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ICESSER 1ST INTERNATIONAL CONGRESS ON EMPIRICAL SOCIAL SCIENCES, ECONOMY, MANAGEMENT AND EDUCATION RESEARCHES

MAY 29 - 30, 2021

ANKARA

Edited By

DR. NADİRE KANTARCIOĞLU

AMANEH MANAFIDIZAJI

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29.05.2021 10 : 00 – 12 : 00 (Turkey Time)

	MODERATOR: ASSIS. PROF. DR. TRINANKUR DEY
Authors	Topic title
ASSIS.PROF. DR. SUDIN BAG RESEARCH SCHOLAR MRS. PAYEL AICH	Which Effective Linkage Exist Between Work Performance And Employee Satisfaction: Mediating Role Of Perceived Career Opportunities In Hotel Industry
RESEARCH SCHOLAR ABHISHEK PANDEY ASSISTANT PROFESSOR DR. V. RAMESH	A Survey on Identification of Crop Disease Using Internet of Things (IoT)
ASSIS. PROF. DR. NAVDEEP KUMAR	State of India's Rural Economy in Covid Crisis
MAMTA KUMARI	A Study Of E- Commerce and Its Influence On Consumers In 21 St Century
BOUKHEDIMI CHEMS EDDINE	The Place Of Electric Vehicles In The Energy Transition Process International Experiences
TINATIN MSHVIDOBADZE	Innovations In E-Business and Security Challenges
PRITAM SAHA ASSISTANT PROFESSOR DR. TRINANKUR DEY	A Study to Determine the Factors Influencing Consumers Store Choice in Agartala with Reference to Small Organized Retail Store

HALL: 1 SESSION: 2

Meeting ID: 834 6065 6286 Passcode: 2930

29.05.2021 13: 00– 15: 00 (Turkey Time)

	MODERATOR: DR. ÖĞR. ÜYESİ EKİN İLHAN
Authors	**Topic title**
ASSIS. PROF. ALIREZA MOGHADDASI	Impact Of Social Medias And Service Delivery On Customer Satisfaction With The Role Of Sales Promotion In Iranian Chain Stores, Mashhad
FAIZA BENAICHA	Gamifying Instruction to Boost Students' Behavioral Engagement in a Blended Learning Environment
DR. ÖĞR. ÜYESİ EKİN İLHAN	Köktürkçe Yazılmış Orhon Abidelerinin Diline Kavram Alanı Teorisine Göre Bakış
SOULICHANH LUANGSOMBATH KHOUNMY VINNALATH SILAVANH SIDAVONG AMMALIN PHOTHILADTH BOUNMEE KEOPASEUTH CHANSY PHOMPHITHAK	Difficulties of Growing English Vocabulary Knowledge
VAHID NOROUZI LARSARI	A Comparative Study of the Effect of Using Self-assessment and Traditional Method on Improving Students' Academic Motivation in Reading Competency: The Case of Primary School Students

FIDAN MURADOVA SHAHANA MAMMADLI	Social and Emotional Impact of COVID-19 Crisis on Early Childhood Education
ASSIS.PROF., MOHAMMAD REZA KHODADUST PARDIS JAFARI SEDIGHE GHAZANFARI	**A Book Review on Prospect One: Iranian Middle School English Book**

HALL: 1 SESSION: 3

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DR. RAMA GANDOTRA	**Social Wellness in Covid Pandemic – Consequences and Imperatives**
DR. NIHARIKA SINGH	A Review of Most Recent Literature on Human Research Management Research in Context of COVID
DR BENDANGIENLA AIER PROF P.K. HOTA	**Ethnic Minority Entrepreneurs in India: Coping amid Covid-19 pandemic**
CONSTANTİN PLAMADEALA	Batı Balkanlar'da AB'nin Siyasi Algısının Ampirik Analizi
ASSOC. PROF. DR. TANUSHRI PUROHIT	**Social Entrepreneurship: An Inclusive Innovation Process**
NINO SACHALELI	The Role Of Digital Technologies In Tourism Development Generally And During Covid19 (Example Of Georgia Gelişim İlkelerine Göre İncelenmesi

DOÇ. DR. MELİK KOYUNCU ARŞ. GÖR. SELİN SARAÇ	Estimation Of The Number Of Incoming Patients To The Emergency Department Using A Discrete Mixture Distribution Approach

CONTENT

WHICH EFFECTIVE LINKAGE EXIST BETWEEN WORK PERFORMANCE AND EMPLOYEE SATISFACTION: MEDIATING ROLE OF PERCEIVED CAREER OPPORTUNITIES IN HOTEL INDUSTRY

Dr. Sudin Bag[1] and Mrs. Payel Aich[2]

Abstract

Purpose: This study aims to measure the relationship between work performance and employee satisfaction and mediating effects of perceived career opportunities (PCO) of employees in the hotel industry.

Design: As this study is a single cross- sectional and quantitative in nature, the method used is partial least square structural equation modeling (PLS-SEM) to test the proposed hypothesis. A sample of 264 hotel employees has been drawn from the three states in India, of which 96 percent rate of response has been obtained.

Findings: Employee satisfaction in Indian hotel industry depends on the works that they performed with respect to physical and psychological constructs. The perceived career opportunities act as an enhancer to increase employee satisfaction among employees.

Practical implications – The research provides insights into key indicators, which inspire further research work. It can act as a tool for practitioners for identifying other variables, which improve the standard satisfaction. The students can clarify their doubts while taking career as a hotelier.

Originality/value – The author used the questionnaire tactfully with face-to-face feedback. This strategy was implemented, which provided insights to know about the employee reaction on the satisfaction level. The research contributes to the hotel industry by observing the dimensions and the mediating factors.

Keywords: Employee, performance, satisfaction, perceived career opportunities, PLS-SEM, hotel

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1. Introduction

The emerging business surroundings are forcing giant, medium or small business houses to find new ways to remain competitive globally. Business organisations face an environment characterized by numerous challenges and key issues that have increased the importance of human capital. These include increased level of competition in the market, human resource diversity, varying norms and value systems, retaining policy of the employees, the work design to improve the employees' performance, much improved exposure for career development, flexibility of work and above all rapid technological advances. The gaining of knowledge from the present task and career opportunities are the major requirements of the employees, including the work environment, infrastructure, salaries, promotions, training, mental peace, and wellbeing in the organization. In the global competition and challenging industrialization, the success will be, to a great extent, when the policies will be drafted to benefit the employees as well as organizational money making. The newly built policies should be influential for the employees and manage them as employees are the assets, who make things happen. The traditional role of managers has changed time to time undergoing drastic changes in the role performed. With this it has become easy to meet the challenges of the next millennium and achieve excellence, responsible trade unionism, productivity–oriented work practices and aggressive professional management would be essential. To increase the productivity of any business the employees' motivation, commitment toward the work should be nurtured as much as possible, which is the core responsibility of the new industrialist. Recruiting the right employees and using employees optimally to the maximum possible extent, so that employees can achieve individual success is the challenge now for employers. Thus, organizations should give emphasize on employees satisfaction and reducing turnover ratio. The psychological factor is a major issue for employees, especially in the service sector. The financial benefits and emotional benefits affect employees work life balance of every employee while going through the hierarchy. The balance cannot be brought if there is inappropriate planning in areas of dealing with work and non-work roles with increased turnover. The importance of realistic expectations regarding work and employee well-being is ideal focal point for research on employee turnover. (Peake and Harris, 2002; Barnett,et. al., 2003).

In a workplace, required materials should be easily available for proper and fast functioning of the employees. The workplace is the area where employees spend the whole day in satisfying the demands of the companies. The workplace atmosphere can have positive and negative effects for the employees to achieve their results. Encouraging work environment will give a good result on the continuity of employment, while a less conducive work environment will bring a negative impact on the continuity of its employment. The presence or absence of minimum to minimum requirements in the workplace can change the working style, behavior and mindset of any dedicated employees in the service sector.

In Australia, a program is available, which is characterized as an inclusion or incorporation model, as it relies on the law of lower gender gap by praising the women compared to men (Bacchi, 1996). Also in many cases though women and men have been shown to be equally effective business managers but in terms of salaries they earn lower than men (Marco, 2012). The work culture of an organization is important for employee's work performance, career growth and satisfaction. It is that the employee family life will happen too. Emotional benefit psychologically affects the employees work performance and can be a reason for perceived career opportunities. The negative effects in an organisation can be reduced by taking some positive initiative to ensure employees happiness, which lies in promotion, recognition, perceived career opportunities, openness in work life. There are transparent ways of communication in the work environment, where supervisors and colleagues support is essential, with a manager who encourages flexible schedules and innovative solutions to problems. (Greenberger, et al., 1989). The mental strength that comes from the psychological surroundings of an employee is an important factor for work performance. The performance automatically increases when there is no stress in the workplace as well as a in family. There should be work life balance in one's life for that. The work performance is enhanced by perceived career opportunities, and the employees retain in the organisation with satisfaction.

2. Theoretical Framework and Hypotheses Development

2.1 Employee Satisfaction and work performance

Human capital and their satisfaction with the job what they are doing and the environment of the organisation is an essential aspect of any business at present era. When employees are happy with the job, management and work culture, they perform at their best effort to make the company successful and they do not change job easily. If the employees in an organization are not interested in doing their work, unhappy, turnover rate is high, it directly impacts the bottom line. When employees' demands are met they develop a positive outlook toward the organization and its goals and vice-versa. The satisfaction of the employees is influenced by several factors, such as physical environment including work environment, ambience, culture, equipment etc., psychological environment like, pay structure, incentives, promotion system bonus. Also, use of unsafe working methods, stress, and injury are also important environmental factor, which influences employees' satisfaction.

Satisfied employees become productive and committed toward their work and ready for teamwork that brings more motivation. Good work environment, compensation & welfare, career development, training development, motivation, and job security serves as the encouraging factors that help the industry in continuous improvement and managing employees by dealing with related issues (Bhojak & Shakdwipee, 2014). In the same line, Imam & Javed (2019) argued that employee satisfaction is highly influenced by job security, work performance, and organizational support. Similarly, Nair & Jain (2019) argued that employees' satisfaction is one of the key factors impacts on customers' satisfaction. It is the fact that in service industries when employees are happy and fulfilled they provide service to the customers in the best way they can.

The physical environment in the work place implies space for work, the overall infrastructure, tools, machines or equipment, materials and relationship in the organization, which has an important impact on the performance of employees (Tyssen, 2005). According to Habib, (2010) the relationship of job satisfaction and job performance, employee commitment and attitude toward work has an effect on task fulfillment. In the same way, Sushil, (2014) argued that work techniques also help in development of employees' career. Satisfied employees are always intended for better performance in organisation, increasing productivity and contribute for the growth of organization and remain as a source of motivation for others. Thus, work performance that the employees are assigned within the organization influence employees' satisfaction. So, the following hypothesis has been proposed:

H1: There will be positive relationship between work performance and employee satisfaction

2.2 Perceived Career opportunity

Perceived career opportunity (PCO) refers to employees' perceptions of the degree to which task assignments and job opportunities match their career interests and goals within their current organization (Kraimer, et al., 2011). The perception of employees, influences attitudes toward the policies and practices that an organization follows for employees up-liftmen. Perceived advancement of career opportunities and growth refreshes the behavior of any employees in an organization (Stahl, et al., 2009). Therefore, a perception of the availability of career opportunities within an organization can enhance employees' level of satisfaction and improves work performance.

The concept of career opportunities has become increasingly important in the era of boundary less careers. Given that today's careers span and focus on career management is determined more by employees than employers (Kraimer et al., 2011; Pearce & Randel, 2004). Employees will switch organizations if they perceive that the opportunities are few and whatever is available in their current organization do not match their desired career goals and interests (Weng & McElroy, 2012). A positive perception of career opportunities is even more relevant in service sectors. As the study focuses on the hotel organizations where employees frequently engage in inter-organizational career mobility (Chan & Dar, 2014; Mooney, 2020) the opportunities the employee demand is more. Similarly, (Safavi & Karatepe, 2018) argued that career opportunities are important especially, in the hotel industry because it helps frontline employees to gain new skills to perform better and get ready for future career advancement. Moreover, prior researchers such as Deery & Jago, 2015; Karatepe & Olugbade, 2017, opined that organizations like hotels should focus more on establishing and maintaining an environment with decent career opportunities to satisfy their employees. Empirical evidence shows that hotel employees work roles are tough with long time shift hours. When the pressure is more in their work life they are motivated by the possibility of growth, promotion and advancement, and that such opportunities positively relate to individual satisfaction (Kong, Cheung, and Song ,2012; Siu, Tsang, and Wong 1997). Therefore, on the basis of prior research studies, it can be said that perceived career opportunities have an important role in the hotel industry. Thus, this study attempted in understanding the mediating role of perceived career opportunities between work performance and satisfaction of employees. The following hypothesis has been proposed:

H2: perceived career opportunity will mediate the relationship between work performance and employee satisfaction.

Based on the literature the framework of this study has been represented in the figure-1.

