveness.

Table 3. Studies Based on managerial effectiveness and receptivity to feedback (1978-2020)

S. No.	Author (Year)	Study	Finding
1.	Morse and Wagner (1978)	115 managers in six different companies	Proper information handling helps the manager to identify the problems, provides for the understanding as an effective manager.
2.	Nemeroff and Cosentino (1979)	35 managers from life insurance sales, controller department, actuarial department and group life insurance sales.	Feedback significantly influences effectiveness of managers.
3.	Luthans et al (1988)	Mushrooming service industry in middle America.	The effective manager spent much of their time on communication and making employees innovative.

S. No.	Author (Year)	Study	Finding
4.	Ashford and Tsui (1991)	345 superiors, 1056 peers and 1046 subordinates were enquired from the public service agency.	The active feedback seeking is a central part of a total process of self-regulation for managerial effectiveness.
5.	David A. Latif (2002)	A survey of 428 personnel in the fields of business, healthcare, education, and state government.	The Verbal communication (including listening) most frequently cited managerial skills to measure effectiveness.
6.	T. V. Rao, Raju Rao and Bansal (2005)	Book Review	Feedback offers promise for the development of managers.
7.	Abraham Carmeli and Asher Tishler, (2006)	93 questionnaires from Israel industrial firms	Receptivity (fluency in speaking) to feedback is one of the important managerial effectiveness skills.
8.	Kacmar, Wayne and Wright (2009)	84 students' universities in the Southwest.	Feedback had a significant influence on the perceptions of the supervisors.
9.	Michael K. Muchiri, Ray W. Cooksey, Lee V. Di Milia Fred O. Walumbwa (2011)	177 respondents from nine local councils	The research considered feedback as an important variable and found it significant for managers' effectiveness.
10.	Negi and Dangwal (2020)	Sample of 467 managers	Receptivity to feedback is considered an important aspect of managerial effectiveness.

Table 4. Studies based on managerial effectiveness and perceptiveness (1970- 2020)

S. No.	Author (Year)	Study	Finding
1.	Reddin (1970)	A book review	The managers become effective by managing a situation appropriately and producing results from it.
2.	Hersay and Blanchard (1977)	A book review	Managerial effectiveness is dependent upon a manager's ability to deal with different situations that he faces from time to time.

S. No.	Author (Year)	Study	Finding
3.	Margerison (1981)	A book review	The managerial effectiveness implied the extent to which a manager behaves appropriately to the needs of the situation.
4.	Kotter (1982)	A book review	Despite the situational demands and pressures, managers have a choice in what aspects of the jobs to emphasize, how to allocate time and with whom to interact.
5.	Analoui (1999)	The survey was carried out in the Ministry of Environment and Science and Technology in Ghana	The author identifies perceptiveness as an important parameter of managerial effectiveness.
6.	Ireland and Hitt (2005)	Identify major events that have already happened, irrevocably, and that will have predictable effects	The author identifies that effective leadership facing the challenges and opportunities and always ready to face them.
7.	Analoui (2007)	Jordan telecom as a case Study.	The constraints, choices and opportunities confronted by managers constitute one of the eight parameters responsible for the Effectiveness of managers.
8.	Vilkinas, Shen and Cartan (2008)	49 managers of Chinain Xi'an City	The effective managers were creative, envisions and facilitates change in every situation.
9.	Analoui, Ahmed and Kakabadse (2009)	16 senior managers interviewed from Muscat Municipality	The study explores that perceptiveness is an important factor and related to managerial effectiveness.
10.	Torres, Ruiz, Hamlin, Velez and Calle (2014)	Sample of 27 managers and non-managerial in Medellin and Bogota, Colombia	The effective managers in Colombia are those who are good problem solvers.
11.	Negi and Dangwal (2020)	Sample of 467 managers	Perceptiveness is considered an important aspect for managerial effectiveness.

An extensive literature review depicts that action-orientation, self-disclosure, receptivity to feedback and perceptiveness are significant correlates of managerial effectiveness. Drucker (1999) highlighted that managers should possess intelligence, innovation, and awareness as crucial resources, but the presence of effectiveness transforms all of these into results. Retention of knowledge and expertise does not indicate that the manager is effective in his/her job (Reddin, 1970).

CONCLUSION AND IMPLICATIONS

In the nutshell, the review of the existing literature depicts that managerial effectiveness is related to action-orientation, self- disclosure, receptivity to feedback and perceptiveness which is considered in the present study. Further, the review also demonstrates that all these correlates affect the effectiveness of managers. In the last, a conceptual research model of managerial effectiveness and its correlates is proposed. This model is extrapolated on the basis of above-discussed relationships among all the variables. The consideration and adoption of such a conceptual model on managerial effectiveness would surely help managers, decision-makers and practitioners in a better understanding of managerial effectiveness and its direct or inverse relationship to action-orientation, self-disclosure, receptivity to feedback and perceptiveness. Human resources professionals can use this conceptual model to develop programs and policies for leadership as well as management development.

LIMITATIONS OF THE RESEARCH

The major limitation of the study is that the proposed conceptual model of managerial effectiveness is derived from existing literature and still needs to be tested and validated practically. Secondly, the proposed model considered only the prevalent correlates of managerial effectiveness i.e., action-orientation, self-disclosure, receptivity to feedback and perceptiveness cannot be ruled out.

The possible further research should consider the following suggestions in order to overcome the limitations of the study. A first suggestion is that the proposed model can be empirically tested among various organisations by using different approaches; one of them is "canonical" approach. Second, the future research should consider other variables of managerial effectiveness such as rewards, decision-making, communication, motivation etc. At last, further research needs to consider the comparison of organisations on various dimensions of managerial effectiveness and its correlates.

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The Analysis of Water Resources in Relation to Sustainable Development of Regions

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ABSTRACT

Research background: *Regions' sustainable development is highly determined by the state of their water resources since all activities need and use water. The state of water resources influences the economic, social and ecological subsystems of the region. Therefore, from a strategic perspective, the assessment of the impact of the state of water resources on sustainable regional development becomes a must.*

Purpose: *This article aimed at analyzing the state of water resources in the agro-industrial regions of the South of Russia and also to provide opportunities for the region's sustainable economic and social development. The target areas were the Volgograd and Rostov regions.*

Research Methodology: *The analysis was done based on statistical data about the state of water resources in the regions with the formation of analytical estimates.*

Result: *As a result of the analysis, it has been revealed that the most sensitive to the state of water resources in the Volgograd region is the ecological subsystem; while in the Rostov region it is the social subsystem.*

Novelty: *The methodology and approach proposed by the authors can contribute to the current analysis of regional strategies since it allows us to assess the relationship between the state of water resources and the region's sustainable development.*

Keywords: *sustainable development, water resources, regional economy, rational use of water resources, water consumption, regions of the South of Russia.*

JEL codes: *Q15, Q25*

INTRODUCTION

In the context of increasing anthropogenic load on the environment and increasing environmental problems, the tasks of sustainable development of territories are formed within the framework of national imperatives of resource conservation and resource efficiency. Water resources are of great strategic importance for the sustainable development of regions, especially for regions of agro-industrial specialization. Water participates

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in the technological processes of agro-industrial enterprises, is used for watering and irrigation of lands, and is of vital importance for the health of the population. The water crisis is one of the most destructive for the economic complex of the region.

The processes of economic growth of regions inevitably increase the demand for water; economic development can be restrained by the degradation of water resources, a decrease in their biodiversity. Therefore, the state policy in relation to water resources management is aimed at preventing water losses, reducing the level of pollution of water bodies, as well as taking measures to improve the rationality of water consumption. The solution of these tasks is provided by a variety of measures in the strategies of water resources management in the regions. In developing these strategies, regional authorities based on the idea that the sustainability of economic systems development is largely determined by the state of available water resources. However, there is limited understanding concerning specific characteristics of water resources determining the sustainability of regional development. Whereas the study of the quantitative and qualitative characteristics of the state of the region's water resources, the determination of their role in creating the prerequisites for the sustainable development of the regional economy enables to assess compliance with the strategic development goals.

The article aimed at analyzing the state of water resources in the agro-industrial regions of the South of Russia and also to provide opportunities for the regions' sustainable economic and social development. The target areas were the Volgograd and Rostov regions. We believe that the regional policy in relation to water resources management should determine those factors that contribute to the sustainable development of the territory.

RESEARCH METHODOLOGY AND METHODS

The sustainability of the development of regional economies is understood as their ability to function effectively in the "economy - society - ecology" system. In world practice, systems of sustainable development indicators have been developed, the OECD indicator system and the UN Commission on Sustainable Development indicator system are the most famous of them. These systems require adaptation to the specifics of a particular country (region). Therefore, in practice, a fairly large number of various indicators are used to assess the sustainability of regional development. Their composition and number vary depending on the objectives of the study and the type of socio-economic system under consideration.

Sustainability is a more complex category than economic development, implying the intersection of economic, social and environmental goals. Therefore, to assess it, researchers often use analytical indicators that enable it to provide a more complete balanced view of the nature of the emerging relationships and interactions in each subsystem of the region on the basis of sub-indicators, (Brown, 2012). For example, Yu. Maksimov, S. Mityakov et al. define four regional subsystems: economy, innovation, ecology and social sphere, with the allocation of "costly" and "effective" indicators (Maksimov et al., 2011). G. Gagarina, L. Chainikova and others define the GRP per capita and the human development index as the main indicators that determine the sustainability of the development of the region, while ignoring the ecological subsystem (Gagarina et al., 2019). A. Dawodu et al. determining sustainable development indicators take into consideration various components of the problems of interaction between the social sphere, the environment and the economy: water resources management, transport, waste disposal, energy, etc. (Dawodu et al., 2019). Ch. Wulf et al. determining sustainability indicators suggest focusing not on problems but rather than on strategic development goals (Wulf et al., 2018).

When studying the effect of the state of water resources on the sustainability of regional development, most scientists focus on the ecological subsystem of the region (Giakoumis et al., 2020; Chen et al., 2017; Liu et al., 2021). At the same time, some authors pay attention to the role of water resources in the sustainable development of economic and social subsystems. So, in particular, E. Ahmadov notes that when managing the region's water resources in the context of achieving sustainable development objectives, one should take into account: water demand for irrigation and for industrial production, water tariffs, impact on export potential (in the context of transboundary cooperation) (Ahmadov, 2020). M. Roobavannan et al. investigate the effect of the distribution of water resources on the level and structure of employment of the population (Roobavannan et al., 2017).

Within the framework of our research, we are based on the proposition that the stability of the regional economy is largely determined by the state of the water resources available on its territory and the characteristics of their use in production and economic activities. We have identified the set of indicators characterizing the impact of the state of water resources on the sustainability of regional development, in the context of economic, social and environmental subsystems (Table 1).

Table 1. Indicators for assessing the impact of water resources on the sustainable development of the region

Regional subsystem	**Indicators**	**Impact**
Economic subsystem	Water capacity of GRP Water intake; Loss of water during transportation	Possibilities for the development of agriculture and fisheries, industry, tourism; energy infrastructure development
Social subsystem	Provision of the population with river flow resources; Water tariffs; Compliance of the samples taken with the standards for sanitary and chemical indicators	Opportunities for creating recreational and resort areas supply of fresh water to the population
Ecological subsystem	Discharge of water resources; The share of contaminated and insufficiently treated waste water in the total volume of the discharge; Swampiness of the territory	Quality condition of water resources, maintenance of biodiversity in them

- The target area of the research were the Volgograd and Rostov regions. These regions are comparable in their sectoral structure, natural and climatic conditions, indicators of socio-economic development. This study is based on a statistical analysis of data on the state of water resources in the region with the formation of analytical estimates. The proposed toolkit for assessing the impact of the state of water resources on the sustainability of economic development in the region includes the following stages:

- determining trends in the state of water resources in the region;

- pair-wise comparison of the significance of the influence of the identified trends on the development of the economic, social and ecological subsystems of the region;

- building a matrix for comparing the development priorities of individual subsystems in the region;

- determining the final values of the indicators reflecting the impact of changes in the state of water resources on the sustainability of regional development.

RESEARCH RESULTS AND DISCUSSION

Volgograd and Rostov regions are regions with an extensive river network and a large number of natural and artificial reservoirs (Table 2).