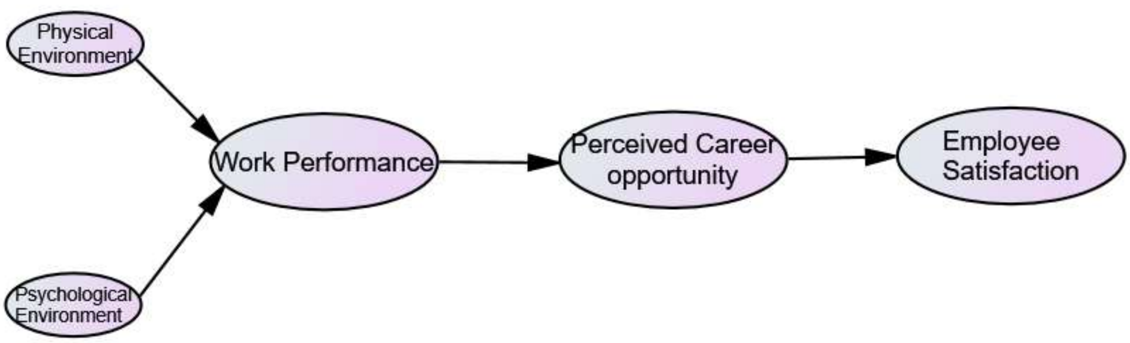

Figure-1: Theoretical framework

3. Method

3.1 Sampling and data Collection

The research study is based on primary data, which are collected from the existing employees of Indian star category hotels. A well-structured questionnaire is developed and employed to review how much employees are satisfied, while working in their present hotel. A total of 264 valid responses gathered out of 275 statements in the questionnaire with the response rate being (96%), which is then used to arrive at the results and analyse them.

The detailed demographic uniqueness of the respondents depicts that out of the 264 respondents, 180 i.e., 68.2 percent were in male category and 31.8 percent were in female category. In response to age, 17.4 percent employees are below 25 years of age, 25 percent are between 25 to 35 years of age group; within 36 to 45 years of age 30.3 percent respondents exist followed by the age group of 46 to 55 and above the age of 55 years. In relation to marital status, married respondents are 190 i.e., 72 percent, and unmarried respondents are 74 i.e. 28 percent. While taking the education background 12th pass respondents are 7.5 percent, Diploma in Hotel management (Regular) are 16.7 percent, Diploma in Hotel Management (Distance) are of 41.7 percent, Degree in Hotel Management is 41.7 percent, Post Graduate in Hotel Management (Distance) is 6.4 percent and Post Graduate in Hotel Management (Regular) is 15.2 percent. Also in the demographic profile the year of experiences has been taken. The employees with less than 5 years of experience are 14.4 percent, within 5 to 10 years of experience is 28.8 percent, 10 to 15 years is 19.7 percent, within 15 to 20 years of experience is 26.5 percent and 20 to 25 years experience the employees are 10.6 percent.

3.2 Measurement Development

The measurement of all dimensions of this paper was adopted from a rigorous study of the previously conducted research work on various sectors, especially service sectors. The research instrument was divided into two parts. The first part of the instrument comprises the information related to the demographic profile of the respondents and the second part was committed in the measurement of the dimensions of the model, such as physical and psychological environment, which leads to work performance, perceived career opportunities and employees' satisfaction. Measurement items of the study were measured on a 5-point reflective measurement scale ranging from "Do not agree'' to "Strongly agree''.

After a close consultation of the previous empirical research works, the first version of the questionnaire was developed with 24 questions. Out of these 24 questions, five items regarding employee satisfaction have been chosen from prior studies of Fosam et.al.,(1998); Homburg & Stock, 2004 and Hatane, 2015. After merging two items into another one according to the respondents' recommendation, four items have been taken in consideration. However, the loading of an item becomes lower than the 0.7 and dropped it from the final analysis. (Hair, Ringle & Sarstedt 2011; Shuttleworth, M. 2015).

Similarly, to measure the perceived career opportunities, 6 items have been taken from studies of (Chang & Busser, 2020; Fominienė, 2017; Lapointe & Vandenberghe 2017).After merging two items from the studies of (Kraimer, Seibert, Wayne, Liden, & Bravo, 2011), four items were generated for the study. Considering the variable perceived career opportunities encapsulate the possibility of future growth or position of the employee in the current organization and, thus, can be considered to capture opportunities for satisfaction of the employees.

The two more items were considered after studying the literature on work performance and all are integrated on the analysis (Judge et al. 2001; Locke 1976). On the next level fourteen items were taken for the work environment, which consists of physical and psychological environment. According to the studies of (Tyssen, 2005; Nitisemito 1992; Hasibuan 2013; Lee 2015) the items considered up to ten, dividing into five within the physical and psychological environment.

Besides, Arthur & Rousseau (1996) introduced the concept of a "boundary less career" to explain that career opportunities extend beyond imagination with multiple employers and vast scope (Arthur, Khapova, & Wilderom, 2005). Organizations can provide resources, tools and support to employees in developing their skills and abilities. The trend is demanding to have a "career portfolio" (Dargham, 2010), whereby employees take greater responsibility of their own for surviving in the market and their professional growth.

Therefore, a total of nineteen items have been considered to test the proposed hypotheses of this study.

The partial least square structural equation modeling (PLS-SEM) (Ringle, Wende, &Becker, 2015) has been used to analyse data, which is widely accepted tool (Chowdhury, *et al.*, 2019) in spite of the traditionally used co-variance based structural equation model (CB-SEM). The adaptability of PLS-SEM in various disciplines like, research in information system (Marcoulides & Saunders, 2006), marketing research (Hair, *et.al.*, 2012a), strategic management (Hair, *et.al.*, 2012b) is much result oriented. However, less research work has been organized by the use of PLS-SEM in measuring employee satisfaction.

In the present work, path weighted scheme was used for the inner model estimation and it taken choosing out of the three proposed schemes of model approximation (Valle & Assaker, 2016). Moreover, Mode A, which is reflective in nature, was used to estimate the outer model.

The measurement of reliability and validity is done and were checked with reference to Conbrach's alpha and composite reliability of all dimensions in the study. While measuring the outer model, loadings of the items and the average variance extracted (AVE) were taken into consideration to establish the convergent validity and measures of cross loading. Fornell-Larcker criterion was used to examine the discriminant validity (Hair, *et. al.*, 2014). In addition, the Heterotrait- Monotrait, which is another critical criterion was considered for establishing the discriminant validity (Henseler, Ringle, & Sarstedt, 2015). In terms of the structural model, the path coefficients and coefficient of determination (R^2) is calculated. Accordingly, aforementioned criteria are applied to assess the measurement and develop the structural models.

4 Analysis and Results

4.1 Measurement of Reliability and validity for Outer Model

The measure of reliability and validity, which are the primary tests to understand the accuracy of the research work is calculated and used to assess the outer model (Chin, 2010). Here is the study Table-I, representing the scores of Cronbach's alpha (λ) and Composite Reliability (CR) for each dimension, which were above the threshold level of 0.7 (Islam & Bag, 2020; Nunnally & Bernstein, 1994).

To measure the convergent validity, Fornell & Larcker's (1981) criteria of fulfilling the average variance extracted (AVE) is compulsory, which should be greater than 0.5. An AVE of value at least 0.5 indicates satisfactory convergent validity among the dimensions taken for the study. Thus, a latent variable can explain more than half of the variance of its indicators on average (Go¨tz, *et al.*, 2009). As shown in table-I, the AVE for the constructs ranged from 0.568 to

0.896, which concludes that the value exceeds the above defined criterion. Thus, reliability and validity was established in this study.

For the completion of the next test discriminant validity was conducted, where two measures were calculated like ‘Heterotrait-Monotrait Ratio (HTMT)’ and ‘Fornell-Larcker Criterion’,The Heterotrait–Monotrait (HTMT) ratio should be significantly lower than the threshold level of 0.85 for establishing the discrimination between two dimensions (Henseler, Hubona, & Ray, 2016). Table-II shows that Heterotrait–Monotrait (HTMT) ratio for all correlation values were significantly less than the conservative level, which indicates that discriminant validity was also established.

The other test for discriminant validity is Fornell-Larcker criterion (Fornell & Larcker, 1981), which refers to the square root of AVE of each latent construct, should be greater than the construct’s highest correlation value with any other construct. As shown in table-III, all correlation values were lower than the square root of AVE, hence, discriminant validity was established for the constructs.

Table-I Measurement of Validity and Reliability

Constructs	Items	Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Employee Satisfaction (Q^2 =0.543)	EM1	0.797	**0.749**	**0.842**	**0.640**
	EM2	0.749			
	EM3	0.851			
Perceived career opportunity (Q^2= 0.560)	POC1	0.956	**0.931**	**0.951**	**0.830**
	POC2	0.861			
	POC3	0.918			
	POC4	0.906			
Work Performance	WP1	0.748	**0.739**	**0.724**	**0.568**
	WP2	0.759			
Physical Environment	PHY1	0.863	**0.970**	**0.977**	**0.896**
	PHY2	0.982			
	PHY3	0.954			
	PHY4	0.970			
	PHY5	0.960			

Psychological Environment	PSY1	0.923	**0.967**	**0.974**	**0.882**
	PSY2	0.938			
	PSY3	0.970			
	PSY4	0.959			
	PSY5	0.906			

Table- II: Discriminant Validity (1) : Results of Heterotrait-Monotrait Ratio (HTMT)

	Employee Satisfaction	Perceived career opportunity	Physical Environment	Psychological Environment	Work Performance
Employee Satisfaction					
Perceived career opportunity	**0.841**				
Physical Environment	**0.474**	**0.220**			
Psychological Environment	**0.667**	**0.657**	**0.138**		
Work Performance	**0.765**	**0.682**	**0.711**	**0.421**	

Table-IIIDiscriminant validity (2): Results of Fornell-Larcker criterion

	Employee Satisfaction	Perceived career opportunity	Physical Environment	Psychological Environment	Work Performance
Employee Satisfaction	0.825				
Perceived career opportunity	0.800	0.911			
Physical Environment	0.376	0.212	0.947		
Psychological Environment	0.583	0.622	0.139	0.939	
Work Performance	0.345	0.328	0.343	0.208	0.754

4.2 Results and Hypothesis testing

Followed by the evaluation of the outer model, the inner model was evaluated to observe the power of explanatory variables and forecast the relevance of the proposed structural model. Moreover, in the process of analysis, the size of the path coefficients and significance of the hypothesized relationships were estimated. The main criterion for evaluating the structural model in PLS is the variance explained (R^2). According to Chin (1998), the R^2 values of 0.67, 0.33, or 0.19 imply substantial, moderate, or weak for endogenous latent dimensions in the inner path model.

Besides, the prediction of relevance i.e.,Q^2 values (Stone, 1974) and effect sizes (f^2) was calculated for the endogenous latent dimensions to assess the structural model. The Q^2 values for all dimensions were calculated using the blindfolding method with a default omission distance of 7. Which is between the range of 5 and 10 (Hair,*et al.*, 2012a). The Q^2 values of 0.02, 0.15, and 0.35 signify that the predictor latent variable has a weak, medium, or large effect at the structural level and value exceeding zero imply that the observed values are well reconstructed and that the model has predictive relevance and vice-versa (Henseler, *et. al.*, 2009). Table-I shows all Q^2 values were positive and significantly demonstrated that the exogenous constructs have predictive relevance for the endogenous dimensions.

The f^2 value that measures the effect size in the path model is represented in table-V. The f^2 value of 0.35, 0.15, and 0.02 depicts the effects as large, medium, and small, respectively (Cohen, 1988). Therefore, all f^2 values were positive, indicative of the proposed latent variables being relevant for explaining the variance observed in work performance and employee satisfaction.

The significance of the path model is measured and the path coefficients were calculated employing bias corrected bootstrapping method with 2000 sub-samples at 5 percent significance level. The result of the path model (see table-IV and figure-2) identifies that work performance influences employees' satisfaction. Work performance has a positive relationship with employee satisfaction of star category hotels in India *(β =0.338, t=6.038, p<0.001).*The results of the study also reveal that the work performance of employees are significantly influenced by physical environment *((β =0.319, t=9.038, p<0.001)* and psychological environment *(β =0.163, t=3.038, p<0.05).*

Table-IV Results of hypotheses testing and path coefficients without mediation

Hypothesis	**Paths**	**Path Coefficients** ***(P value)***	**Effect Sizes (f^2)**	**Remarks**
H1	Work Performance ⟶ Employee Satisfaction	0.338 (0.01)	0.129	Supported

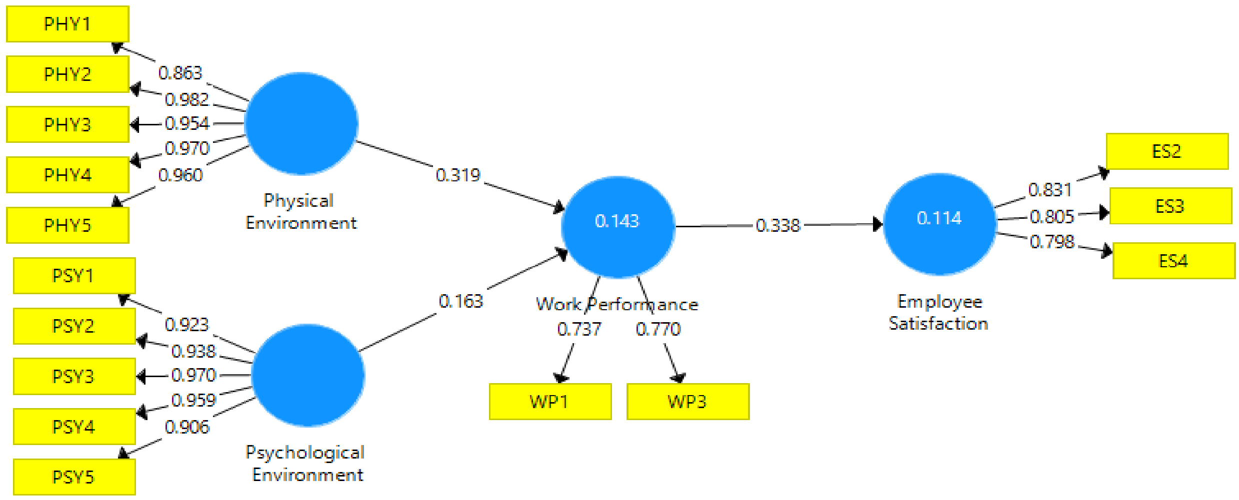

Figure-2 Path analysis without mediation

Mediating effects

This study followed a four-step approach to test the mediation effect as suggested by Baron and Kenny (1986). Steps are as follows: (1) testing the connection between the independent variable and the dependent variable; (2) testing the positive relationship between the independent variable and the mediating variable; (3) testing the association between the mediating variable and the dependent variable; (4) the consequence of independent variable on the dependent variable diminish after controlling for the effects of the mediator. This study used the simultaneous assessment of the mediation effect (Iacobucci and Duhachek 2003) as it gives robust results than other methods (Helm et al. 2010). Work performance is positively related to the employees' satisfaction and statistically significant (see table IV and Fig.2). After introducing the perceived career opportunity (PCO) the path coefficient has slightly decreased, but the value of R^2 dramatically increased. Effects of perceived career opportunity as a mediating variable have been presented in fig.-3 and the results are in table-V. The results of the path model reveal that work performance has a positive relation to the perceived career opportunities and statistically significant (*(β =0.328, t=5.625, p<0.001). Moreover*, perceived career opportunity has a positive and significant effect *(β =0.825, t=36.03, p<0.001)* as the mediator in the relationship between work performance and employee satisfaction.