Table 2. The main characteristics of the water resources of the Volgograd and Rostov regions

Indicator	The Volgograd region	The Rostov region
River network density, km / km^2	0,33	0,24
Average long-term river runoff, km3 per year	258,6	26,2
Anticipated groundwater resources, thousand m3 per day	3672,0	3836,0
Lakes, %	3,72	1,83
Surface water area, thousand hectares	525,0	401,1

The role of water resources in the development of the economic subsystem of the regions

One of the most important indicators that enable to assess the rationality of the use of water resources in the production and economic activities of the region is the GRP water capacity (Matveeva et al., 2018). The share of agricultural production and fish farming in the regions accounts for 10.5% of the GRP. In the regions, an important system-forming role is played by enterprises of the agro-industrial complex: agricultural machinery, food processing, storage and processing of agricultural crops, etc. In the Volgograd region, metallurgical production also has a significant share.

The dynamics of changes in the GRP water capacity level in the studied regions is shown in Figure 1.

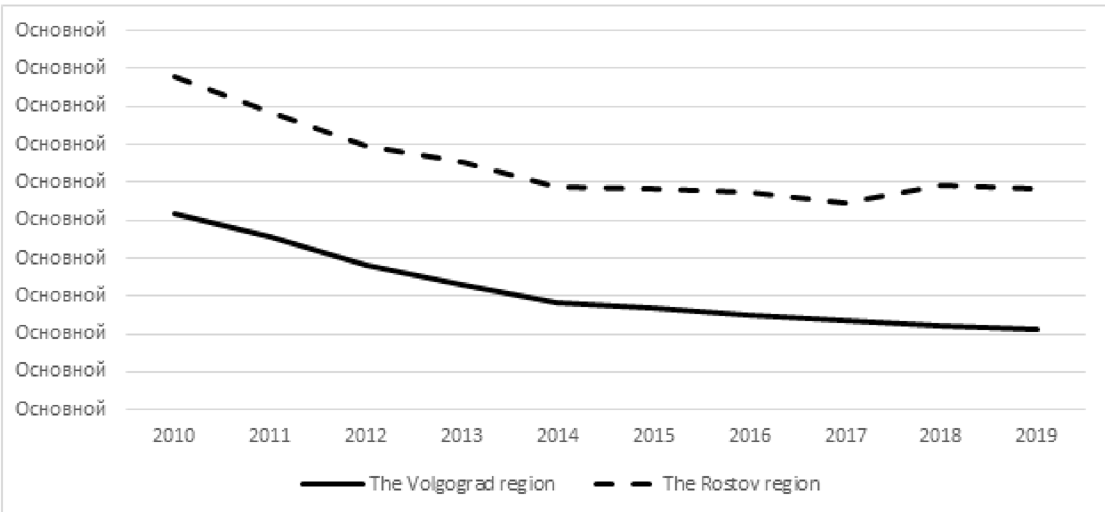

Figure 1. Water capacity of the GRP of the Volgograd and Rostov regions, m3/ rub.

As we can see from the above data, despite the existing tendency for a decrease in the level of GRP water consumption in both regions, in the Rostov region this indicator is 2 times higher than in the Volgograd region. Taking into account the comparability of the sectoral structure of the regional economy, it can be concluded that there is irrational water consumption in the Rostov region.

Considering the dynamics and structure of water intake (Fig. 2, 3), it can be noted that in both regions, reused water predominates in its structure, and in the Rostov region the increase in the volume of water intake occurs due to reused water. In the Volgograd region, on the contrary, there is a decrease in the volume of water intake, and also due to a decrease in the volume of reused water. However, the volume of water intake in the Rostov region is almost three times higher than in the Volgograd region. To a large extent, this situation is associated with significant water losses in the Rostov region during transportation and the need to compensate for these losses. Thus, if in the Volgograd region the total losses amount to about 11% of the withdrawn water (compared to the average Russian indicator), then in the Rostov region the water losses significantly exceed the average Russian indicator and amount to 22%.

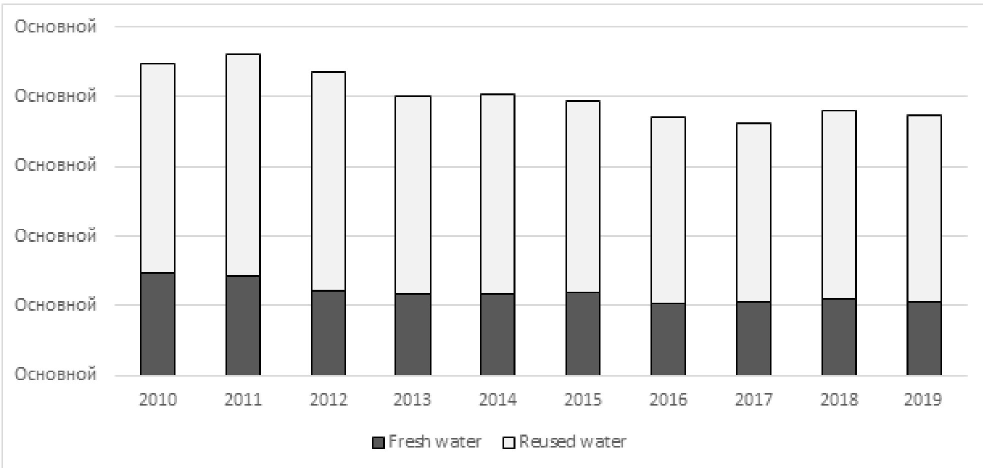

Figure 2. Structure of water intake in the Volgograd region, mln. m3

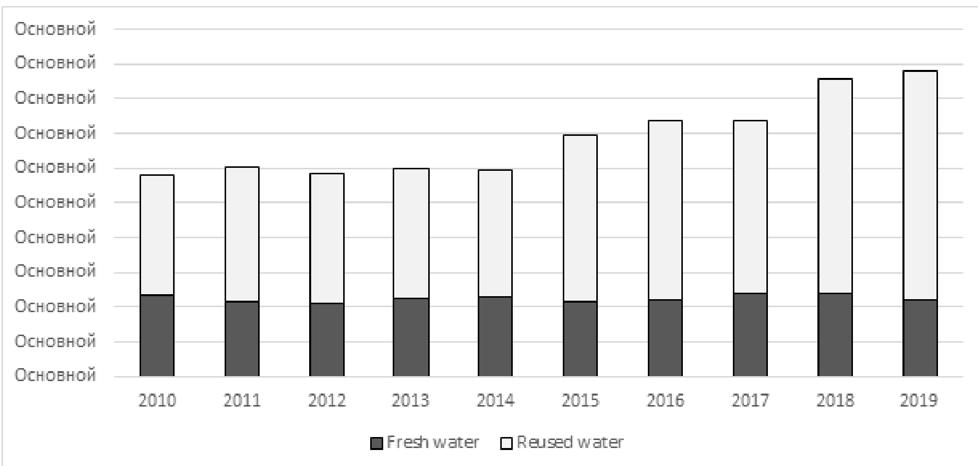

Figure 3. Structure of water intake in the Rostov region, mln. m3

In both regions, 96% of water withdrawals are from surface water sources. However, for the Volgograd region, this is 0.5% of the river flow, while in the Rostov region - 24%.

The efficiency of water resources use in the economy of the Rostov region is much lower than in the economy of the Volgograd region. A high level of losses of water resources during transportation, a significant load on the river network together with irrational use of water resources create high risks for the sustainable development of the economy of the Rostov region. In the Volgograd region, the role of water resources in creating the prerequisites for sustainable development of the regional economy can be assessed positively.

The role of water resources in the development of the social subsystem of regions

From the point of view of the provision of the population with water resources, the situation in the Rostov and Volgograd regions also develops in different ways. The provision of the population of the Rostov region with water resources is 15 times lower than the average Russian indicator and almost 6 times lower than the indicator of the Southern Federal District. As of January 1, 2020, only 78.4% of the region's population is provided with high-quality drinking water from centralized water supply systems. In the Volgograd region, the provision of the population with water resources is more than 2 times higher than the average for Russia and almost 5 times higher than the indicator of the Southern Federal District.

Drinking water tariffs in the Rostov region are significantly higher than in the Volgograd region. So, in the Rostov region from 01.2021. until 30.06.2021 the tariff in the field of cold water supply including VAT is 44.95 rubles. per m3, and from 01.07.2021 it was increased to 45.8 rubles. In the Volgograd region, the tariffs are 25.09 and 26.09 rubles per m3 respectively. The tariffs for wastewater disposal in the Rostov region are also almost two times higher than the corresponding tariffs in the Volgograd region. At the same time, according to Rospotrebnadzor (Russian Federal State Agency for Health and Consumer Rights), the quality of drinking water in the water supply network does not correspond to the sanitary and chemical indicators in 34% of the samples taken. In the Volgograd region, the proportion of samples that do not meet the requirements is 12%. The average proportion for Russia is 13%.

Thus, we can conclude that the state of the quality of water resources in the Rostov region does not ensure sustainable development of the social subsystem of the region. In the Volgograd region, the influence of the state of water resources on the sustainability of the development of the social subsystem can be assessed as positive.

The role of water resources in the development of the ecological subsystem of the regions

Water resources form the basis for the socio-economic development of the territory. However, economic growth leads to the emergence of many negative effects of the scale of production, expressed in anthropogenic impact on water resources. The discharge of contaminated wastewater into water bodies leads to a decrease in the sustainability of the development of the ecological subsystem of the region. An additional load on water resources is created by shipping transport, which pollutes the waters of the regions with oil products and fuels and lubricants.

The dynamics of the indicators of the discharge of polluted wastewater in the Rostov and Volgograd regions are shown in Figure 4.

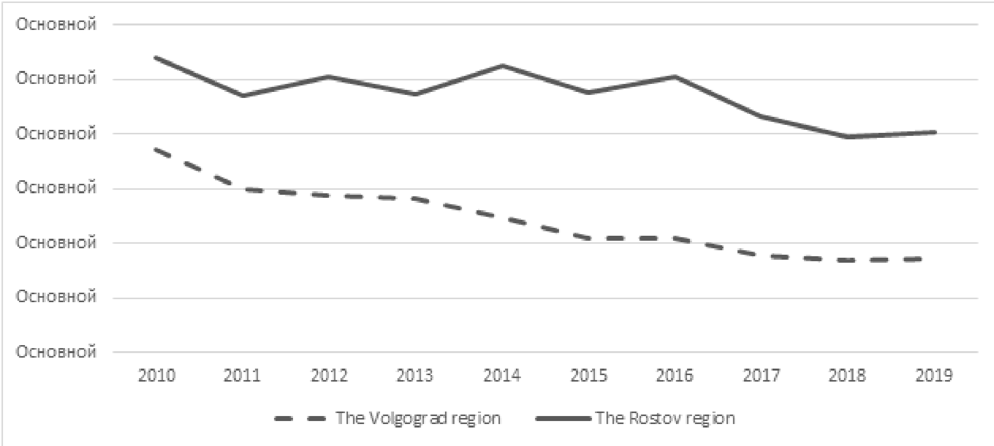

Figure 4. Dynamics of discharge of contaminated wastewater in the Volgograd and Rostov regions, mln. m3

The main pollutants in the Rostov region are sodium, magnesium, sulfides and hydrogen sulfide, in the Volgograd region - chloroform. The share of polluted and insufficiently treated water in the total volume of discharged water in the Rostov region is 19.3%, in the Volgograd region - 81.6%.

All this negatively affects the recreational potential of the region, the possibilities and conditions for the development of the tourism business, the formation of resort and recreation areas; on the functioning of the housing and communal services in the region, namely, on the quality of freshwater supplied to the population (Mitrofanova et al., 2021). Along with this, insufficient engineering preparation of technical structures leads to the swamping of territories. So, in the Volgograd region, the swampiness of the territory is 0.33%, in the Rostov region - 0.54%.

Thus, the state of the water resources of the regions does not contribute to the sustainable development of their ecological subsystems.

Assessment of the impact of the state of water resources on the sustainability of regional development

At the first stage, we will conduct a pair-wise comparison of the significance of the influence of the identified trends on the sustainability of the development of the economic, social and ecological subsystems of the region. For this, we will use a 10-point scale. If the influence of the compared trends is of equal significance, 5 points are assigned. If the influence of the trend is not equal, a greater number of points is assigned, while the sum of the marks for the compared criteria should be equal to 10.

The results of the pair-wise comparison of the influence of the identified trends on the stability of regional subsystems, carried out by the authors, are presented in Table 3.

Table 3. Results of pair-wise comparison of the influence of the identified trends on the stability of regional subsystems 1

The Volgograd region			
Impact on the state of the economic subsystem			
	Water capacity of GRP	Water intake	Loss of water during transportation
Water capacity of GRP	0	5	6
Water intake	5	0	3
Loss of water during transportation	4	7	0
Impact on the state of the social subsystem			
	Water supply for the population	Water tariffs	Sample compliance
Water supply for the population	0	6	6
Water tariffs	4	0	5
Sample compliance	4	5	0
Influence on the state of the ecological subsystem			
	Discharge of water resources	Share of polluted wastewater	Swampiness of the territory
Discharge of water resources	0	3	8
Share of polluted wastewater	7	0	7
Swampiness of the territory	2	3	0
The Rostov region			
Impact on the state of the economic subsystem			
	Water capacity of GRP	Water intake	Loss of water during transportation
Water capacity of GRP	0	5	2
Water intake	5	0	4
Loss of water during transportation	8	6	0
Impact on the state of the social subsystem			
	Water supply for the population	Water tariffs	Sample compliance
Water supply for the population	0	2	5
Water tariffs	8	0	8
Sample compliance	5	2	0
Influence on the state of the ecological subsystem			
	Discharge of water resources	Share of polluted wastewater	Swampiness of the territory
Discharge of water resources	0	7	8
Share of polluted wastewater	3	0	6
Swampiness of the territory	4	3	0

The next step is to determine the average values of the elements in the rows in Table 3 for each indicator. Next, we will determine the integral values of the level of impact of the state of water resources on regional subsystems as weighted average values. The values of the weight values are determined in such a way that for each subsystem their sum is equal to 1. The results of calculating the integral values of the indicators are shown in Table 4.

Table 4. The results of calculating the integral values of indicators the comparison of organisations on various dimensions of managerial effectiveness and its correlates.

Regional subsystems	Assessment indicators	Average score	Weight	Total
The Volgograd region				
Economic subsystem	Water capacity of GRP	5,5	0,5	
	Water intake	4	0,2	4,95
	Loss of water during transportation	5,5	0,3	
Social subsystem	Water supply for the population	6	0,4	
	Water tariffs	4,5	0,3	5,1
	Sample compliance	4,5	0,3	
Ecological subsystem	Discharge of water resources	5,5	0,2	
	Share of polluted wastewater	7,0	0,7	6,25
	Swampiness of the territory	2,5	0,1	
The Rostov region				
Economic subsystem	Water capacity of GRP	3,5	0,3	
	Water intake	4,5	0,3	5,2
	Loss of water during transportation	7	0,4	
Social subsystem	Water supply for the population	3,5	0,3	
	Water tariffs	8	0,4	9,45
	Sample compliance	3,5	0,3	
Ecological subsystem	Discharge of water resources	7,5	0,4	
	Share of polluted wastewater	4,5	0,4	5,5
	Swampiness of the territory	3,5	0,2	

For clarity, we will graphically display the indicators of the influence of water resources on the sustainability of the development of the studied regions (Fig. 5).

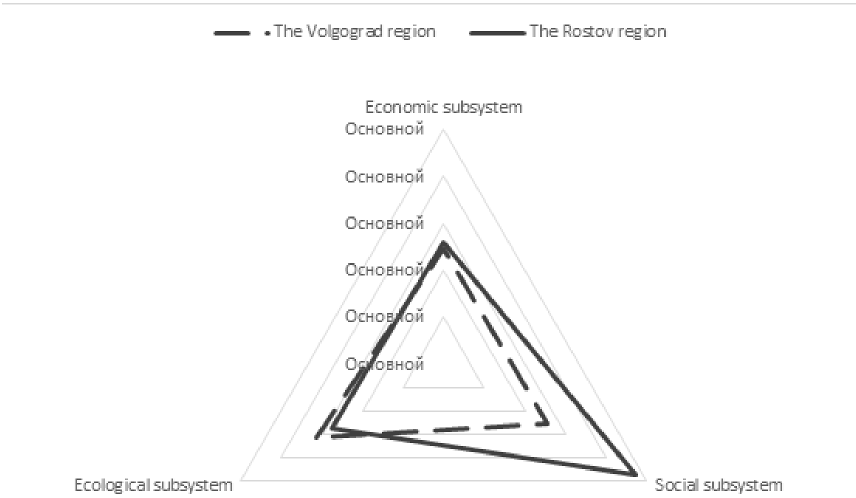

Figure 5. Integral values of indicators of the impact of the state of water resources on the sustainability of the development of the Volgograd and Rostov regions

As can be seen from the data presented, for the Volgograd region, the influence of water resources on individual subsystems of the region is generally equivalent. In this case, the greatest influence is exerted on the ecological subsystem. In the Rostov region, the most significant is the impact on the social subsystem, which is associated, as indicated earlier, with high water tariffs, low quality of drinking water and a low level of provision of the population with water resources.

RESULTS AND CONCLUSIONS

The analysis of the impact of the state of water resources on the sustainability of regional development, carried out by the authors, shows that the characteristics of the use of water resources have an impact on the state of individual regional subsystems. Effective management of water resources must be carried out not only from an environmental, but also from an economic and social perspective.

The indicators used by the authors for the assessment enabled to determine the influence of the prevailing trends in the main indicators of the efficiency of water resources use on the state of the economic, social and ecological subsystems of the Rostov and Volgograd regions. From the point of view of sustainable development, the Rostov region turned out to be the most sensitive to the impact of water resources on the social subsystem of the region, and for the Volgograd region - on the ecological subsystem.

The proposed toolkit can become an important addition to the existing tools for regional strategizing, since it enables to study the relationship between the state of water resources and sustainable development of the territory.

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Identity Crisis Management: Usability, Issues and Challenges

Megha Bhatia*

ABSTRACT

An identity crisis is a developmental event that involves a person questioning their sense of self or place in the world. The concept originates in the work of developmental psychologist Erik Erikson, who believed that the formation of identity was one of the most important conflicts that people face. According to Erikson, an identity crisis is a time of intensive analysis and exploration of different ways of looking at oneself. This paper studies the current 'identity crisis and its management' caused by the substantial privacy and usability shortcomings encountered in existing systems for identity management. Some of these issues are well known, while others are much less understood. This paper brings them together in a single, comprehensive study and proposes recommendations to resolve or to mitigate the problems. Some of these problems cannot be solved without substantial research and development effort.An identity crisis is a developmental event that involves a person questioning their sense of self or place in the world. The concept originates in the work of developmental psychologist Erik Erikson, who believed that the formation of identity was one of the most important conflicts that people face. According to Erikson, an identity crisis is a time of intensive analysis and exploration of different ways of looking at oneself. This paper studies the current 'identity crisis and its management' caused by the substantial privacy and usability shortcomings encountered in existing systems for identity management. Some of these issues are well known, while others are much less understood. This paper brings them together in a single, comprehensive study and proposes recommendations to resolve or to mitigate the problems. Some of these problems cannot be solved without substantial research and development effort.

Keywords: *Identity management, privacy, usability, challenges*

INTRODUCTION

Identity is the concept, beliefs, qualities and expressions that differentiate us from the people around us. Identity is something that we develop into; that makes us different than anyone else. The way we define ourselves, through self-identity, is essentially the basis of our self-esteem and self-worth. Our social identity, is constructed through the opinions of others, with groups/labels we are associated into. Our identities are influenced by positive and negative of social identities.

Identity is not only what you want to reveal about yourself, but also what others conclude, believe, and find out about yourself. In fact, most of a person's identity is of this type. Such data may be wrong, become invalid over time, be misrepresented, or be misguiding, etc. In other words, an identity does not necessarily correspond to reality. Moreover, it shows that an identity has many owners: it is not only owned by the entity it describes, but also collected and owned by others. A fine example of this is your health care records that are being collected by GPs, specialists and other health care personnel. Health records are owned by (and the responsibility of) the

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GP. You may have the right to view them, but you don't necessarily have the right to change them. This has important privacy ramifications.

Instead of an entity having one single identity containing all characteristics taken from all scopes, it is more natural to view an entity as a collection of multiple identities (a set of sets), each with their own scope. Note that this aligns with the idea that privacy ensures that information about a person does not leak from one scope into another.

The fact that identities remain to exist long after the entity 'dies' can result in a wealth of personal information stored in many places, leading to privacy risks for users that are somehow related to this entity. It may also result in IdPs giving out incorrect claims, damaging their reputation of a trusted partner that needs to be right always. Furthermore, claims (that link some identity information to an identifier) may continue to exist indefinitely, even after the identity information itself is deleted. When the claim of an old identity still exists and a new identity is created with the same identifier, these two may seem to refer to the same entity, while this is not the case.

Managing identities does not only mean handling new and fixed identities within one scope, but also handling the complex situations of changing identities in changing scopes, and managing the different perceptions of identity within the same scope. This is a challenge.

Identity management consists of the processes and all underlying technologies for the creation, management, and usage of digital identities. In practice, it covers the process of establishing the identity of a remote user (or system), managing access to services by that user, and maintaining identity profiles concerning that user. As such, identity management is an essential component for the successful development and growth of the next, so-called "2.0", user-centric Internet services. Secure, reliable and user-friendly identity management is also considered fundamental in establishing trust, for instance in e-commerce applications.

The aim of the research paper is to address this gap by exploring user perceptions of identity crisis and identity management systems.

LITERATURE REVIEW

Identity encompasses all the essential characteristics that make each human unique but also all the characteristics that enable membership to a particular group or culture as well as established status within the group (Roussos et al. 2003). The identity of a person comprises a large number of personal properties. All subsets of the properties represent partial identities of the person and may relate to roles the person plays. Depending on the context, the person may have multiple different partial identities (Clauss and Koehntopp, 2001).

Roussos et al. (2003) offer three principles of identity: locality, reciprocity and understanding. The Locality Principle argues that identities are situated within particular contexts, roles, relationships and communities. People will have multiple different and overlapping identities in different contexts, and each of these should be respected. A global or universal identifier makes little sense. In human relationships, knowledge of identities is negotiated and both sides in the relationship should know how properties that characterise identity are exchanged and used. Relationships should be symmetrical and reciprocal. Furthermore, identity serves as a basis for understanding in two-way relationships. Mutual knowledge of identities improves the ability to see things from the other point of view and leads to trusting relationships.

Human identity is the individuality and personality of a particular person and may be characterised by a number of properties of that person (Simpson and Weiner 1989). The properties of an individual may be intrinsic (eg. DNA, retina scan, hair colour), descriptive (eg. name, birthplace), demographic (eg. occupation, gender), geographic (eg. address, country, postcode) or psychographic (eg. interests, preferences). The identity of a person denotes that person, reflecting their uniqueness, and provides a means of differentiating them from others. It also provides a means of establishing similarity with others in various roles (eg. customer, employee) and social groups (eg. elderly citizens, family) (Carroll and Murphy 2004).

Key issues with identity management

A critical analysis of literature revealed a number of key issues with identity management. These include control and power, authentication, trust, security, privacy and multiple identities. Each of these is now discussed, linked to relevant literature and provide a basis for data collection in the empirical study.

1. Control and power

The creation and management of information about individuals is central to identity management. Although organizations in the private and public sector should not exchange such information without the user's consent, permission is often given without the user's specific knowledge. For example, the disclaimer that states information will be passed on is often hidden in the fine print. A possible solution is to have interlinked record-keeping (identity management) systems to monitor the exchange of information. A second solution is to use different digital pseudonyms with each organization, enabling users rather than organizations, stay in control of their digital identities. Users can then protect themselves against organizations sharing their digital details. Clarke (2004) claims that the true benefits of federated systems are largely for the provider, in that organizations and governments gain valuable information while the user's privacy is being compromised by the compilation and circulation of detailed user profiles. However, as Hagel and Rayport (2000) point out, it can be argued that the implications of this are that federated systems essentially represent a trade-off, where the user sacrifices privacy and control over personal information for the ease and convenience that one consolidated digital identity brings. They argue that a solution to this is that consumers should capitalise on this situation and demand value in exchange for information.

2. Authentication

Authentication in general is a process by which confidence in some assertion is gained – it need not relate to identity in particular. eBusiness depends on the reliability of a range of assertion type statements, sometimes about identity but often involving value or attributes. Risk assessments would help organizations to clarify what assertions are most in need of authentication. For some transactions there is a need to know the "identity" of the other party – for very few transactions there is a further need to know the "entity" or the real-world thing (Clarke 2004).

3. Trust

The growth of electronic commerce has been hindered by a lack of trust between consumers and service providers (Roussos et al. 2003). A major reason for this is federated identity management systems provide users with limited options to control and personalise their data. Without a sense of control, or the ability to personalise, users become reluctant to reveal details about themselves, instead preferring to provide as little information as possible (Clarke 2004). This is a problem for providers and organizations as detailed information about the user is a valuable asset. A possible means of fostering greater trust would be if providers were to give users an element of control over aspects of their digital identity. This would give users the opportunity to personalise their digital identity and decide what they revealed in relation to the context of the activity.