Table-V Results of hypotheses testing and path coefficients with mediation

Paths	Path Coefficients (*P value*)	Effect Sizes (f^2)	Remarks
Work Performance ⟶ PCO	0.328 (0.001)	0.128	Supported
PCO ⟶ Employee Satisfaction	0.825 (0.001)	2.125	Supported

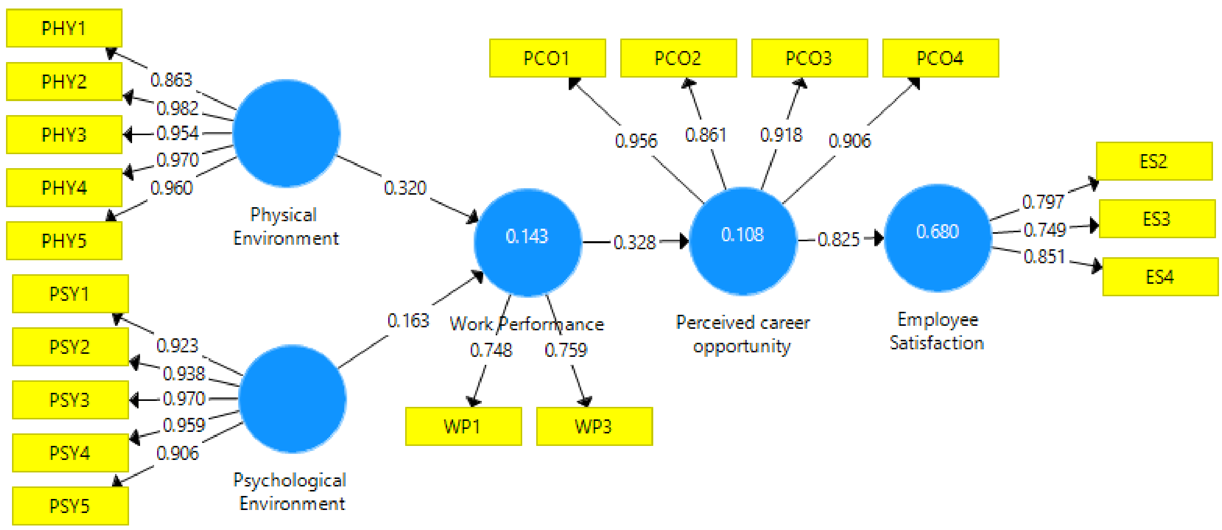

Figure-3 Path analysis with mediation

5. Discussion and conclusion

The research study judged the relationship between work performance (physical and psychological environment) and employee satisfaction in the star category hotels in India. In addition, the study also investigates the effects of perceived career opportunity as the mediating variable between work performance and employee satisfaction. The results of the path analysis indicate that all paths linking for the constructs named physical environment, psychological environment, work performance, perceived career opportunities and employee satisfaction are statistically significant at the one percent level. Collaborating past findings (Matzler *et al.*, 2003; Fuchs & Weiermair, 2003; Eskildsen & Nu¨ssler, 2000) physical environment and psychological environment influences work performance. Moreover, perceived career opportunity has an important effect as a mediator in the relationship between work performance and employee satisfaction.

As it is understood from the study employees’ satisfaction should be the primary focus of every organization. Based on the satisfaction, an employee’s performance improves or deteriorates. It is the responsibility of the human resource department of the organization to work on improving organizational policies. Once it is done, the workplace will be more productive, reducing employee agitation, and ultimately build a better, stronger company. From the past studies it is noted that when employers respect and value employee's competency, pay attention to their aspirations, assure challenging work, value the quality of work life and provide chances for learning gain loyal and committed employees. In this research work the observation concludes that with the observed factors the managers and team leaders can bring a positive work environment for the employees who are working under them with better work performance. Today, human resource managers are more interested to know how to provide work life balance to the employees or make happy employees, not why employees should be satisfied. In truth, individual employees and managers have different reasons for willing to have organizational conditions that provide perceived career opportunities, which is a mediator between work performance and employee satisfaction, as shown in the model developed. Employees spend most working hours at work, resting up for work, or preparing for work, trying to complete the work given in the prescribed time because work provides daily meaning as well as daily bread.

6. Implications of the Study

The results of this study have more than one implication for future research and practice in the field of developing the work quality and interest of the existing and future resource development. Satisfaction with perceived career opportunities should be considered as an important aspect to bring result-oriented performance of the employees. The work environment policies improving the employees' satisfaction (Athamneh 2004) and perceived career opportunities are the various HR practices implanted in the organisation to make the employees happy and skillful. These can be training and development, workshops, various job designs or implementing skill improvement technology. All these are much influential in shaping workplace environment, psychological attitudes and employee commitment, which are important to the entire organization. The mission of the proposed research is to increase the transparency of career pathways processes, with a focus on the factors that allow employees to reach their career goals and enable employers to attract, develop, and retain the best talent.

7. Future avenues of the Study

This research is also intended to generate knowledge and ideas for making employees contented that can be further used to increase the proportion of satisfied employees in any service-generated industry. As the study arena is the hotel industry the dimensions can be further improvised including more items. Increasing the transparency in communication processes, which are involved in determining one's work performance, career graph and employee satisfaction, the employers, can help employees of each hierarchy all across the demographic spectrum. We anticipate that testing of our proposed models will support a line of research work and will increase access to opportunities and promote employee satisfaction and success. Testing is also expected to enhance the employers' information about how to implement career pathway systems to improve the others dimensions that will reduce bias and develop organizational performance by supporting the growth of all employees. When employee motivation is important to satisfaction, various factors on appreciation, recognition, monetary or non monetary award, respect, job security should be revised and included in the organizations particularly in hotels (Ngimbudzi,W. 2009).

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Annexure

Dimension	No of Responses	Percentage
Gender	264	
Male	180	68.1818
Female	84	31.8181
Age		
>25	46	17.4242
25-35	66	25.0000
36-45	80	30.3030
46-55	44	16.6666
Above>55	28	10.6060
Marital Status	Married- 190	71.9697
	Single- 74	28.0303
Education		7.5
12^{th} Pass –	20	16.66
Diploma in Hotel	44	
Management (regular)-		12.5
Diploma in Hotel	33	
Management (distance)-		41.66
Degree in Hotel	110	
Management-	40	15.15
Post Graduate in Hotel		
Management (regular)-	17	6.4
Post Graduate in Hotel		
Management (distance)-		
Years of Experience		
>5	38	14.39
5-10	76	28.78
11-15	52	19.69
16-20	70	26.51
21-25	28	10.60

STATE OF INDIA'S RURAL ECONOMY IN COVID CRISIS

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ABSTRACT

Majority population of India lives in rural areas. A large number of populations heavily rely directly or directly on rural resources specifically in the area of agriculture and labour requirements. Covid-19 pandemic has severely affected the rural India due to the poor population and labour class workers. Moreover, inadequate healthcare infrastructure added further shock to the rural population. Poverty and unemployment in the rural areas are the two most important challenges India faces. In spite of all the industrial development in the country, agriculture still maintains about seventy percent of the population of the country. It is in the rural areas again where seventy percent of the population of the country lives and they will continue to constitute at least two-thirds of labour force. In the given scenario, the present paper presents the challenges arising due to the covid-19 crisis as well as policy imperatives to revive the rural economy.

Keywords: Covidm-19, Rural Economy, Policy Imperatives.

Introduction

India being a rural dominated nation is continuously focusing on the development of rural population particularly relating to the agriculture. Indian agriculture sector is the backbone of the Indian economy as majority of people are linked and dependent on this sector, specifically farmers. According to 2011 Census 68.84% of population lives in villages. The backwardness of the rural sector would be a major impediment to the overall progress of the economy. India is predominately an agricultural country and farming is their main occupation. According to 2011 Agricultural Census of India, an estimated 61.5% dependent on agriculture. In a developing country like India where majority of its population lives in rural areas and is dependent upon agriculture for its livelihood and where problems like poverty, unemployment, social and economic inequalities exist more prominently in rural areas, the importance of rural development
cannot be overemphasized.

However, the covid pandemic has further deepened the catastrophe due to the multiple consequences in the long run. The problems and challenges in the Indian rural economy are multidimensional in order to solve these issues there is a dire need to execute sincere efforts to solve the problems by providing the basic necessities as well as provision of education, healthcare and employment opportunities. At present, the Implementation of sufficient social protection measures in response to COVID-19 is significant to saving both lives and livelihoods. Moreover, these facilities must be ensured to reach rural populations to avoid spread of poverty and hunger. The battle in opposition to COVID-19 will be predominantly challenging in rural areas as rural population will be drastically affected by the direct and indirect economic impact of COVID-19.Further, population in rural areas are debarred from social insurance dealings due to high informality and low coverage. The social protection to rural areas is also stalled by a number of legal, administrative and physical barriers. Moreover, the condition of migrant labour is very pathetic. There are also unlimited problems of the people who are engaged in the agriculture activities.

Against this backdrop, the present paper focuses on the problems, challenges of rural economy particularly in the covid-19 crisis. The papers also provide policy imperatives from the vested stakeholders as far as rural governance and development is concerned. The paper is primarily based on secondary sources of data obtained from the publication of international and national government agencies, internet and newspapers. The paper has been planned in the following manner, the introduction has been explained in Section I f the paper. Section II of the paper discusses the impact of covid 19 on the rural economy. The policy imperatives have been incorporated in Section III. The conclusion of the paper has been included in Section IV of the paper.

Impact of Covid-19 on Rural Economy

India is a land of villages. The development of India cannot be imagined without the development of rural India. Rural economy of India is basically an agriculture economy. The rural population is facing many problems since independence. However, the covid pandemic has once again demonstrated the real picture of rural India. Most of the population is poor, unemployed and uneducated. Despite of the various rural development programmes implemented by the various governments since independence have not improved the socio-economic status as planned and claimed through multi dimensional policies and programmes. The financial crisis of the farmers, poverty of the migrant labour, state of healthcare facilities among others are self explanatory in nature and clearly show the outcomes.

Covid-19 has severely affected the economies all over the world. Every sphere of life shocked adversely owing to the forced lockdown in almost every country of the world. In the Indian perspective, it has severe outcomes owing to the large population. On the economic front, industrial sector have faced severe challenges in terms of future survival and growth. The Covid-19 pandemic is causing large-scale loss of life and severe human suffering globally. It is the largest public health crisis that has led to economic crisis. The recent OECD estimate indicates that the impact of the lockdown could be a decline in the level of output in many economies. The connotation for annual GDP growth is anticipated in a decline of up to two percentage points for each month that strict containment measures continue, although this impact will depend on many factors, including the duration and magnitude of national shutdowns, the extent of reduced demand for goods and services in other parts of the economy, and the speed at which significant fiscal and monetary policy support takes effect. This is a much more negative outlook than foreseen just a few weeks earlier (OECD, 2020).

The COVID-19 pandemic is an economic shock impacting unemployment and underemployment for informal workers. The livelihoods in rural areas especially the self-employed and wage workers are at risk, since agri-food supply chains and markets are being disturbed due to lockdown. Agri supply chains and markets are inexorably being disrupted due to lockdowns and restrictions of movement, stringent quarantines and the closing of roads disrupt logistics, which affected intermediaries in aggregation and distribution. The closure of markets and schools lead to the loss of selling and buying opportunities and reduce the demand for agricultural products, thus reducing the demand for agricultural labour. Where school-feeding programmes were directly sourcing from local producers, the negative impacts on informal workers in rural areas are more noteworthy. Rural people are compelled for forced sale of assets, taking out loans from informal moneylenders and child labour. The workers including women, youth, children, migrant workers etc. are direct victims of the covid 19 outbreak. Seasonal, migrant workers in agricultural sectors are also affected by the lockdown, and the undocumented workers face worsened working conditions and more difficulty in mitigating health and safety risks. Those in the rural areas with limited access to relevant information and medical treatment will face catastrophic consequences for their life and livelihoods. (FAO, 2020).