4. Security

Identity theft occurs when personal information is used by someone else without their knowledge. It usually supports criminal activity, including fraud, deception, or obtaining benefits and services in the person's name. Identity theft is the fastest growing type of electronic crime and it is expected to accelerate (Identity Theft Task Force 2007, Roussos et al. 2003). It is particularly prevalent in the digital domain because all that is needed is one piece of information about a person, for example, a credit card number, to steal their identity. Stronger authentication mechanisms, for example the use of biometrics, can help to reduce the prevalence of identity theft.

5. Privacy

Privacy relates to the claims of individuals that information about themselves should generally not be available to other individuals or organizations, and where data is possessed by another party, the individuals must be able to exercise a substantial degree of control over that data and its use (Koch and Woerndl 2001). Empirical studies show that Internet users are very concerned about their privacy are not inclined to provide personal information when requested – they want more anonymous transactions (Koch and Woerndl 2001). A balance is required between effective governance, legal needs and national security needs on the one hand, and individual dignity and privacy on the other hand (Clarke 2004).

6. Multiple identities

Clarke (2001) argues identity has a multi-faceted quality, therefore, reducing rich and complex user information into a single digital entity results in systems that fail to capture the intricacies of everyday user behaviour. This was supported by Roussos et al (2003). They argue that identities are situated within particular roles, relationships and communities and that people will have multiple, different and overlapping identities in different contexts. Each of these should be respected, thus, a global or universal identifier makes little sense. This means there is a strong need by people to have many identities and avoid their federation. "Silos are good, at least for 7 privacies" (Clarke 2004, p41). Many standards, for example Liberty Alliance and PingId, acknowledge that people need multiple identities but still maintain the idea of an underlying single, federated identity – a global set of attributes from all a person's existing accounts. Multiple identities are assumed to be a problem for individuals and federation will be of benefit. It may help in some circumstances but will certainly improve the social control interests of business and government

IDENTITY CRISIS MANAGEMENT- "WHO AM I TODAY?"

As discussed above, users may have several identities, even within a single scope. This distinction in identities manifests itself when people have several different responsibilities, or, in other words, may have several different "roles". Examples may help to clarify this issue.

When signing a document, a notary can choose to sign this as a notary, or as a private person. The distinction is legally significant. The CFO of a company may use an electronic banking system either to enter a personal or a business transaction. An ICT system administrator may sign in to a system either as "root" (which allows him to run OS-level applications and scripts) or as an ordinary system user (that allows him to only execute end-user applications). We see that users can have different roles that allow them to do different things within a certain service. Furthermore, the impact of user actions depends on their role: a signature of an accountant or a notary represents more legal value.

Current identity management systems do not make it easy for users to manage such different roles (although, to be fair, exceptions exist). Basically, users are forced to maintain and manage several identifiers to separate these roles. But this may lead to confusion. For instance, if a user has previously signed in at its IdP using a particular identity, and the user and the service support single sign-on, the user may automatically be signed in using this same identity when accessing a different service sometime later. This is potentially dangerous: if the CFO signed in as CFO earlier, he may not want to execute a personal transaction while still being signed in as CFO.

Depending on the type of service, actions performed in a certain role may be visible to others that can also access that role, or result in information sent to the organisation that is responsible for that role. For example, all communication of the president of the USA is kept for later reference. The same goes for many transactions performed when doing business. In these situations, privacy sensitive information can become public, such as the purchase of personal books, visiting certain websites, or the rental of a hotel room, when the role that was selected to execute those actions happened to be a business role.

For many current identity management systems these very common usage scenarios pose a problem. There is no way to indicate as which role, or which identity, a user wants to access a particular service, especially if he has accessed that system in both capacities before. One of those identities may be selected automatically (in a single-sign-on context), most likely without the user knowing why, or how to change it.

What is the optimal size of a key chain? – or – How many identities should a user have?

One of the main advantages of identity management for end-users is single-sign on: not having to remember all those user names and passwords, except for the login-token for the IdP. From this perspective, it would be great to have just one IdP: only one user name/password (or another authentication token) and that's it.

Of course, this is not feasible. Not only because users may not trust that one IdP to have access to all their services. Even if users do trust a single IdP for that, using only one IdP means that if that IdP is compromised, all identity data is compromised immediately as well. It is therefore advisable for users to distribute their identity information over multiple IdPs. Furthermore, different RPs will require different IdPs. Financial institutions for example have other requirements and preferences than car rental agencies with respect to an IdP. The first may want to set up their own IdP to be able to control the security of authentication, while the latter is satisfied with using a third-party IdP. Can we then settle for one IdP for personal use, one for work, and one for each financial institution? This seems to be a workable yet quite arbitrary subdivision. The question is: how many identity providers does a user need? What is the best compartmentalisation of the digital identity mess? We need to understand the advantages and risks of using a certain amount and distribution of IdPs and federations, in terms of security, usability, and business.

Therefore, it is recommended to determine which and how many "identities" are optimal, a model that captures these relevant aspects needs to be developed. To our knowledge such a model does not exist yet.

CONCLUSION & RECOMMENDATIONS

Identity management not only comprises identification and authentication, but also access management and user profile management. Stakeholders such as end-users and relying parties require identity management systems to be able to span multiple organisations, to be user-friendly, privacy friendly, and secure. Current systems for identity management are not able to accomplish this.

The issues of identity management systems presented in the paper cause the current identity crisis. In order to resolve the identity crisis, we recommend to follow up on the following main observations made in this paper.

- A proper model for identity underlying identity management should be developed, and IdPs and RPs should make explicit how that model applies to their systems of identity management.

- Building on that model, the trust relationships between the parties using an identity management should be investigated and formalised.

- To prevent phishing attacks, it is very important that users can (and will) authenticate the RP and the IdP. Mutual authentication therefore needs to be incorporated in identity management systems, in such a way that the user is not required to install special software or to use one and the same computer all the time.
- To enhance user privacy, we recommend that users can remain anonymous or use pseudonyms at RPs, and to have IdPs that do not link all user transactions at all RPs together. Although identity management systems already implement at least part of these solutions, not all do so.

- Identity management systems should provide a way for users to see and select their identity with which they "sign in" even if explicitly signing in is not asked for.

- Identity management systems should provide a way to automatically determine the full set of required credentials for a certain service, and the minimal role the user can assume that covers those credentials.

- Finally, we need identity management systems that put the user back into control and that support the user in maintaining a user profile that can be used (in a controlled manner) by business from several organisational domains.

Most of these recommendations are not trivial, and to implement them requires substantial research, development, and standardisation effort. Moreover, to resolve the identity crisis stakeholders need to work together on this. We believe the growing need for a proper, well-founded, identity management solution legitimates the effort.

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A Study of Changes in the Consumer Attitude towards Post-Covid-19 Travelling

Mohd. Arbaz *
Arkja Singh **

INTRODUCTION

Travelling means going from one place to another by car, train, plane, or ship; taking a trip or journey. Movement of people between distant geographical locations. Travel can be done on foot, bicycle, automobile, train, boat, bus, airplane, ship or by other means, with or without luggage, and can be a one-way or round-trip. When you travel, you get to see something new. You'll be exploring and meeting new people, trying new foods, and discovering new cultures. After seeing all this, you all get to learn something new and get to know something new. Every experience and every conversation you have teaches you something new. Travelling teaches you many good and important lessons. Travel teaches you confidence, independence and freedom. Here are some of the most important benefits of travelling:

1. Travel Makes You Happier
2. Travel Lets You Disconnect & Recharge
3. Traveling Relieves Stress and Anxiety
4. Travel Exposes You to New Things
5. Travel Exposes Others to New Things
6. Travel Makes You Physically Healthier.

Post-Covid-19

A lot has changed since the pandemic, among which travel has been greatly affected. Before the Pandemic and after the Pandemic, there has been a lot of change in the travel scenario. Now, when we go anywhere for a trip, we only go to that place after knowing all the information. After the pandemic, the government has increased caution when travelling anywhere. Never before was there so much caution and risk. Take e.g. one has somewhere to go. Now the risk of getting Covid-19 increases while travelling because, when people travel, they do not know what the situation is around them. People who are roaming around do not have any Covid-19 symptoms. Due to Covid-19, however, the government has placed more emphasis on Covid-19 tests and health checkups, taking people from all over the state and country for these tests. Now vaccination is necessary before travelling because you cannot come and go without it. Whether it is the airport or you go to any other state, the police checking the time of the vaccination certificate is mandatory at the borders and airports.

Safety Measures

All travel comes with some risk of getting or spreading Covid-19. Before you travel, when we go travelling, what is the situation here and what is the situation in that place, and because of that, what is the atmosphere there? Now whenever we go anywhere, first we look at the health of whoever is going with us, whether family or friends. How is his health? Do not travel if you or your family are sick, have any symptoms of Covid-19, or have been around someone with Covid-19 in the past 14 days. Unvaccinated family members who are at higher

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risk for severe illness should consider postponing all travel until they are fully vaccinated. When you travel anywhere, keep essential things with you. You do not travel to the place where there are more cases of Covid-19.

OBJECTIVES

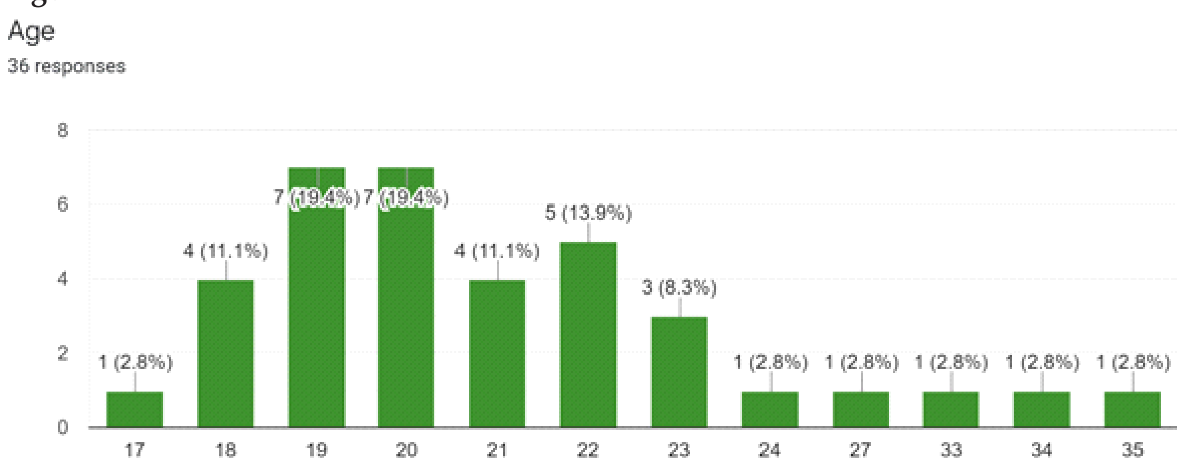
a) Is there any significant change in the primary purpose of travel due to the pandemic?
b) Do people tend to use less public transportation and more private cars during the pandemic?
c) Did people place more priority on pandemic-related factors when choosing a mode?
d) Exploring the overall travel behaviour before and during the COVID-19 pandemic.

RESEARCH METHODOLOGY

DATA TYPE	Primary and Secondary Data
Sample Type	Simple Random Sampling
Research Tool	Questionnaire
Data Collection Method	Questionnaire
Type of Research	Descriptive
Area	Moradabad, Kunderki

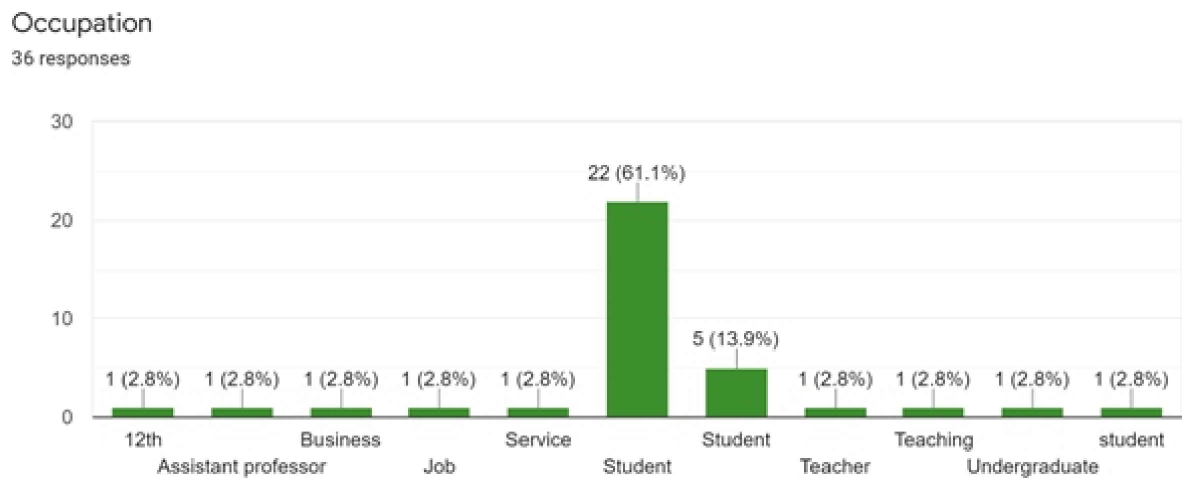
DATA ANALYSIS

(a) Age



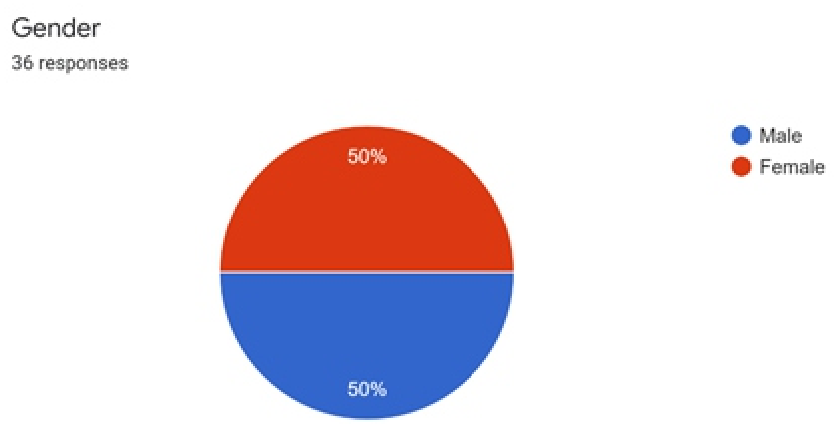
From the above data, it could be concluded that 19.4% of the respondents were in the age bracket of 19, and the same 19.4% were in the age bracket of 20, 13.9% were in the category of 22.

(b) Occupation

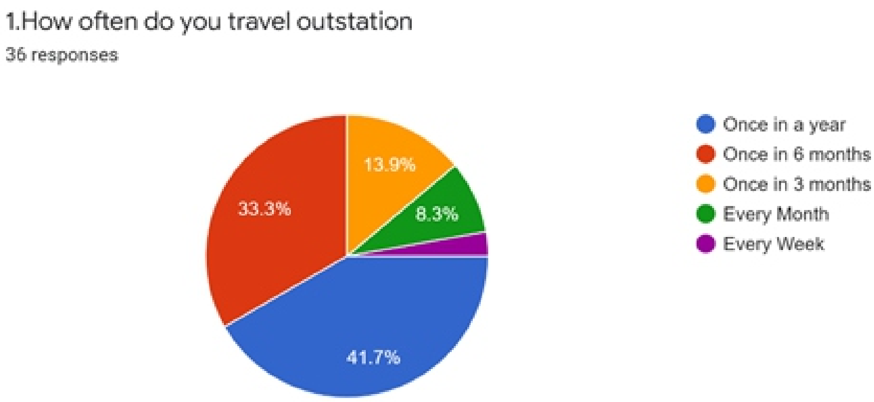


Of the female and male respondents, 66.1% of the female and male were students, and Business Man and Women, Teachers, and Undergraduates comprised 2.8%.

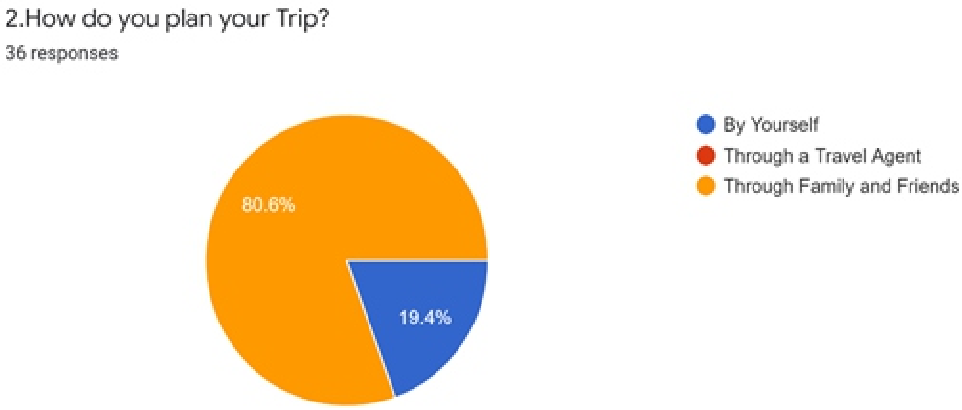
(C) Gender



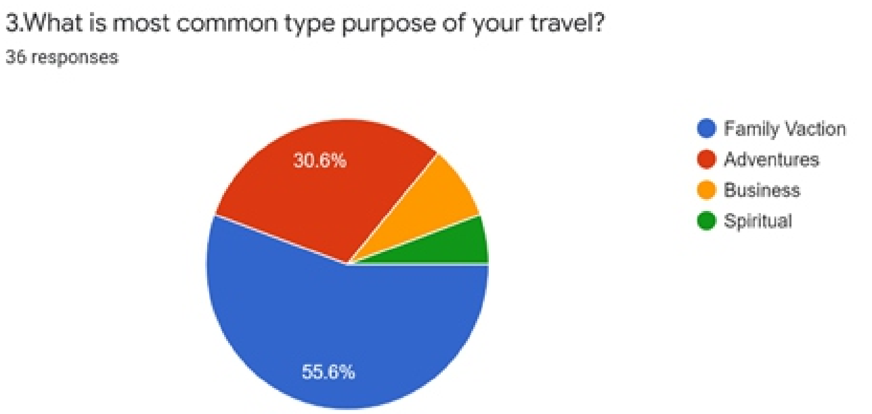
The male and female respondents are equal. 50% are male and 50% are female.



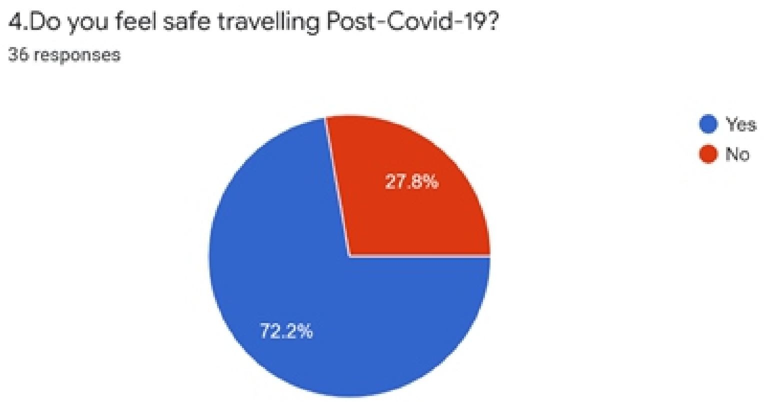
41.7% of the respondents said that they do so very often, about once a year. 33.3% said that once every six months. And 13.9% are once every 3 months.



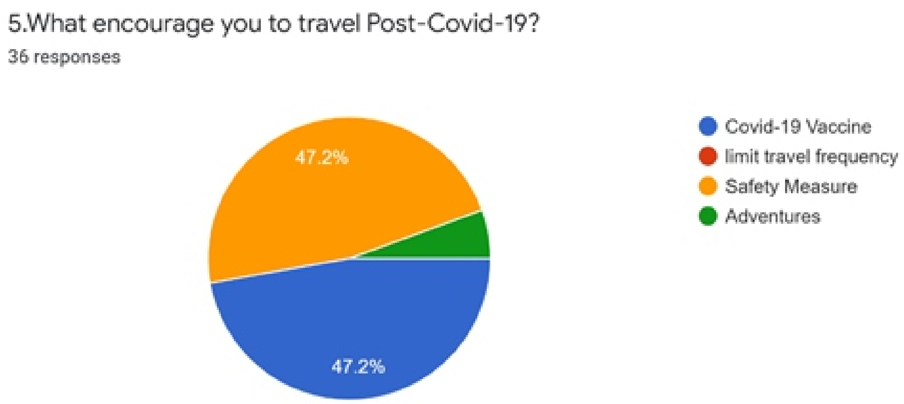
80.6% of the respondents said that they planned their trip through family and friends. 19.4% said that they planned it themselves.



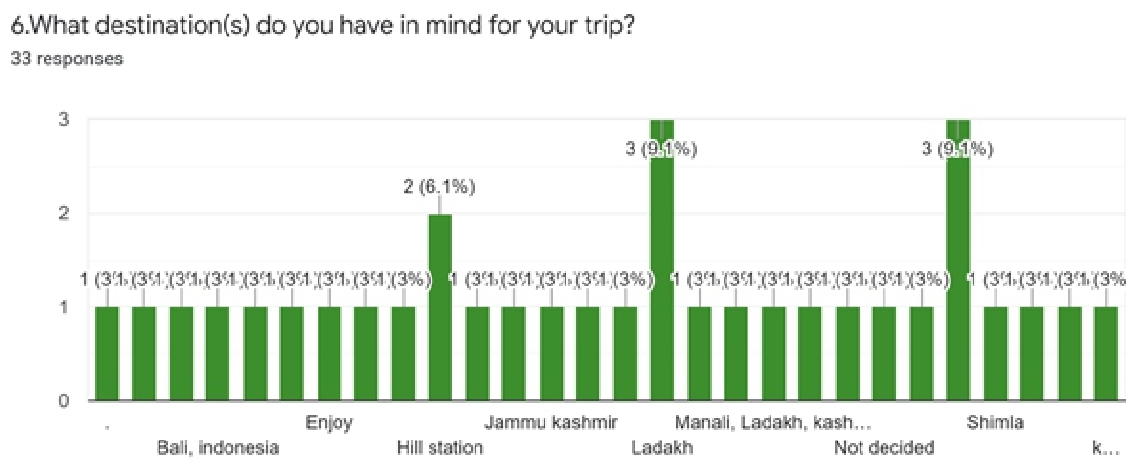
55.6% of the respondents said that the most common purpose for travelling is a family vacation, and 30.6% said that for adventures purpose.



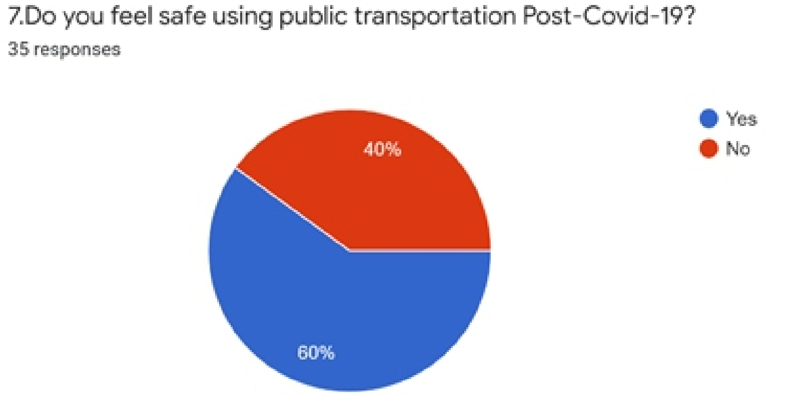
72.2 % percent of the respondents said that they felt safe travelling post-COVID-19, 27.8% percent said no.



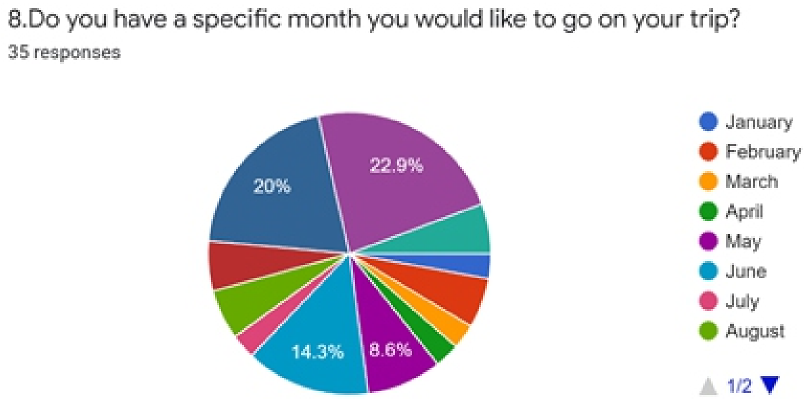
47.2% of the respondents said that they encourage the travel post-COVID-19 for COVID-19 vaccine and safety measures.