Further, Women constitute 41 percent of the world's agricultural labour force. In many countries in Southeast Asia and sub-Saharan Africa, more than 60 percent of women work in the agricultural sector

(ILO, 2019). In most of the economies, women shoulder the main liability for care giving in their households and rural communities; they are more likely to be burdened with additional household tasks. This can cause further marginalization of women in rural labour markets, mainly when they have to compete with men for scant jobs. Additionally, existing trends point to less access to reproductive health and a rise in domestic violence during the crisis (UN WOMEN, 2020).

Policy Imperatives

The Covid-19 lockdown is exceptional in that both demand and supply have declined. This is not a normal decline of demand and supply for a non-economic and external reason. The collision of the Covid-19 pandemic on the economy is becoming more heightened. The Food and Agriculture Organisation (FAO) projects shifts in the supply of and demand for food. It warns of a world food crisis if countries do not protect susceptible people from hunger and malnourishment. Similarly, the United Nations has warned that the Covid-19 crisis could cause food shortages around the world. The World Food programme (WFP) has observed that the Covid-19 crisis is to affect millions of people already made vulnerable by food insecurity and malnutrition. Small and marginal farmers will also be badly affected if they are unable to continue working their land, earn remunerative product prices, and gain access to markets for purchase or sale.

In order to revive the rural economy, social protection can ensure critical access to health care, provide incentives for compliance with confinement measures, and support income protection for those affected to bounce back from economic and health-related shocks. Social protection's fundamental role is to support risk management. Social protection measures are adopted and reach rural populations is very essential critical. The impact of these measures will be severely vulnerable unless the barriers faced by the rural population, in particular women, children, informal workers, migrants and indigenous groups, to access social protection are overtly addressed. Social protection systems need to be extended to protect lives and livelihoods; ensure ongoing access to food; and ensure the resilience of food systems. The needs and specificities of rural populations, in particular vulnerable subgroups such as women and girls, indigenous people, people with disabilities, the elderly, migrants and seasonal workers, need to be considered when designing and operationalizing new or expanded measures. Measures to control the spread of COVID-19 include sturdy restrictions of movement that vividly change daily lives and impact agricultural livelihoods. These measures are hard for the rural poorest and most vulnerable, who tend to hold jobs and occupations that cannot be performed remotely. This is particularly true for farmers, herders, fisherfolk and foresters. Informality is widespread in rural areas, in particular for women, and closely intertwined with poverty. Many of the world's poor depend on public spaces and movement for their livelihoods, including seasonal agricultural work and traveling to markets to sell or buy produce and/or inputs, etc. When restrictions are implemented that require reduced mobility, many will abruptly lose their source of livelihood. The vast majority of the rural poor are not covered by health insurance or income protections, such as paid sick leave or unemployment benefits, and they will likely face food and nutrition insecurity. The response of the Indian government measures in relation to this aspect are follows. The government has announced that most agricultural activities will be in the essential list. It has exempted farm workers in the fields, farming operations by farmers, agencies engaged in procurement of agriculture products, inter- and intra-state movement of harvesting and sowing related machines and manufacturing, packaging units of fertilizers, pesticides, and seeds among others. Further, the first installment of the PM-Kisan payment to farmers, i. e., Rs 2000, will be paid up front to farmers. It has also announced that the wages under MGNREGS will be raised from Rs 182 to Rs 202 per day. The Reserve Bank of India has announced a moratorium on agricultural term loans for a period of three months. But these interventions are insignificant. The upfront payment to farmers from the PM-Kisan scheme is not even worth calling a package, as this money was anyway going to be paid to the farmers between April and June. There should be an immediate expansion of the Pradhan Mantri Fasal Bima Yojana to ensure compensation payments to farmers affected by the Covid-19 pandemic. Moreover, holders of all MGNREGS job cards should be provided an unemployment allowance or assistance, worth at least half the payments to be received by them, assuming 100 days work/year. The Government should take steps to ensure that food grain is distributed to all households outside the priority list also for a period of three months at the rate of 5 kg per capita per month. There should be efforts to arrange food, shelter, and clothing to all migrant workers in villages. Steps should be explored to provide migrant workers with cooked food by the government agencies (Dev, 2020 and Ramkumar, 2020).

Conclusion

COVID-19 is an extraordinary challenge for India. Owing to huge population living in the rural areas make lockdowns and other social distancing measures massively disruptive. The central and state governments have recognized the challenge and responded aggressively but these measures are not sufficient. The government must invest more funds for reviving the rural economy to fulfill the infrastructural requirements. Health care facilities and social protection cover should be enhanced to cover maximum population. Entrepreneurship enhancement programs and policies must be specifically designed and implemented for rural youth. Special investment and welfare schemes for women need to be implemented. The government should also empower the panchayati raj institutions in letter and spirit to adopt the measures to revive rural India.

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A SURVEY ON IDENTIFICATION OF CROP DISEASE USING INTERNET OF THINGS (IOT)

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Abstract:

Internet of things is a system consists of actuators or sensors or both that provides connectivity to the internet. The Internet of Things (IoT) is a system of interrelated computing devices, mechanical and digital machines, objects, animals or people that are provided with unique identifiers and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction. Internet of Things (IoT) advances can be used in smart farming to enhance quality of agriculture. Agriculture is the primary occupation of Indian villagers. From the advent of agriculture, there has been much mechanical and chemical advancement that has occurred to improve the yield and help farmers tackle issues like agriculture and crop diseases. But there has been little to less digitization done in this field. With the boom of IOT, there is a hope for creating a digital system for agriculture which will help the farmer make informed decisions about his farm and help him tackle some undesired situations in advance. So, it will help to improve the quality of crops and also it will be beneficial for farmers. Identification of diseases in the plant is most extreme requirement for farmers and agriculture specialists. The principle point of present study is to recognize plant diseases with the help of IoT (Internet of Things). This paper performed a survey on the concept of internet of things (IoT) technology to percept information, and discusses the role of the IoT technology in plant disease identification. This includes various features like detection of leaf disease, measurement of humidity, temperature and color identification etc. by using Digital Image Processing, humidity sensor, temperature sensor and color sensor respectively.

Keyword: Internet of things (IoT), Sensors, Crop disease.

A STUDY OF E- COMMERCE AND ITS INFLUENCE ON CONSUMERS IN 21ST CENTURY

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ABSTRACT

With the appearance of internet, it has made a fundamentally new experience for consumers in regards to cluster of information, comparing the items and its value, quality, amount and the chance of buying through web from vendors situated all throughout the world, from anyplace and at any time. The Internet has furnished consumers with an amazing tool for looking for and purchasing products and services. Nowadays e – commerce has become a vital piece of regular daily existence. Availability of e – commerce platforms isn't an advantage but instead a need for many people especially in the metropolitan regions. Recently the demand of E-business is expanded with the raging of Covid-19 pandemic across the worldwide. The compulsory social distancing standards and an overall tendency towards a contact-free approach have resultantly prompted a significant ascent in the popularity of E – business platforms. E – Commerce isn't just recent innovation and new frontier for worldwide business and exchange however it is still developing. In this interaction of e – business, consumers are searching forward for an appropriate consumer protective regulations for the security of their rights on e – transactions. This paper has focused on the new issues and difficulties faced by consumers while dealing through online mode. The analysis and comparison of consumer protection laws has been done in brief to give an effective mechanism and redressal for securing the rights of the consumers in the era of internet business.

Keywords: E- commerce, consumers**,** consumer protection, Advantage, disadvantage.

THE PLACE OF ELECTRIC VEHICLES IN THE ENERGY TRANSITION PROCESS "INTERNATIONAL EXPERIENCES''

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Abstract:

The aim of this paper research is to show the importance of renewable energies in the perspective of energy transition and sustainable development by adding renewable electricity to the process of generation of electric vehicles in developed countries. The results of our research show that some countries such as China and the United States of America began in few last years the use of renewable resources in green electricity and electric batteries generation to substitute vehicles that are supported by fossil fuels.

Keywords: electric vehicles - electrical batteries - renewable energies - sustainable development, green electricity- Energy Transition.

1. Introduction

In 40 years, the depletion of non-renewable energy resources, climate change, has forced the global community to intervene in conferences to make important decisions to protect the ecological environment, the release of electric vehicles as an example represents an issue not neglect to reduce fossil fuel consumption (Coal, Oil, Gas) The aim is to meet sustainable development goals.

1.1. Problem of the research:

In the current context, which prevails the transition of fossil energy to pure energy the important question is: What is the situation of development and the movement of electric vehicles worldwide?

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1.2. Importance of research:

The choice of treatment of this research perspective is the importance of creating equilibrium between ecosystems, including several economies today neglect environmental aspects.

1.3. Methodology:

To create a link between the main question of our research with the results obtained, we have opted for an analytical methodology to interpret the data collected on all electricity generated from renewable energies and oil, we will take a look at The market of the electric vehicle

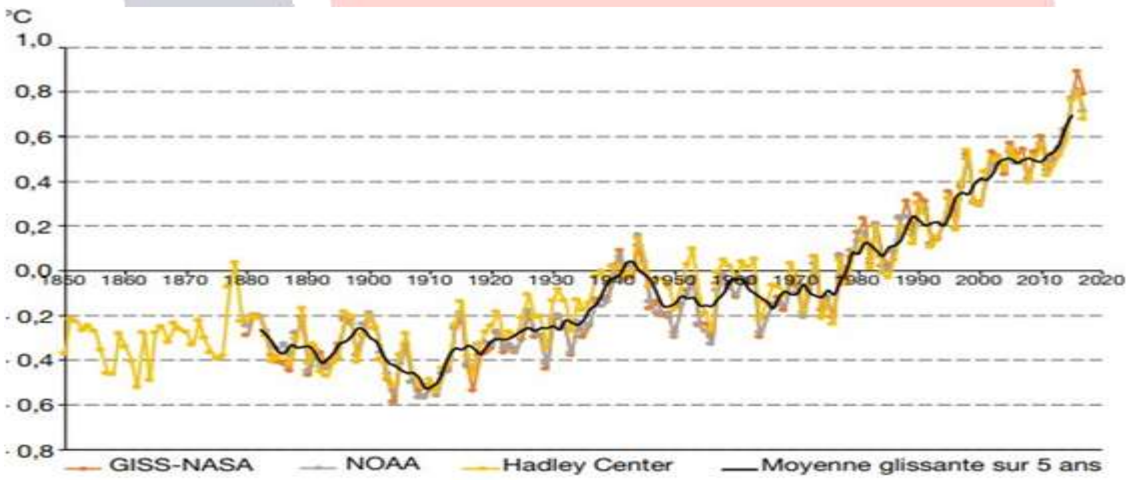
2. Theoretical and operational finding of research:

The purpose of this part is to highlight the theoretical framework that defines sustainable development and to show its issues, thereafter, the focus will be on the analysis and interpretation of the figures collected from global organizations, such as Statista; and BP Statistical.

2.1. Oil carbon footprint and other fossil energies:

Since the advent of oil in the 20th century, the producing countries of this prestigious resource have lived in unprecedented economic prosperity because oil is used massively in various sectors: industry, energy, and air transport, maritime and urban. In addition, it contributed to the degradation of air quality, global warming, and the exhaustion of such resources that is no longer renewable. To this end, renewable energies remain a key process that leads to achieving sustainable development goals.

Figure 1. Evolution of the world average annual temperature from 1850 to 2017



Source: www.statistiques.developpement-durable.gouv.fr

By taking the example of global warming, the figure below demonstrates the increase in the average temperature in 1850 and 2017 [1], we can decompose the graph into two large phases:

- Before the Second World War: the emergence of the industrial revolution in Europe in the 19th century which consists of using harmful resources such as coal has negatively affected the atmosphere by injecting CO_2.

- After the Second World War: this temperature rise is justified by the technological innovations marked from the thirty glorious years (1945-1973) and the accumulation of oil operating, the nuclear centers in Europe, the United States of America. Japan, as a result, greenhouse gas emissions recorded in this period are very logical

2.2. The production of electricity from oil:

Statistics published by BP Statistical Review of World Energy in 2020 [2], concerning the generation of electricity from oil such as the table and the graph below show us, industrial countries such as Canada, the United States of America, China, South Korea, as well as oil-producing countries in the image of Saudi Arabia, Russia does not cease to reduce oil exploitation in electricity produced in recent years.

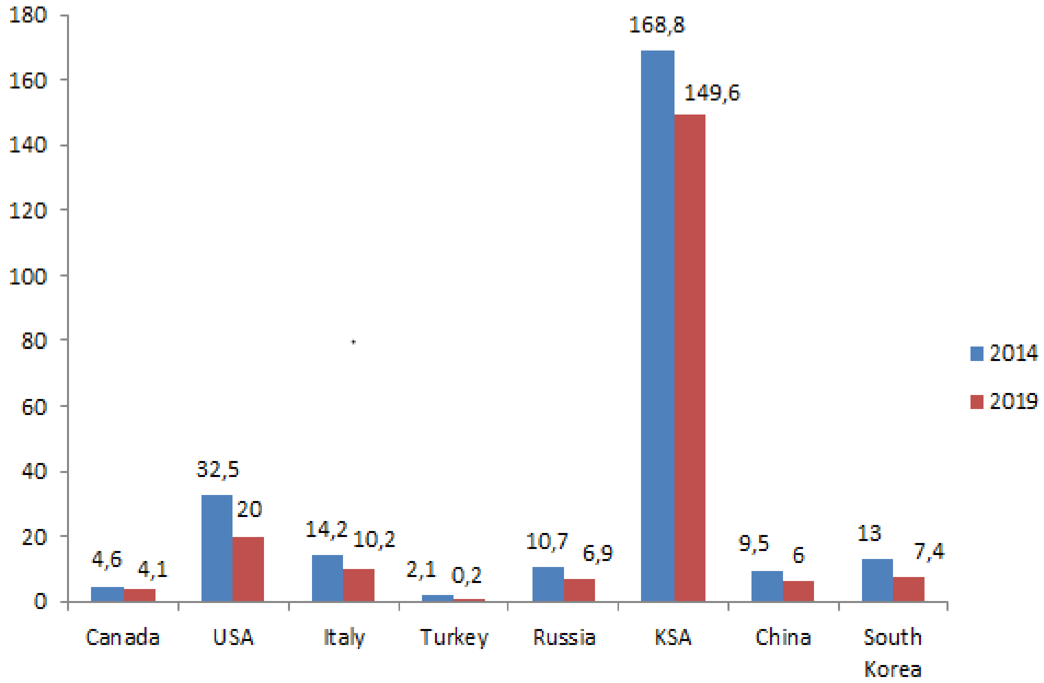
Turkey and South Korea are the best-performing countries in creating green electricity by decreasing the electricity generation rate from oil from 90.47% and 43.07% respectively.

Table1. Electricity generation rate from oil worldwide for 2014 and 2019

Countries	Electricity generation from Oil (TW / H)		Evolution %
	2014	2019	
Canada	4,6	4,1	-10.86
United States of America	32,5	20	-38.46
Italy	14.2	10.2	-28.16
Turkey	2.1	0.2	-90.47
Russia	10.7	6.9	-35.51
Saudi Arabia	168.8	149.6	-11.37
China	9.5	6	-36.84
South Korea	13	7.4	-43.07

Source: Established by ourselves by exploiting BP data Statistical Review of World ENERGY 2020

Figure2. Electricity generation rate from oil worldwide between 2014 and 2019

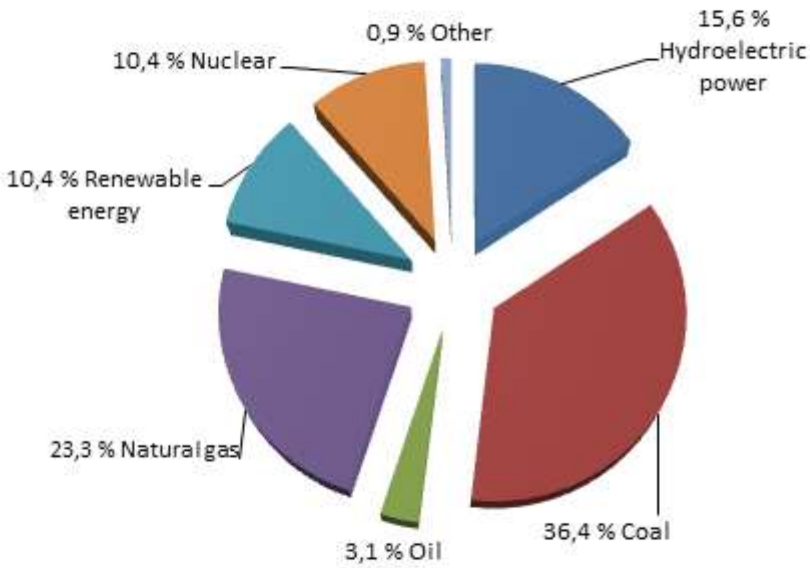


Source: Established by ourselves by exploiting BP data Statistical Review of World ENERGY 2020

3. Sources of electricity generation:

The following figure shows the distribution of resources exploited in the production of electricity is very broad in 2019. We can classify them into two categories:

Figure 3. Global electricity production the year 2019



Source: www.connaissancedesenergies.org

- Renewable sources:

Renewable energy includes various major sectors such as fossil fuels, electricity generation, nuclear power, renewable energy which represent 26% of the production of electricity for the year 2019 on a global scale by bringing together renewable energies and Hydropower; these resources are required to achieve the objectives set by sustainable development. [3]

- Non-renewable sources:

Fossil energies cover 73% of electricity created in 2019, including coal, oil, and nuclear energy presented 46% and natural gas that is less polluting compared to other fossil fuels, its rate Operating is 23.3%, as a result, half of the production of electricity massively influences pollution, climate change, and the use of the exploitation of sustainable resources is very recommended to achieve sustainable development. [3]

Indeed, the wind and the sun as an example, gradually replace coal, and after the next few years, most existing coal power plants are no longer profitable because a large number of countries around the world have started to reduce the exploitation of fossil energies including coal and oil, this action confirms their desire to decarbonize the economic sectors.

3.1 Rate of renewable electricity generation by countries :

The table below shows the will of subs nations to put the sustainable undeveloped as the United Nations objective to be found. While the access rate for electricity that is renewed or non-renewable does not affect the African continent in the green electricity sector, others namely power networks, electric vehicles.

Ethiopia, Mozambique, Angola, and Togo to the example examples of a very high electricity rate between the years 2014 and 2019 give the Renewable electricity rate created in 2019 is 99.79%, 86.45% and78.09%. [2]

In addition, Brazil (83.63%), Afghanistan (86.29%), Norway (97.28%), and Canada (65.3%) are also leaders in the production of renewable electricity. for the year 2019.

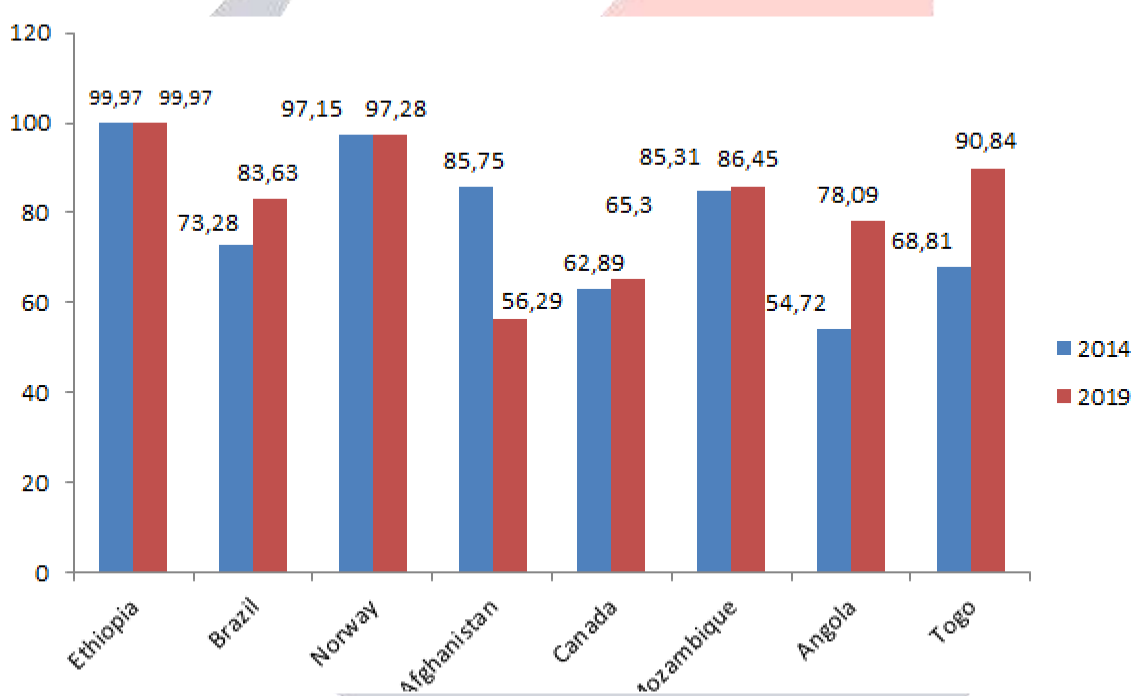
Source: Established by ourselves by exploiting BP data Statistical Review of World ENERGY 2020

Table 2. Country renewable electricity generation rate for 2014 and 2019:

Country	Percentage of Renewable electricity generation		Evolution %
	2014	2019	
Ethiopia	99.97	99.97	0
Brazil	73.28	83.63	+18.21
Norway	97.15	97.28	+0.13
Afghanistan	85.75	86.29	+0.62
Canada	62.89	65.3	+3.83
Mozambique	85.31	86.45	+1.33
Angola	54.72	78.09	+42.7
Togo	68.81	90.84	+32.01

Source: Established by ourselves by exploiting BP data Statistical Review of World ENERGY 2020

Figure 4. World production rate of renewable electricity for the year 2014 and 2019



Source: Established by ourselves by exploiting BP data Statistical Review of World ENERGY 2020

3.2. Types of Electric vehicles

3.2.1. Battery-Powered Electric Vehicle (BEV)

A Pure Electric or Battery-Powered Electric Vehicle (BEV) gets all of its power from its batteries and electric motors. It contains no internal combustion engine (ICE), besides Its electric motor, uses batteries that are recharged by plugging into an electric power source (a wall socket or EV charger). An example is the Chevrolet Bolt. CO_2 is emitted during the BEV's manufacturing process; however, no CO_2 is emitted by the BEV itself, once it begins operating. The grid sending power to charging stations the BEV uses to replenish its battery may emit CO_2. (A coal-burning electricity-generating plant is an example.) But extensive studies have shown that from cradle to grave, EVs emit 50 to 51% LESS CO_2 than ICE vehicles– and this equation includes the emissions created by recharging the BEV's battery from the grid. For much more extensive information about how to clean BEVs are and how they create 50 to 51% less CO_2, read the article on this blog: EVs: Cleaner Cars from Cradle to Grave – Definitive Proof from the UCS (Union of Concerned Scientists) [4]

3.2.2. An Extended Range Electric Vehicle (EREV)

This model has an auxiliary power unit (called a range extender) which increases the EREV's driving range. Most range extenders are small internal combustion engines that drive an electric generator furnishing the electric batteries and motor with electricity. An EREV will create CO_2 when its small range extender motor is operating, but not when the EREV is using its electric power. Over its lifetime, an EREV will create significantly less CO_2 than an ICE car. An example of an EREV is the Extended Range BMW i3. [4]

3.3.3. A Plug-In Hybrid Electric Vehicle (PHEV) or Plug-In Hybrid

T car uses an electric motor and gas engine to operate. It is a statistical electric motor that uses batteries that are recharged by plugging into an electric power source (a wall socket or EV charger). The gas-powered motor can work together with the electric motor, or separately on its own, to power the powertrain. Extensive scientific studies have shown that powertrains using a gas engine plus an electric motor (or, in many cases, 2 or 3 electric motors), create much better fuel efficiency. Less fuel is burned during the PHEV's operation, reducing greenhouse gas output. An example of a PHEV is the Kia Niro Plug-In Hybrid. [4]

3.3.4. A Hybrid Electric Vehicle (HEV)

It is a type of hybrid vehicle and electric vehicle that combines a conventional internal combustion engine (ICE) propulsion system with an electric propulsion system (hybrid vehicle drivetrain). The presence of the electric powertrain is intended to achieve better fuel economy and performance. The best example of HEV efficiency is the Toyota Prius Hybrid, which gets the best gas mileage (between 50 and 60mph) of any car using an internal combustion engine. [4]

3.3.5. A Fuel Cell Electric Vehicle (FCEV)

It generates electricity to power the motor, generally using oxygen from the air and compressed hydrogen. Most Fuel Cell Vehicles are classified as ZEVs: Zero-Emission Vehicles that emit only water and heat. [4]

As result, BEV, EREV, PHEV, HEV, and even the FCEV are all considered Electric Vehicles. The transition of energy is a way towards the conversion of the global energy sector from fossils to zero-carbon from the second half of this century. In her heart is the need to reduce energy-related emissions to reduce climate change. [7]

Table.3. Market share of electric battery cars in the world from 2011 to 2018

Year	2011	2012	2013	2014	2015	2016	2017	2018
Market share %	0.07	0.17	0.25	0.37	0.61	0.83	1.34	2.2
Evolution %	-	142.85	47.05	48	64.86	36.06	61.44	64.17

Source: Statista.com

Figure 5: Evolution of Market share of electric battery cars in the world from 2011 to 2018

Source: Established by ourselves by exploiting data from (statista.com, 2020)

Table 3 shows the increase observed in market units of electric battery cars at the international level. According to Statista [5] recent data, the number of electric cars increases each year. The year 2018 is the highest with 2.2% and an increase of 66.17% compared to 2017.