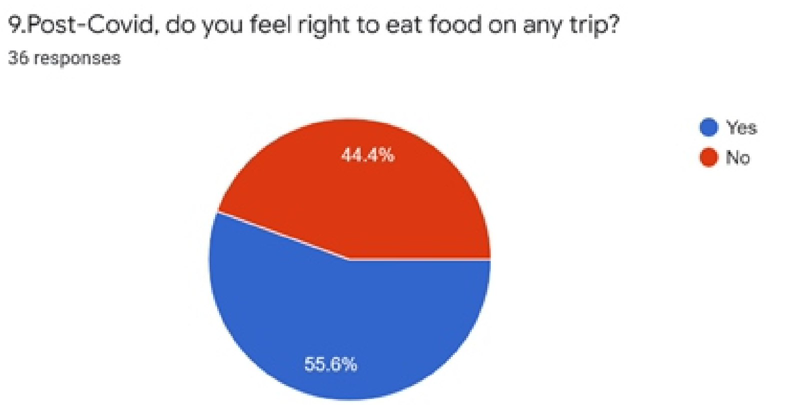
9.1% of the respondents said that their destinations were Ladakh and Shimla, 6.1% said Hill Station and 3.1% said they were not sure.



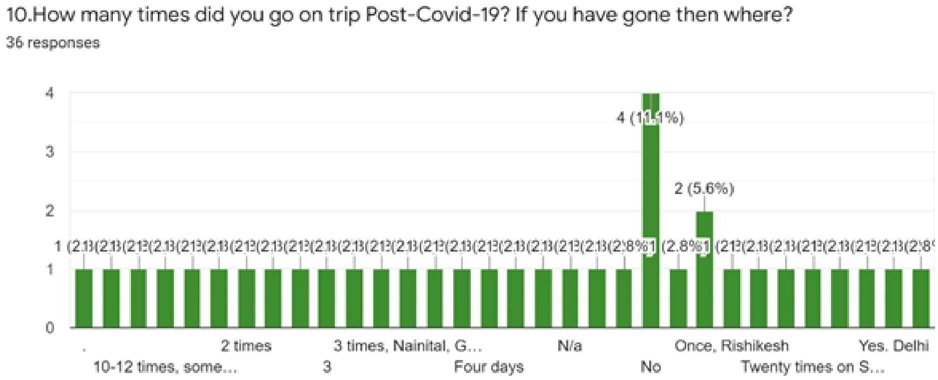
60% of the respondents said yes, they feel safe using public transportation Post-Covid-19, and 40% said no.



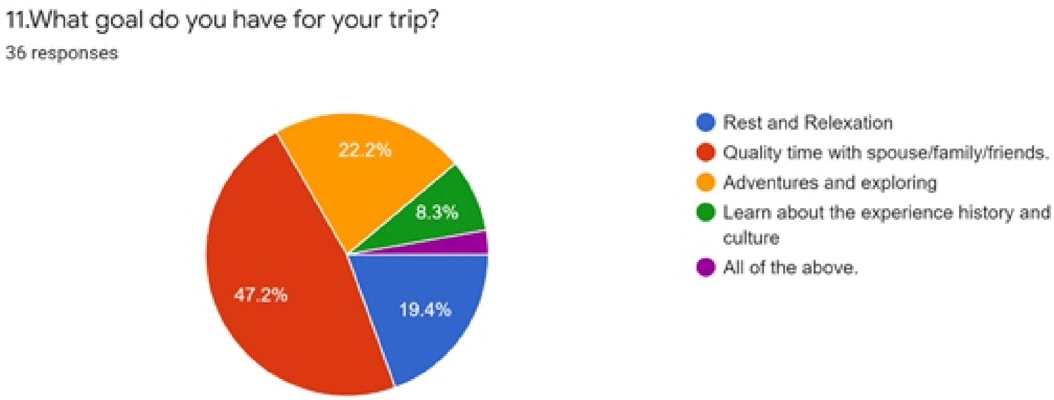
22.9% of the respondents said that they are specific months for a trip. In November, 20% In October, 14% are June respondents, and 8.3% are May respondents.



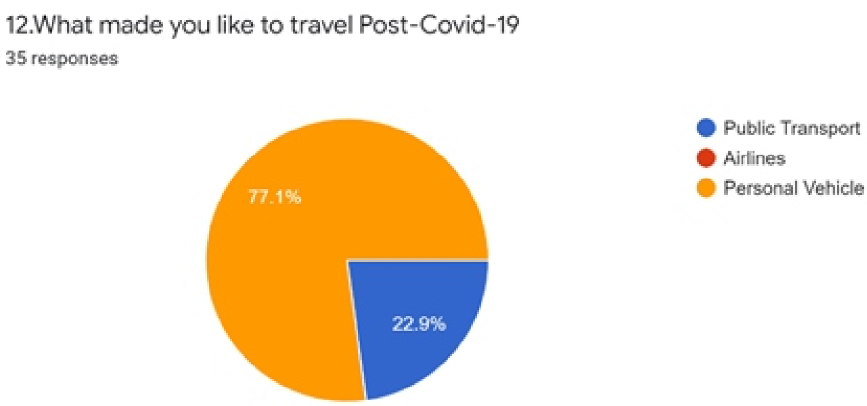
55.6% of the respondents said yes, they feel right to eat food on a trip, and 44.4% said they do not feel good about eating food on a trip.



11.1% of the respondents said no, they are not good to feel any trip after Post-Covid-19, and 5.6% said that they are travelling to Rishikesh.



47.2% of the respondents said that their goal for any trip is to spend quality time with their spouse, family, or friends; 22.2% said they are interested in adventures and exploring; 8.3% said they wanted to learn about history and culture and 19.4% said they were interested in rest and relaxation.



77.1 % of the respondents said that they like to travel post-COVID-19 in personal vehicles, while 22.9% prefer public transport.

CONCLUSION

After COVID-19, there has been a lot of impact and change on the travelling of people. There is a lot of impact from the arrival of people. After asking many people, it came to light that the travelling has not stopped, but the caution has increased. Like going through crowded places carefully, getting frequent health checkups, collecting information about the situation of the travel destination, etc. to avoid diseases and keeping health right and keep the necessary things.

And there are many things that have changed after COVID-19. As people say on public transportation, there is a lot of trouble, but some people who want to go take a lot of safety precautions. Therefore, after COVID-19, many people started to like their personal vehicles. Most of the young generation likes to travel alone, like many people or students.

The solo trip used to happen even before COVID-19, but after COVID-19, the trend increased. But COVID-19 has had an impact on buses, trains and other public transport facilities because they also have crowds and increase the risk.

When the travelling agencies were contacted, they responded that they book whatever train or bus in view of social distancing, it's now 50% and the situation of train and other public transport is also the same. And the vaccination certificate is compulsory. You can go anywhere. And while travelling somewhere, a vaccination certificate is mandatory. As some documents have to be submitted while booking a ticket on airlines, now the vaccination certificate is mandatory. Because it is safe for you and also others because there is a lot of safety in airlines after COVID-19. As you are going to any other country, you have to a COVID-19 test; when did you get your vaccine? And many safety measures have increased after COVID-19. Some people have stopped roaming anywhere at the rate of COVID-19. If I think, it is also a fear; it is a safety. There are some students, and there are people who want to go somewhere but whose families will not permit them.

It is the fear of those students and the families of the people because of the condition of the country and the world in years past. In the WHO report, many countries have halted some or all international travel since the onset of the COVID-19 pandemic but now have plans to reopen travel. This document outlines key considerations for national health authorities when considering or implementing the gradual return to international travel operations. The decision-making process should be multispectral, ensure coordination of the measures implemented by national and international transport authorities and other relevant sectors, and be aligned with the overall national strategies for adjusting public health and social measures.

The gradual lifting of travel measures (or temporary restrictions) should be based on a thorough risk assessment, considering the country context, the local epidemiology and transmission patterns, national health and social measures to control the outbreak, and the capacities of health systems in both departure and destination countries, including at points of entry. Any consequence measure must be proportionate to public health risks and should be adjusted based on a risk assessment, conducted regularly and systematically as the COVID-19 situation evolves, and communicated regularly to the public.

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A Study of Consumer Behaviour towards Smart Phones

Shourya Rastogi *
Swati Rai **

INTRODUCTION

A smart phone is a portable device that combines mobile telephone and computing functions into one unit. They are distinguished from feature phones by their stronger hardware capabilities and extensive mobile operating systems, which facilitate wider software, internet (including web browsing over mobile broadband), and multimedia functionality (including music, video, cameras, and gaming), alongside core phone functions such as voice calls and text messaging. Smart phones typically contain a number of metal-oxide-semiconductor (MOS) integrated circuit (IC) chips, including various sensors that can be leveraged by pre-included and third-party software (such as a magnetometer, proximity sensors. barometer, gyroscope, accelerometer and more), and support wireless communications protocols (such as Bluetooth, Wi-Fi or satellite navigation).

Early smart phones were marketed primarily towards the enterprise market, attempting to bridge the functionality of standalone personal digital assistant (PDA) devices with support for cellular telephony, but were limited by their bulky form, short battery life, slow analog cellular networks, and the immaturity of wireless data services. These issues were eventually resolved with the exponential scaling and miniaturization of MOS transistors down to sub-micron levels, the improved lithium-ion battery, faster digital mobile data networks, and more mature software platforms that allowed mobile device ecosystems to develop independently of data providers.

In the 2000s, NTT DoCoMo's I-mode platform, BlackBerry, Nokia's Symbian platform, and Windows Mobile began to gain market traction, with models often featuring QWERTY keyboards or resistive touchscreen input and emphasizing access to push email and wireless internet Following the rising popularity of the iPhone in the late 2000s, the majority of smart phones have featured thin slate-like form factors, with large capacitive screens with support for multi-touch gestures rather than physical keyboards, and offer the ability for users to download or purchase additional applications from a centralized store and use cloud storage and synchronization, virtual assistants, as well as mobile payment services Smart phones have largely replaced PDAs, handheld/palm-sized PCs and portable media players (PMP).

The development of the smart phone was enabled by several key technological advances. The exponential scaling and miniaturization of MOSFETS (MOS transistors) down to sub-micron levels during the 1990s-2000s (as predicted by Moore's law) made it possible to build portable smart devices such as smart phones as well as enabling the transition from analog to faster digital wireless mobile networks (leading to Edh olm's law) Other important enabling factors include the lithium-ion battery, an indispensable energy source enabling long battery life invented in the 1980s and commercialized in 1991, and the development of more mature software platforms that allowed mobile device ecosystems to develop independently of data providers.

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Since 1996, smart phone shipments have had positive growth. In November 2011, 27% of all photographs created were taken with camera-equipped smart phones in September 2012, a study concluded that 4 out of 5 smart phone owners use the device to shop online Global smart phone sales surpassed the sales figures for feature phones in early 2013 Worldwide shipments of smart phones topped 1 billion units in 2013, up 38% from 2012's 725 million, while comprising a 55% share of the mobile phone market in 2013, up from 42% in 2012. In 2013, smart phone sales began to decline for the first time. In Q1 2016, for the first time, the shipments dropped by 3 percent year on year. The situation was caused by the maturing China market. A report by NPD shows that fewer than 10% of US citizens have bought $1,000+ smart phones, as they are too expensive for most people, without introducing particularly innovative features, and amid Huawei, Oppo and Xiaomi introduced products with similar feature sets for lower prices in 2019. smart phone sales declined by 3.2%, the largest in smart phone history, while China and India were credited with driving the most smart phone sales worldwide it is predicted that widespread adoption of 5G will help drive new smart phone sales.

Safety Measures

All travel comes with some risk of getting or spreading Covid-19. Before you travel, when we go travelling, what is the situation here and what is the situation in that place, and because of that, what is the atmosphere there? Now whenever we go anywhere, first we look at the health of whoever is going with us, whether family or friends. How is his health? Do not travel if you or your family are sick, have any symptoms of Covid-19, or have been around someone with Covid-19 in the past 14 days. Unvaccinated family members who are at higher risk for severe illness should consider postponing all travel until they are fully vaccinated. When you travel anywhere, keep essential things with you. You do not travel to the place where there are more cases of Covid-19.