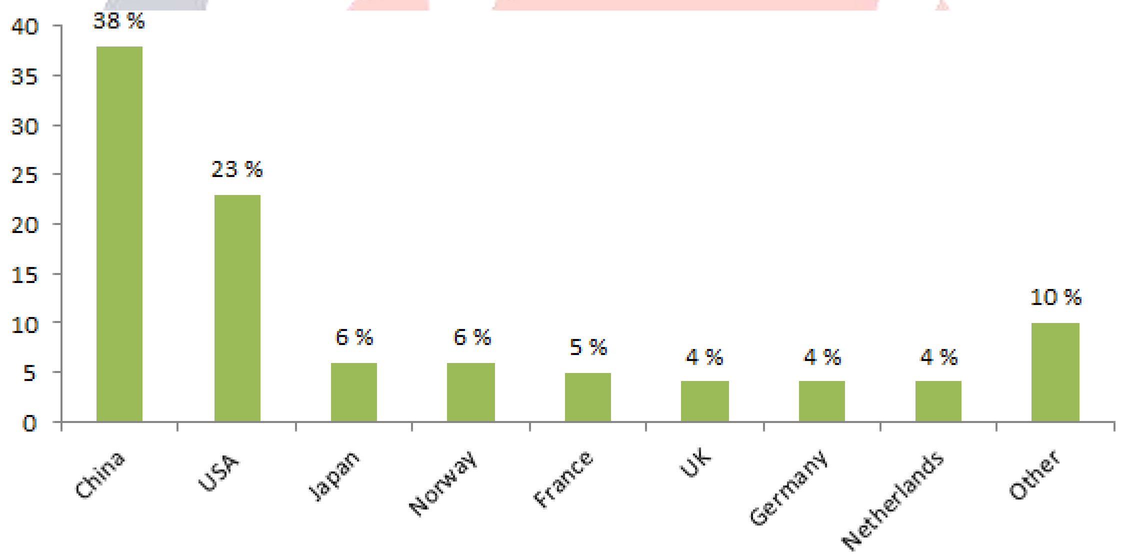
Table.4. Distribution of electric vehicle fleet in the world in 2017 by country

Country	Percentage of electric vehicles %
China	38
USA	23
Japan	6
Norway	6
France	5
UK	4
Germany	4
Netherlands	4
Other	10

Source: Established by ourselves by exploiting statistata data

China, the United States, and Japan hold half of the global electric vehicle park with a rate of 67%. As for European countries such as Norway, France, the United Kingdom, Germany, and the Netherlands, they represent only 23% market; the remaining 10% are shared between the rest of the world. From a technological point, mastery of sustainable energies through the ability of these countries to create electricity influences the progress of electric vehicle projects, moreover, this action contributes to the ecological development of large cities for that they are smart cities.

Figure 6: Distribution of electric vehicle fleet in the world in 2017 by country

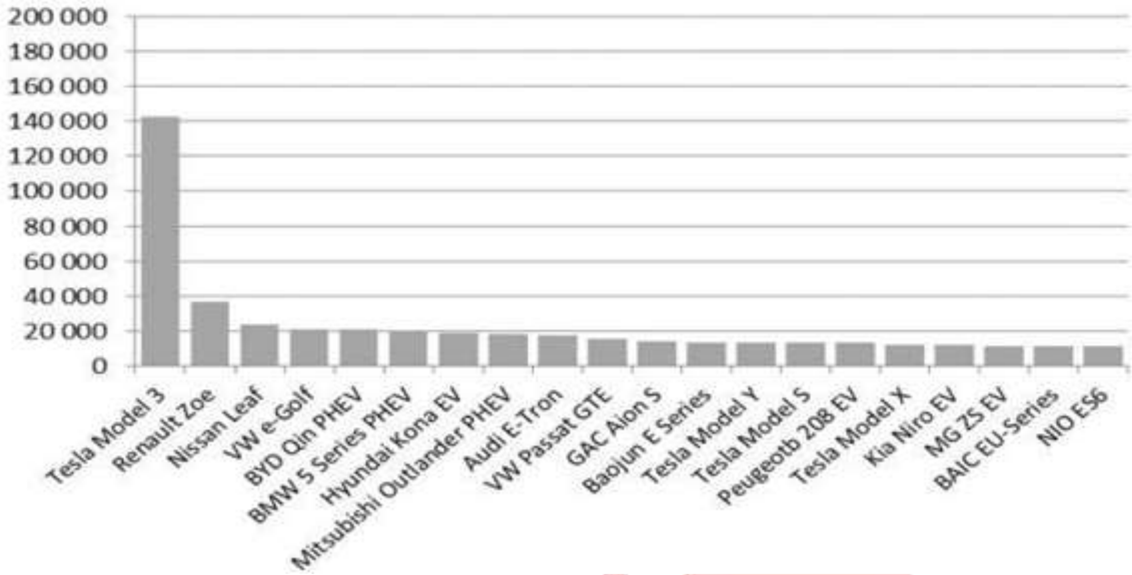


Source: Established by ourselves by exploiting data from www.statista.com

3.6. Market of Battery-Powered Electric Vehicle and Plug-In Hybrid Electric Vehicle

On the other side of conventional vehicles which is characterized by the domination of great companies of vehicle production as Opel, Jeep, Nissan, the market of electric cars is promote field for other companies like Tesla and BYD with more than 140.000 cars sold. However, the best point is the redevelopment of the well-known firm on this new segment which was started in the last decade, in this way, Kia Niro, Mitshibushi outlander, Hyundai Kona, Volkswagon Passat GTE, and BMW 5 S are realized in an average of 100.000 units in total

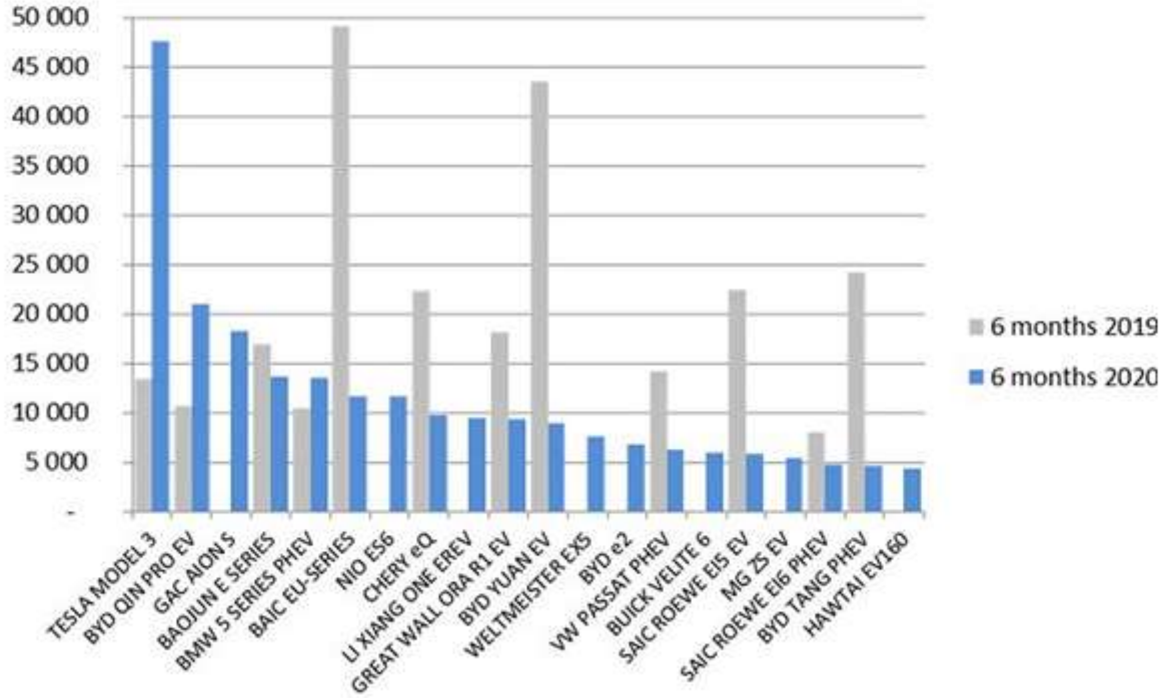
Figure 7: Top 20 BEV/PHEV Sales by model (1 st semester 2020)



Source: www.pro.largus.fr

According to the followings figures [6], the Chines market of electric cars was impacted by the spread of the Covid 19 epidemic, close the border between countries, and stagnation of maritime transport movements at the beginning of 2020, there is three reasons that resulted from the reduction of sales concerned European models, that situation approved the evolution of Chineses electric vehicles as TESLA, BYD, and GAC with more than 80.000 sales.

Figure 8: Top 20 BEV/PHEV Sales in China (1 st semester 2020)



Source : www.pro.largus.fr

For the BV and PHEV segment, Europe recorded a sales increase in the first half of 2020 compared to the same semester of 2019, this increase is very logical because the conditions for the release of electric vehicles in Europe were met. The Renault Zoe, Tesla, and Volkswagen group are the most sold brands of vehicles by achieving a very positive record which exceeds 15,000 units between January and June 2020.

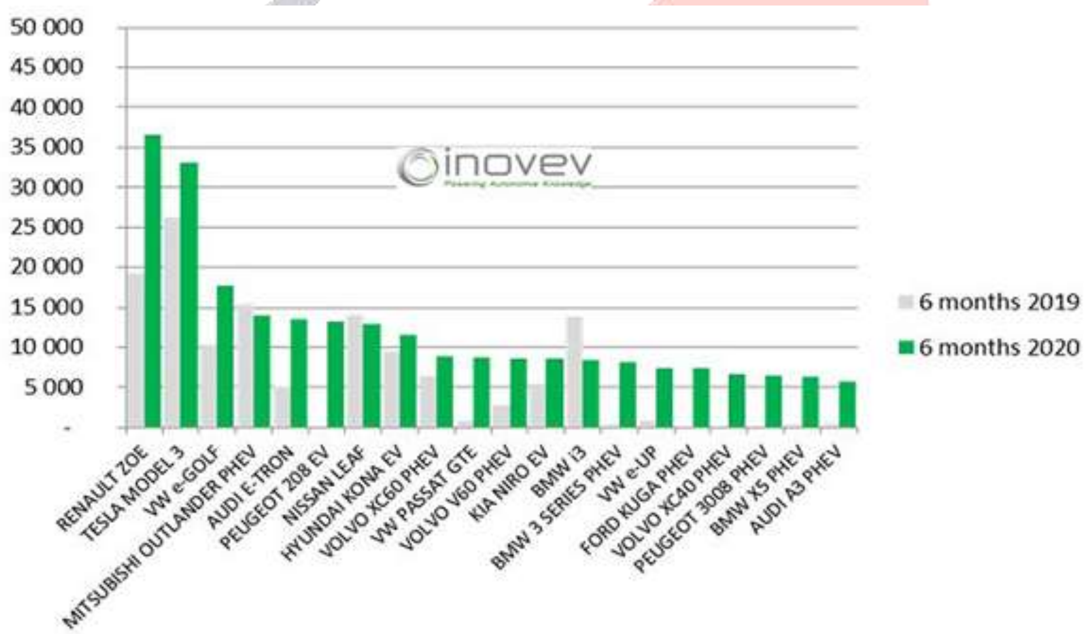
Thus, it should be noted that Peugeot, Audi, and BMW are present in the two segments of electric vehicles as the following table shows us:

Table5 : The most successful automobile firms in the electric vehicle market

	BEV	PHEV
Audi	Audi E-TRON	Audi A3
Peugeot	Peugeot 208 EV	Peugeot 3008 PHEV
BMW	BMW i 3	BMW 3 SERIES

Source: Authors

Figure 9: Top 20 BEV/ PHEV in Europe



Source: www.pro.largus.fr

The results of our research confirm that renewable and sustainable resources (wind, sun, geothermal, and others) play a key role in the immediate achievement of the objectives required by sustainable development, The use of release of electric vehicles is not only an economic investment but also an ecological and social project, these economic, technical, social and environmental consequences in the short, the medium and the long term are as following:

- The electric motor is perfectly silent. (No noise).

- Maintenance expenses are very small (no emptying such as traditional vehicles).

- The batteries recharge during the deceleration phases. (No pollution of these batteries).

- No emission of hydrocarbons, smoke from them (improvement of air quality).

One of the main goals of sustainable development is the reduction of costs; implementation of Electric vehicles is a real solution to reduce costs and footprint of conventional vehicle carbon. The following table explains this operation by including the possibility of incorporation of Electric vehicles in Algeria.

Table 6. Comparative example for the implementation of a conventional vehicle and Electric vehicle in Algeria

	Average of consumption per 100 kilometers	Cost: per 100 kilometers
Conventional vehicle	5 Liters diesel fuel	29.01 DZD/ liter 145.05 DZD 1.08 USD
Electric vehicle	15 kilowatt-hour	4 DZD/ kilowatt-hour 60 DZD 0.44 USD

Source: Author

According to previous data, the hypothesis to use of Electric vehicle allows reducing are costs 2.41 time every 100 kilometers, such that 1 USD = 134 DZD, in addition, other objectives are related to reduce carbon footprint and turn down the exploitation of non-renewable resources. An electric vehicle responds properly to ensure the principles of sustainable development.

However, the major obstacle that prevents the development of this type of project is linked to the initial purchase costs are high, whose innovative products are always marketed in the launch phase with considerable prices for electric vehicles, Their acquisition price is greater than conventional vehicles, this price increase is well explained by the production of small series vehicles, which require a considerable substance to put these vehicles in permanent circulation.

Concerning the initial objectives that have oriented our paper, we find that energy planning based on renewable energies is imperative to tackle climate change issues, the exhaustion of resources, so it is necessary to control the management of Fossil energies that remain indispensable for certain sectors such as aviation and urban transport.