OBJECTIVES

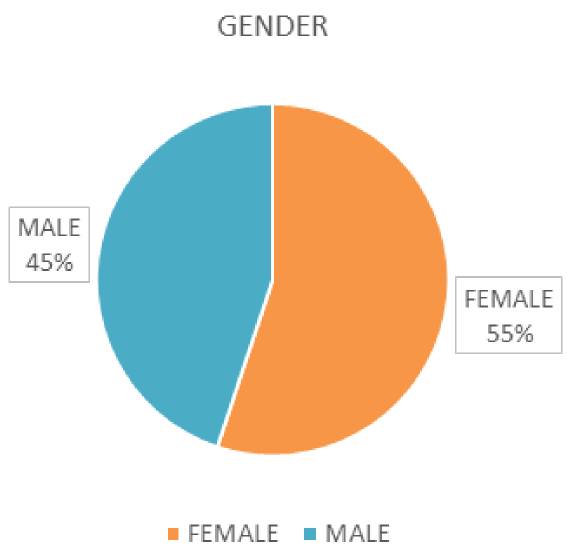
- To find out which brand is more famous among local people
- To find out the most influential factor for selecting a particular mobile company
- To analyse customer satisfaction and the problem

RESEARCH METHODOLOGY

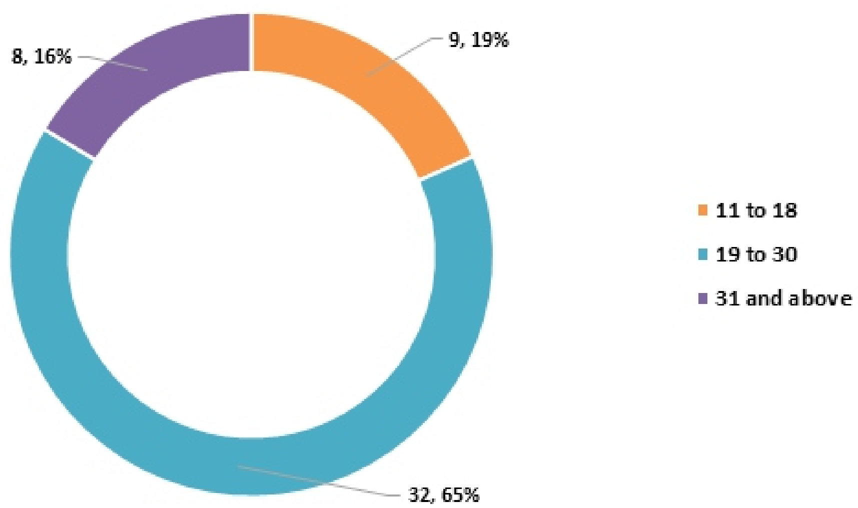
DATA TYPE	Primary and Secondary Data
Sample type	Simple Random Sampling
Research Tool	Questionnaire
Sample size	50
Data Collection Method	Questionnaire
Type of Research	Descriptive
Area	Moradabad and Rampur

DATA ANALYSIS

1) Gender:

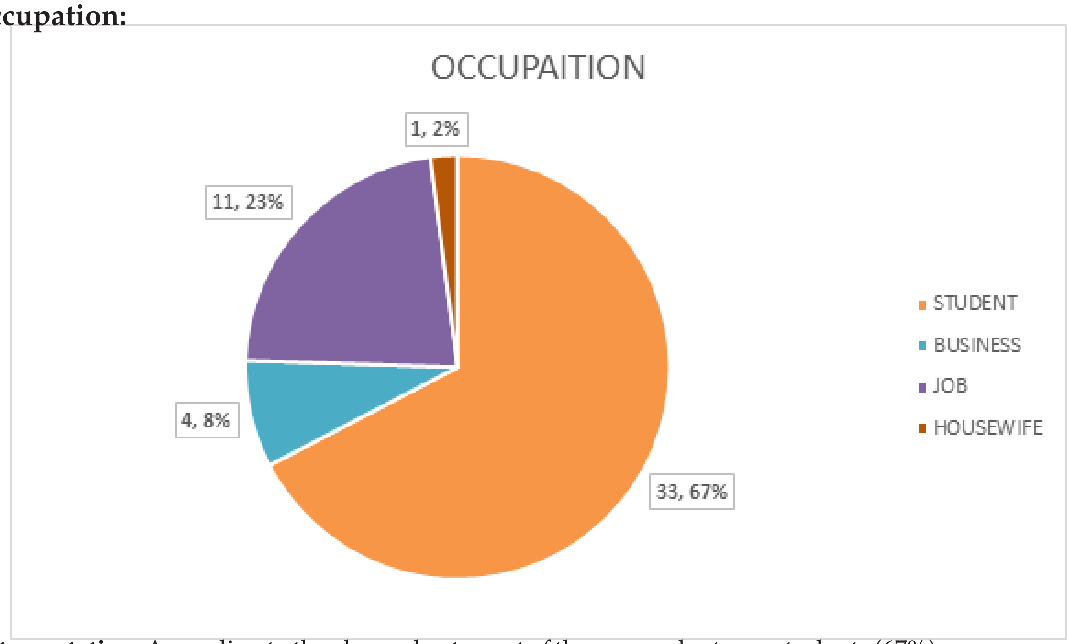


2) Age:



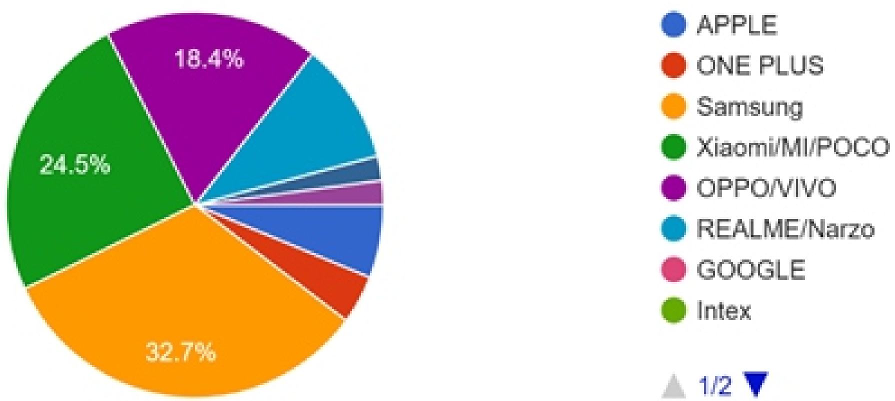
Interpretation: As per the chart above we can see that majority of people are in the 19 to 30 age brackets.

3) Occupation:



Interpretation: According to the above chart, most of the respondents are students (67%).

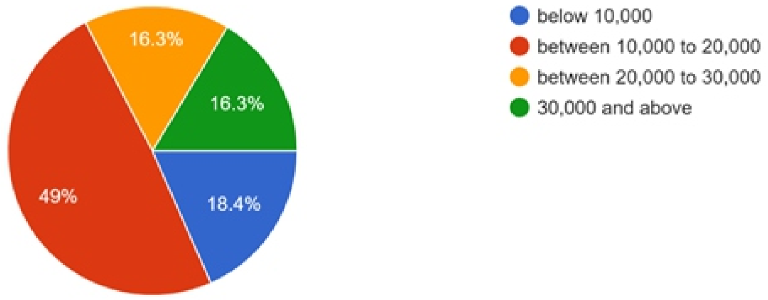
4) Which phone brand do people prefer more?



Interpretation: Most of the users prefer to purchase to buy Samsung phones, then on the second number it is Xiaomi/MI/POCO.

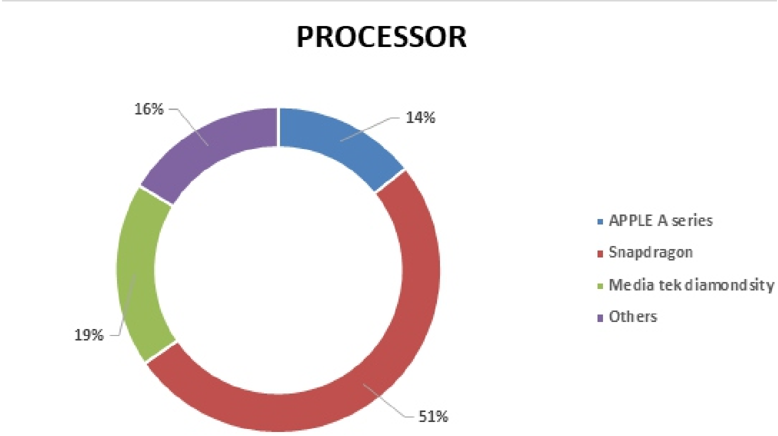
Phone brand	Percentage
SAMSUNG	32.7%
Xiaomi/MI/POCO	24.5%
OPPO/VIVO	18.4%
OTHERS	24.4%

5) What is the common budget within which people buy a phone?



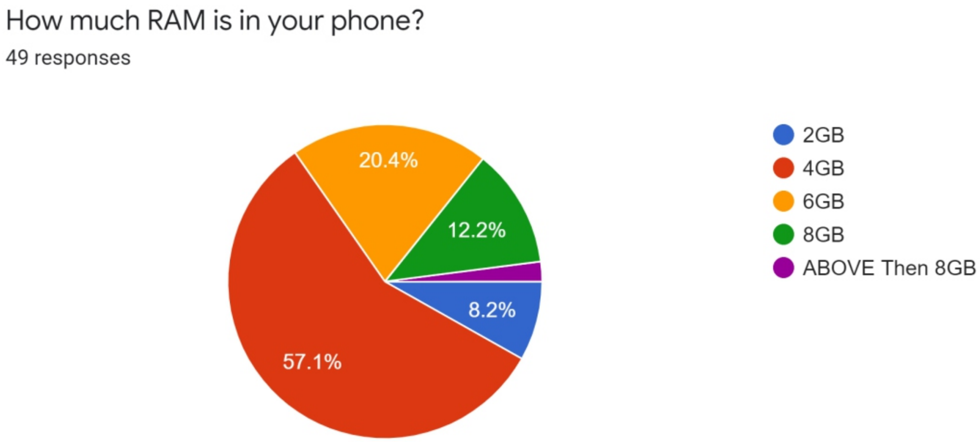
Interpretation: Almost 50% of users prefer to buy phones ranging between 10,000 to 20,000.

6) Which processor is used more than the others?



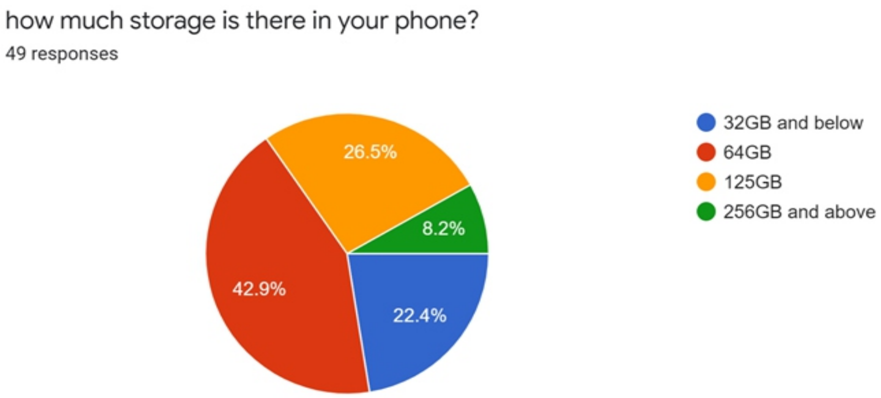
Interpretation: more than 51% of people prefer to use Snapdragon processor above any processor, which means Snapdragon is a more reliable type of processor than others.

7) Which RAM is commonly used among users?



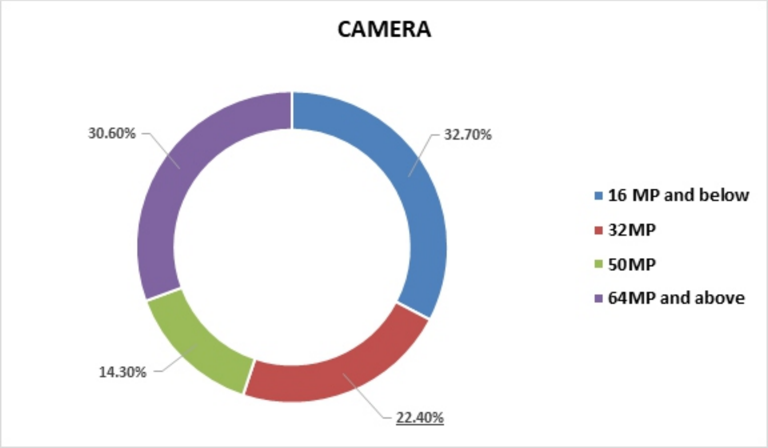
Interpretation: More than 57% of users prefer to use a phone with RAM 4GB.

8) how much storage a user has in their smart phone?



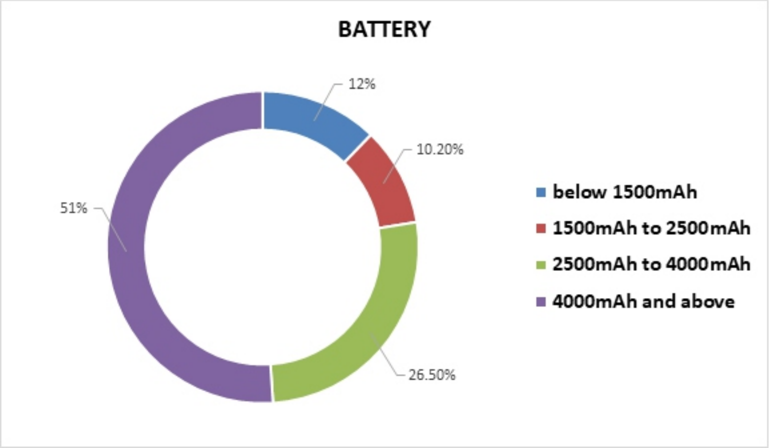
Interpretation: 42.9% of users like to use a phone with a storage of 64GB.

9)User preference towards the camera in phones.



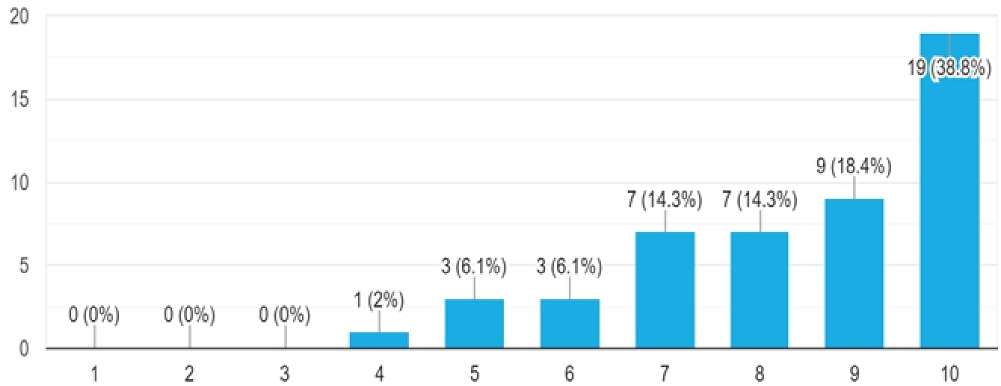
Interpretation: Most of the users prefer to use smart phones with 16MP and 64MP.

10) User preference towards battery in phones.



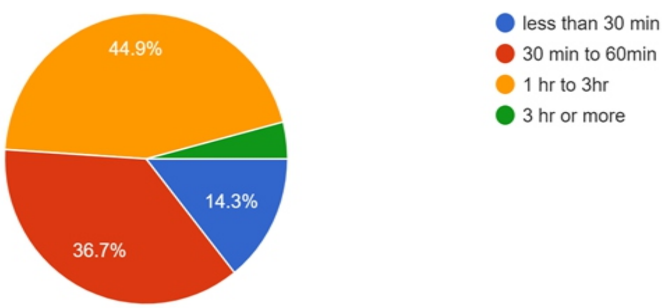
Interpretation: Most of the user prefer to buy a phone with 4000mAh battery or more.

11)According to users, their phones' sound quality is¬________.

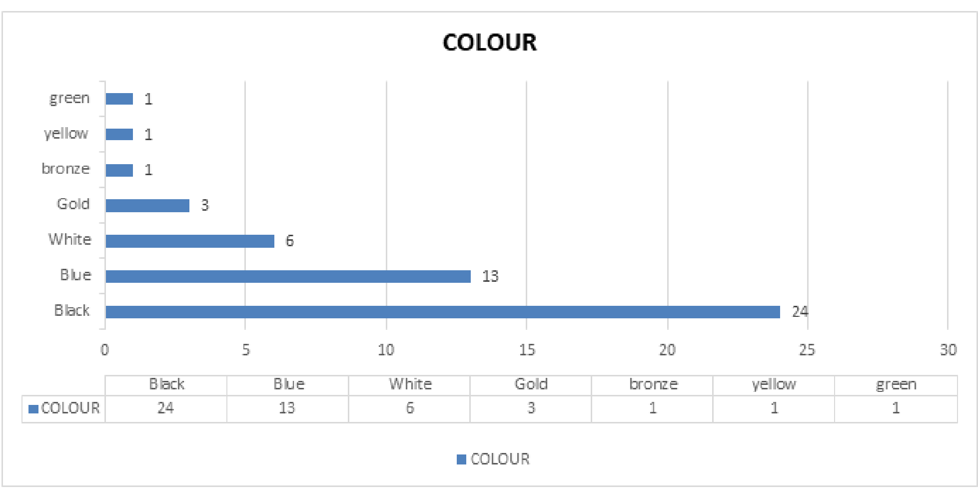


Interpretation: Users have different opinions on their smart phones' sound quality.

12) How much it takes the user's phone to charge?

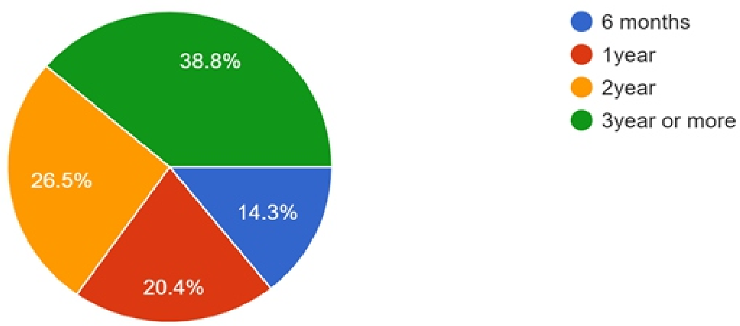


13) Which colour did the user prefer?

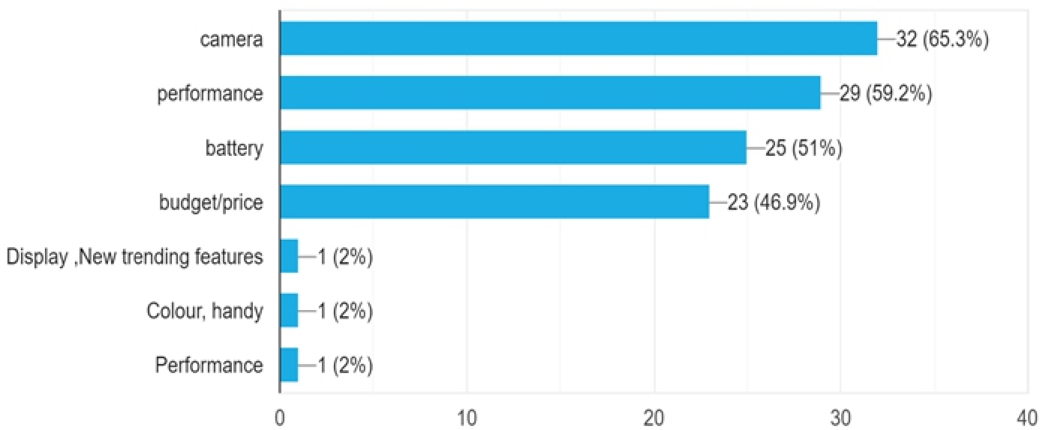


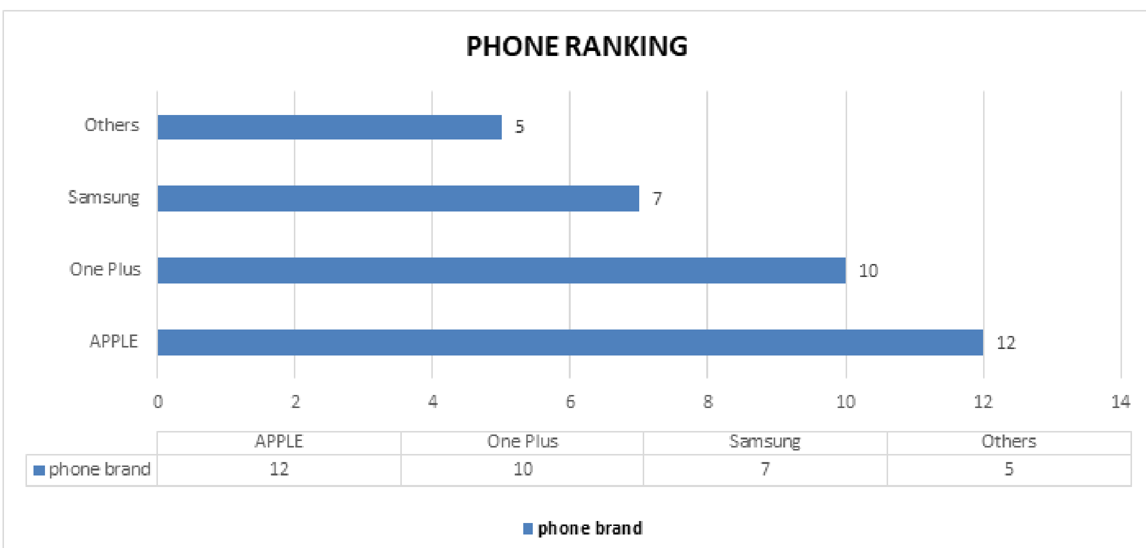
Interpretation: Interpretation: Most of the users prefer to buy black colour and then blue.

14) how long a user uses a single phone?



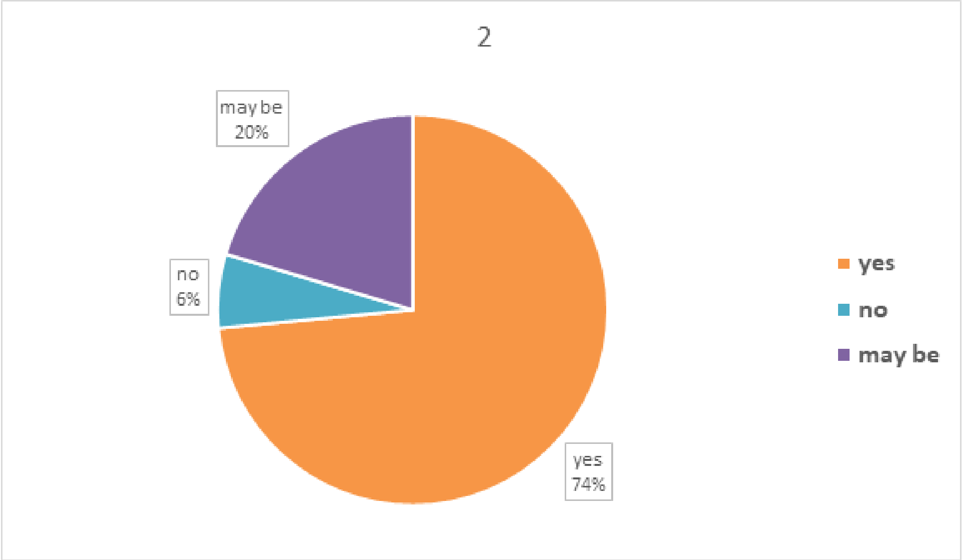
15) What are the features that you look for while buying a new phone?





Interpretation: Most of the users prefer APPLE and one plus phones to buy in future

17) Are users satisfied with their current smart phone?



Interpretation: Users are satisfied with their current smart phone except for some people.

CONCLUSION

After studying the data, we get to the conclusion that there are many smart phone brands in India but Samsung enjoys most of the share in the selling of smart phone then Xiaomi/ MI/ POCO, then VIVO/OPPO. User is more likely to buy phone ranging Rs. 10,000 to Rs. 20,000.

More than 50% of users' smart phones contain Snapdragon Chipset and most of the smart phones have 4GB of RAM and 64GB of storage. The customer smart phone contains a camera of 16MP or 64MP and a battery of 4000mAh or above.

Users use their single smart phone for more than 3 years. Users prefer black colour, then blue and then white. While looking for a new smart phone users look for a good camera first then performance, then battery and last budget/price. For future purchases, the first preference of the user is APPLE, then One Plus.

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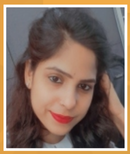

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From a humble beginning in 1996 with three courses, as Institute of Foreign Trade and Management, the Universityhas now blossomed into a multi-disciplinary centre for learning that offers quality education in more than 70 programs of Diploma, Undergraduate, Postgraduate and Doctoral level in Engineering, Business Management, Commerce, Hotel Management, Travel & Tourism Management, Pharmacy, Biotechnology, Microbiology, Arts, Sciences, Law, Education, Journalism and Mass Communication, Social Science, Computer Application, etc.

It succeeded in establishing itself as a niche player by becoming a "Centre of Excellence" in various disciplines of professional education providing best in-class education.

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