As a result, the integration of green electricity into the fishing sector, agriculture, and urban transport as we have just seen in our work, can ensure the achievement of sustainable development goals. Although, the transition to this new type of project needs time and a training plan to adapt, hybrid electricity remains an important issue initially to facilitate adaptation to purely renewable resources in a second step .figure 7. Allocation of the electric vehicle fleet in the world in 2017 by country

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INNOVATIONS IN E-BUSINESS AND SEQURITY CHALENGES

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ABSTRACT

Today, when large corporations are constantly considering their business in terms of the Internet, in particular, given its availability, scale, and ever-changing capabilities, they are running e-businesses to purchase parts and materials from other companies, collaborate on sales promotions, and joint ventures. the security and digital certificates embedded in today's browsers now available for individuals and companies, the issuer of certificates, early concerns about the security of online business transactions, and e-business, whatever the name may be Acceleration.

The growth of e-commerce is fantastic for customers, who benefit from the convenience of being able to shop from anywhere at any time - and even better for entrepreneurs, who can launch an online business for minimal capital and risk.

Numerous innovations are helping to drive this growth and ease the process of setting up shop and selling online, and in turn, building a successful e-commerce business

This paper presents a framework for the analysis of security requirements of business processes in electronic commerce.

The problem of information security in today's networked world is presented together with current common solutions applied to solve it. It is argued that the purely technological approach is not sufficient to produce trust or minimize risk so as to cause companies and their clients to conduct e-business with confidence.

Key words: E-Business, e-commerce, business processes, system security, companies.

E-İŞLETME VE GÜVENLİK ZORLUKLARINDA YENİLİKLER

ÖZET

Günümüzde, büyük şirketler işlerini sürekli olarak İnternet açısından değerlendirirken, özellikle kullanılabilirliği, ölçeği ve sürekli değişen yetenekleri göz önüne alındığında, diğer şirketlerden parça ve malzeme satın almak, satış promosyonları üzerinde işbirliği yapmak için e-işletmeler yürütmektedirler. ve ortak girişimler. Günümüz tarayıcılarında yerleşik olarak bulunan güvenlik ve dijital sertifikalar, artık bireyler ve şirketler, sertifika verenler, çevrimiçi ticari işlemlerin güvenliğiyle ilgili erken endişeler ve Acceleration adı ne olursa olsun e-ticaret için kullanılabilir.

E-ticaretin büyümesi, herhangi bir zamanda herhangi bir yerden alışveriş yapabilmenin rahatlığından yararlanan müşteriler için harikadır ve hatta minimum sermaye ve riskle çevrimiçi bir iş kurabilen girişimciler için daha da iyidir.

Çok sayıda yenilik, bu büyümeyi sürdürmeye ve mağaza kurma ve çevrimiçi satış sürecini kolaylaştırmaya ve karşılığında başarılı bir e-ticaret işi kurmaya yardımcı oluyor.

Bu makale, elektronik ticarette iş süreçlerinin güvenlik gereksinimlerinin analizi için bir çerçeve sunmaktadır.

Günümüzün ağ bağlantılı dünyasında bilgi güvenliği sorunu, çözmek için uygulanan güncel ortak çözümlerle birlikte sunulmaktadır. Tamamen teknolojik yaklaşımın, şirketlerin ve müşterilerinin güvenle e-ticaret yapmalarına neden olacak şekilde güven üretmek veya riski en aza indirmek için yeterli olmadığı ileri sürülmektedir.

Anahtar kelimeler: E-İş, e-ticaret, iş süreçleri, sistem güvenliği, şirketler.

A STUDY TO DETERMINE THE FACTORS INFLUENCING CONSUMER'S STORE CHOICE IN AGARTALA WITH REFERENCE TO SMALL ORGANIZED RETAIL STORE.

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Abstract:

Store is an enactment where the merchant is sold, usually and retail basis. A store is place where things are kept while they are not buying used. The words similar to the stores are stock, box, magazine, depot, bank, store, departmental store, center, emporium, boutique, outlet, grocery store, super market, convenience store, discount store. Retail store can be defined as a place of occupation usually purchase and manage by a retailer A consumer is a person or a class who expected to sequence, orders, or uses purchased goods, production or amenity primarily for personal, social, family, household and similar needs, not directly related to entrepreneurial or business activities. The objective is to determine the factors influence consumer's store choice in Agartala with reference to small organized retail store. A Convenient sampling is the non-probability sampling that involves the sample drawn form certain population that is around to assist whic has been applied . This factor include variables like: Fast service, Quality, Variety, Availability, so in a concluding remark it can be stated that Fast service of the store, Quality of products, Availability of goods, Variety of goods in each category and availability of goods and services inside the stores can be considered are some the important factors to the customer who shop in organized retail store in Agartala.

Key words: Store Choice, Quality, Variety, Availability

Introduction

Store is an enactment where the merchant is sold, usually and retail basis. A store is place where things are kept while they are not buying used. The words similar to the stores are stock, box, magazine, depot, bank, store, departmental store, centre, emporium, boutique, outlet, grocery store, super market, convenience store, discount store. Retail store can be defined as a place of occupation usually purchase and manage by a retailer A consumer is a person or a class who expected to sequence, orders, or uses purchased goods, production or amenity primarily for personal, social, family, household and similar needs, not directly related to entrepreneurial or business activities. but sometime concede and regulated by an compose or by some others than a reseller in which commodities is dealt primarily to ensuring buyers. (www.market search.com, www. dictionary.com)

Customer: In retailing, a customer is the beneficing of a valuables, service, product, or an idea acquire from a purchaser, trader purveyor via financial transaction or exchange for money or some other valuable consideration. The legal definition of a customer it says that a customer is any person who bargain for resale directly from the purchaser, or the distribution agent or broker. For examples, the purchaser of anguish commodities would not be considered a ‘customer’ simply on the basis of such purchase.

Consumer: A consumer is the study of the summers elaborate when individuals or groups select, acquire, use, or dispose of products, favour, concept, or incident to convince a necessity and aspiration. (Kotler , 1995)

Consumer behaviour: Consumer behaviour is the study of separate, class, or firm and all the activities associated with the attachment, utilize and clearance and facility, about the consumer’s emotions, attitudes and preference affect buying behaviour.

Consumer behaviour engaged is the 1940s and 50s as a distinct sub-disciplinary social science that blends element form psychology, sociology, social, anthropology, ethnography, marketing and economics. (Kotler, 1994)

Services: Services can be defined as any action or sake that one party can offer to another, which is essentially impalpable and does not result in the ownership of an thing. (Kotler and Bloom, 1984)

Strategies narrate how the goods will be realized by the resource. Strategies can be deliberate or can appear as a pattern of activity as the coordination conform activities such as strategic planning and strategic thinking (Kotler, 1984).

Developing courtiers like India has also finding a steady growth in infrastructural development throughout the years after LPG (Liberalisation, Privatisation and Globalisation). Organized retailing attributes to commercial activities take up by licensed retailers, that is those who are registered for sales tax, Income tax, etc. these involves the corporate backed hyper markets and retail chains, and also the privately owned large retail businesses.

Retailing in India is one of the pillars of its prudence and accounts for the about 10 percent of its GDP. The Indian retail market is estimated to be us$ 600 billion and one of the to five retail markets in the world by economic value. India is one of the fastest retail markets in the world, with 1.2 billion people. As of 2003 India’s retailing industry was essentially owner manned small shops. In 2010, longer format convenience stores and super markets accounted for about 4% of Industry, and these were present only in large urban centres.

Until 2021 India central government decide foreign direct investment (FDI) in multi brand Indian retail, forbidding foreign groups from any ownership in super market convenience store or any retail outlets, to sell multiple product from different brands directly to Indian customers. All multi brands and single brands stores in India must can find their operations to 53 cities with a population over 1 million some 7935 towns and cities in India. It is expected that thus store will now have full access to over 200 million urban consumer in India.

The commercial market place has evolved to the point wherever retail sale no longer have a monopoly on the consumer once retail almost exclusively on retail outlets for their needed goods, but today a customer can purchase from online stores or at outlets, liquidation centres and the like.

Objective and Methodology

This small study aims to determine the factors influence consumers' store choice in Agartala with reference to small organized retail store. This study adopted convenient sampling that involves the sample drawn from certain population that is around to assist. A Likert scale has also been adopted with a view to draw to measure respondents' attitudes, opinions, or perception. Subject choose a range of possible response typically include "Strong Agree" "Agree" "Neutral" "Disagree "and " Strongly Disagree" with a total number of sample size 100 and conducted a survey in Agartala , Tripura ,India. The data have been chosen from male customer and female customer. Respondents were asked question with a set of questionnaire consisting of a series of questions. In all cases, Personal interview have been conducted for the purpose of collecting the primary data, respondent and asked several questions on their choices of retail stores.

In case of secondary data source, books, journal, newspaper, magazine, census, and others surveys carried out for the others investigation. After collection of data, Factor Analysis method have been used to describe changeability among observed, correlated variables in terms of a potentiality lower number of unobserved variables.

Scope of the study

This study help retailer to know the customer choice, perception, satisfaction, consumer behaviour, and potential customer, purchasing power, their need and want, Wish to set up store, factors which influence customer for store selection.

1. **Customer Choice:** This study may help to know the customer choice, which kind and quality of product can attract customer more and customer buying willingly.
2. **Perception:** This study may help to know the customer perception what kind of service accept by customer from the product.
3. **Customer behavior:** Customer behavior is an important for retailer to identifying the real customer and potential customer. Its help retailer to expand his business.
4. **Purchasing power:** This study may help retailer to know the purchasing power of customer in this locality and it help to retailer to set up the price of product according to customer buying capacity.
5. **Need &Want:** This study may help to customer to know the need and want of customer in certain locality it also help to know the life styli of people.

6. **Location of the store set up:** This study may help to retailer for set up his store. What kind store set in which location. What kind of product demand more in that location.
7. **Factor influencing customer for store selecting:** This study may help to retailer to know the factors which influencing customers. Like: Discount, offer, parking space, Quality of product, Etc.

Research Hypothesis:

H1::- Store environment helps to influence customer to select store.
H2:- The quality of the item in the store affects customer satisfaction
H3:-Parking facility influence customer for store selection.
H4:- UPI transaction facility influence people to select store.

Discussion

Table 1: Factor Analysis and its Component Matrix

Rotated Component Matrix[a]					
	Component				
	1	2	3	4	5
Storeenvironment	0.038	0.54	-0.154	0.116	-0.536
Storespace	0.224	0.731	-0.237	0.026	-0.345
Rackingsystem	0.202	0.743	0.067	-0.024	0.047
Parkingfacility	0.175	0.499	-0.521	0.001	0.278
Influenceofbilboard	0.016	0.577	0.057	0.334	0.298
Homedeliveryfacility	0.178	0.013	0.095	-0.039	0.77
Storelocation	-0.054	0.103	0.156	0.775	0.151
Numberofcashcounter	0.164	0.037	-0.088	0.807	-0.168
Onlinetransectionfacility	0.104	0.129	-0.397	0.239	0.529
Fastservice	0.648	-0.013	0.002	0.274	0.161
Qualityofproduct	0.73	0.161	0.14	-0.077	0.017
Varietyofproduct	0.693	0.267	-0.096	-0.013	0.09
Availlabilityofproduct	0.796	0.076	-0.119	0.037	0.016
Freegift	-0.151	0.042	0.849	-0.052	0.075
Discount&offer	0.295	-0.082	0.656	0.27	0.099

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 10 iterations.

Component Matrix: The table matrix contains component loadings, which are the correlation between the variable and the component. Because this are correlations, possible range from -1 to +1. On the format subcommand, option blank(.30), which tells SPSS not to print any of the correlation that are. All correlation value are possible range and there is no any blank. That means thecorrelation matrix are suitable for factor analysis. And it is Extraction Method of Principal Component Analysis.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.566
Bartlett's Test of Sphericity	Approx. Chi-Square	369.929
	df	105
	Sig.	0

Source: analysis

KMO AND BARTLETT'S TEST: The Kaiser-Meyer-Olkin Measure of sampling adequacy is a statistics that indicates the promotions of variance in the variables that might be caused by underlying factors. High value **(Close 1.0)** generally indicate that factors analysis may be useful with your data. It has been found KMO & Bartlett's test value is **.566** it means indicates factor analysis is useful with the data.

Table 3: Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.316	22.109	22.109	2.37	15.801	15.801
2	2.025	13.499	35.607	2.101	14.007	29.808
3	1.536	10.237	45.845	1.752	11.68	41.488
4	1.403	9.356	55.201	1.595	10.635	52.123
5	1.087	7.247	62.447	1.549	10.325	62.447
6	0.921	6.138	68.585			
7	0.856	5.703	74.289			
8	0.73	4.867	79.155			
9	0.67	4.469	83.624			
10	0.575	3.835	87.459			
11	0.56	3.731	91.189			
12	0.432	2.877	94.066			
13	0.42	2.802	96.868			
14	0.278	1.855	98.723			
15	0.192	1.277	100			
Extraction Method: Principal Component Analysis.						

Source: Data analysis

Total variance Explained: The total variance explained by initial salutation, extracted components, and rotated components is displayed. This first section of table shows the initial eigenvalues. The total value columns give the eigenvalue, or amount of variance in the original variables accounted for by each component.

Explanations of table:

KMO AND BARTLETT'S TEST: The Kaiser-Meyer-Olkin Measure of sampling adequacy is a statistics that indicates the promotions of variance in your variables that might be caused by underlying factors. High value (Close 1.0) generally indicate that factors analysis may be useful with your data. It has been found that KMO & Bartlett's test value is .566 it means indicates factor analysis is useful with the data.

Component Matrix: The table matrix contains component loadings, which are the correlation between the variable and the component. Because this are correlations, possible range from -1 to +1. On the format subcommand, the option blank (.30), which tells SPSS not to print any of the correlation that are. All correlation values are possible range and there is no any blank. That means my correlation matrix are suitable for factor analysis. And it is Extraction Method of Principal Component Analysis. Total variance Explained: The total variance explained by initial salutation, extracted components, and rotated components is displayed. This first section of table shows the initial eigenvalues. The total value columns give the eigenvalue, or amount of variance in the original variables accounted for by each component.

Findings

By Summarizing & categorizing of variables into different factors it has been observed that product & service has been found more prominent in comparison to other factors. This factor include variables like: Fast service, Quality, Variety, Availability, so in a concluding remark it can be stated that Fast service of the store, Quality of products, Availability of goods, Variety of goods in each category and availability of goods and services inside the stores can be considered are some the important factors to the customer who shop in organized retail store in Agartala.

After summarizing and categorizing of variables into different factors it has been noticed that External environment has been found is more prominent to comparison other 3 factors. This factor include the variables like Store Environment, Store Space, Racking System, Billboard, so in a concluding remark it can be mentioned that Store Environment, Store Racking System, & Billboard facility of the store inside and outside the store consider are some important factors to the customer who shop in organized retail store in Agartala.

Along summarizing and categorizing of variables into different factors it has been state that offers & Discount has been found equal prominent to comparison other 2 factors. This factor includes the variables like Free gift & Discount, so in concluding remark con be specified that store free gift & discount on goods of the store inside the stores can be considered are some important factors to the customer who shop in organized retail store in Agartala.

Beyond summarizing and categorizing of variables into different factors it has been remark that Store Facility has been found equal prominent to comparison other 2 factors. This factor includes the variables like: Store Location & Cash Counter, so in concluding remark can be stated that Store location & Store cash payment counter system inside the stores can be considered are some important factors to the customer who shop in organized retail store in Agartala.

By summarizing and categorizing of variables into different factors it has been mention that Store augmented has been found equal prominent to comparison other 2 factors. This factor include the variables like: Home delivery system & Online transaction system so in concluding remark can be mentioned that Home delivery & online transaction system store inside and outside the store consider are some important factors to the customer who shop in organized retail store in Agartala.

Conclusion

After analyses the topic it can be noticed that the five factors viz. store product & service, store external environment, store offers & discount, store facilities, store augmented environment, in this five factors all variables are involve. But in these five factors tow factors are more prominent. Store product and Service, & Store external environment, but in this tow factors product & service factors are principle prominent. so, it can be stated that store fast services, quality of goods, availability of product, variety of product, store environment, store space, racking system, billboard facility, this variables are strongly influence buyer to select particular organized retail outlets. if organized retail outlets owner focused on this variables then their business will run upward and other side the retailer also focused on research gap which may be reduce the obligation of sales. if all above factors and variables are included in a store in Agartala then customer easily select that particular organized retail store for their shopping.

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GAMIFYING INSTRUCTION TO BOOST STUDENTS' BEHAVIORAL ENGAGEMENT IN A BLENDED LEARNING ENVIRONMENT

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Abstract

In this technologized and globalized era, teachers' are to explore novel tech-oriented and game-based, be they on-line or off-line, modalities of instruction to be able to offer a well-catered and well-tailored learning experience for their 21st century learners. For this, a mixed method quasi-experimental study was carried out, with 30 middle school students wherein we attempted to gamify instruction via online games in a blended learning environment. To undertake the study, twofold classroom observation namely MOLT Scheme and the BERI protocol were used in the traditional classroom. On the other hand, interviews and questionnaires were used to gauge the extent to which students were motivated by this tech-enabled mode of instruction. The results echo that students' were motivated, to a large extent, during the gamified session, especially those who have a polychronic lifestyle. Nevertheless, the study highlights the need for instructors to use and utilize personalized and customized teaching materials that fit not only their learning style but also their lifestyle. Further perspective and implications are thoroughly discussed and related to tangible instances from the literature.

Keywords : blended learning, engagement, gamified instruction, motivation

KÖKTÜRKÇE YAZILMIŞ ORHON ABİDELERİNİN DİLİNE KAVRAM ALANI TEORİSİNE GÖRE BAKIŞ

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ÖZET

Köktürklerin, Türk kültür tarihi açısından önemi; elimize ulaşan en eski yazılı Türkçe metinlerin sahibi olmaları ve sekizinci yüzyıldan beri Orta Asya'dan başlayarak Çin İmparatorluğu başta olmak üzere diğer Türk boylarıyla siyasi ve tarihi ilişkilerde tartışmasız oynadıkları büyük rolün etkisi yadsınamaz bir gerçektir. Orhon vadisinde Yenisey Irmağı yakınlarında 18. yüzyılın başlarında, genç bir subay olan Johann von Strahlenberg aracılığıyla, İskandinav Runik yazısını çağrıştıran yazılarla bezeli taş anıtların keşfi bilim camiasına duyurulmuştur. 1893 tarihinde ünlü Türkolog Vilhem Thomsen tarafından çözülen bu anıtlar Türk tarihinin en eski yazılı metinleri olarak gün yüzüne çıkmıştır. Türk kültür ve siyasi tarihi açısından büyük izler bulabildiğimiz Orhon Abideleri, Köktürklerin adeta yaşam menba'ı gibi sekizinci asırdan bugüne; onların yaşayışı devlet düzeni düşünüş ve kültürel durumları hakkında bugüne ışık tutan en değerli hazinelerdendir. Orhon Abideleri, dil ve sözvarlığı açısından Türk dili araştırmacılarının daima ilgi odağı olmuştur. Yazıtların dili sınırlı metinlerden ibaret gibi gözükse de kullanılan edebi üslup sanatkârane söyleyiş ve hikemi tarz bu abidelerin dilinin yazı dili olarak 8. asırdan çok daha önce kullanılan bir yazı dili olduğunun kanıtıdır. Bu nedenle sözvarlığı hakkında yapılacak ampirik çalışmaların gerek dil gerek tarih araştırmalarına katkısı olacaktır. Bu çalışmada Orhon Abidelerinin sözvarlığı genel bir inceleme çatısı altında 1931 yılında Alman dilbilimci Trier'in ortaya attığı 'kavram alanı teorisine' göre değerlendirilecektir.

Anahtar Kelimeler: Orhon Abideleri, Sözvarlığı, Kavram Alanı

ABSTRACT

Importance of Kökturks in Turkish cultural history; It is an undeniable fact that they are the owners of the oldest written Turkish texts that we have and the great role they have played in political and historical relations with other Turkish tribes, especially the Chinese Empire, starting from Central Asia since the eighth century. In the Orhon Valley, near the Yenisei River, in the early 18th century, the discovery of stone monuments with inscriptions evoking the Scandinavian runic script was announced to the scientific community through Johann von Strahlenberg, a young officer. These monuments, which were solved by the famous Turkologist Vilhem Thomsen in 1893, came to light as the oldest written texts of Turkish history. Orhon Monuments, where we can find great traces in terms of Turkish culture and political history, are among the most valuable treasures that shed light on their life, state order, thought and cultural status from the eighth century to the present, as if they were the source of life of the Kök Turks. Orhon Monuments have always been the focus of attention of Turkish language researchers in terms of language and vocabulary. Although the language of the inscriptions seems to consist of limited texts, the literary style used is the artistic narrative and the narrative style, which is the proof that the language of these monuments was a written language that was used as the written language long before the 8th century. For this reason, empirical studies about its vocabulary will contribute to both language and history research. In this study, the vocabulary of Orhon Inscriptions will be evaluated according to the "concept field theory" put forward by the German linguist Trier in 1931 under the framework of a general examination.

Keywords: Orhon Inscriptions, Vocabulary, Concept Area

DİFFİCULTİES OF GROWİNG ENGLİSH VOCABULARY KNOWLEDGE

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Abstract

Vocabulary knowledge is essential to support the students in improving their language skills. However, learning English vocabulary would not be easy for some students. The objectives of this study was to find out students' English vocabulary learning, difficulties of growing English vocabulary and find out the ways to grow English vocabulary. This study took place at Pathomphone Upper Secondary School. The number of students are selected in this study comprised of 60 who are studying in year 6th. The study found that a good memory was very important for learning a foreign language. Individual student had different mental ability to remember words. Repetition and revision enabled to retain their memory and helped them to use language correctly. However, they always misspelled words that have the same sound but different meaning (homophone). This happened when a word had many syllables. They could not pronounce correctly because Lao teachers who teach English likely focused on grammar rather than pronunciation. Strategy applied to remember vocabulary. They made their own personal dictionary to assist them to remember words. They took note important words in order alphabet and review them to increase their word recognition. They went through my vocabulary list several times until they were sure they know all of the words on the list. They read a wide range of topics to gain more vocabulary knowledge. Also, they translated their difficult in their notebook and looked up in their definition.

Keywords: Vocabulary recognition, learning vocabulary strategy, English as foreign language

A COMPARATIVE STUDY OF THE EFFECT OF USING SELF-ASSESSMENT AND TRADITIONAL METHOD ON IMPROVING STUDENTS' ACADEMIC MOTIVATION IN READING COMPETENCY: THE CASE OF PRIMARY SCHOOL STUDENTS

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Abstract

Nowadays, rapid changes in the role of language learning and testing have been paid remarkable effect on students' educational life. Self-assessment aims to support and improve the quality of learning with students becoming active participants in this process. With self- assessment, it is better to see how students approach the learning process and thus provide useful information to educators on each student's educational needs. There is a general concept in the review of literature that motivation is one of the potential learner characteristics. The purpose of this present research is to explore the role of reading comprehension as a self-assessment technique in promoting students' academic motivation in reading Competency. The participants were 60 primary school students in two groups (i,e. Experimental and Control Groups). The students in the experimental and control groups were all exposed to the same content and instructional method, and they had the same instructor. The subjects in control group (N=30) were instructed reading skill by using traditional method whereas the subjects in the experimental group (N=30) were instructed by using self-assessment method as the treatment.

Keywords: Self-assessment, Reading skills, Motivation, Reading Competency

SOCIAL AND EMOTIONAL IMPACT OF COVID-19 CRISIS ON EARLY CHILDHOOD EDUCATION

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ABSTRACT

The spread of Global Coronavirus disease-2019 hit the world of education in many ways. On a global scale, a great number of children have skipped early childhood education and care (ECEC) due to the lockdowns of their settings in the course of the COVID-19 pandemic. A huge majority of children missed their friends, playing with other children, as well as the routine and structure of ECEC. The need for research emerged to mitigate the social and emotional impacts of COVID-19, especially in the foundational early primary years. Assuming that learning in kindergarten and early primary grades is for the most part interactive, there's a particular need to explore the effects of the move for children in K-2.

The shift to distance learning in response to the COVID-19 pandemic impacted students mostly at the early ages, since they are most negatively exposed to the unanticipated long-term consequences. Hence, the paper is aimed at investigating the social and emotional impacts of distance education which have for the students getting engaged in early childhood education and care, based on secondary data. The study also highlights existing effective practices to ensure children's well-being during remote learning. This conceptual study will further provide evidence from some countries about the issue of early childhood education throughout the pandemic referring to existent empirical studies.

Keywords : early childhood education and care, social and emotional impact, remote learning

ÖZET

Küresel Koronavirüs hastalığı-2019'un yayılması, eğitim dünyasını birçok yönden etkiledi. Küresel kapsamda, COVID-19 salgını sırasında eğitim kurumlarının kapanması nedeniyle çok sayıda çocuk erken çocukluk eğitimi ve bakımını (EÇEB) atladı. Çocukların büyük çoğunluğu arkadaşlarını, diğer çocuklarla oynamayı ve genel anlamda EÇEB- in yapısını özledi. COVID-19'un özellikle de temel ilk yıllarda gözlemlenen sosyal ve duygusal etkilerini hafifletmek için araştırma ihtiyacı ortaya çıktı. Ana okulunda ve ilkokul sınıflarında öğrenmenin çoğunlukla etkileşimli olduğunu varsayarsak, K-2'deki çocuklar için bu dönemin etkilerini araştırmaya özel bir ihtiyaç vardır.

COVID-19 salgınının bir sonucu olarak uzaktan eğitime geçiş, uzun vadeli sonuçlara en olumsuz şekilde maruz kalmaları nedeniyle öğrencileri çoğunlukla erken yaşlarda etkiliyor. Bu nedenle araştırmanın amacı, erken çocukluk eğitimi ve bakımını temsil eden öğrenciler için uzaktan eğitimin sosyal ve duygusal etkilerini ikincil verilere dayanarak incelemektir. Çalışma ayrıca uzaktan eğitim sırasında çocukların refahını sağlamak için var olan etkili uygulamalara dikkat çekiyor. Bu kavramsal çalışma, mevcut ampirik çalışmalara atıfta bulunarak, COVID-19 salgını boyunca erken çocukluk eğitimi konusunda bazı ülkelerden kanıtlar sağlayacaktır.

Anahtar Kelimeler: erken çocukluk eğitimi ve bakımı , sosyal ve duygusal etki, uzaktan eğitim

A BOOK REVIEW ON PROSPECT ONE: IRANIAN MIDDLE SCHOOL ENGLISH BOOK

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Abstract

Due to the plethora of books available on the market, teachers including EFL/ESL instructors have to be rather selective in their choice of the textbooks in a way that they will serve their educational goals and learner needs. In this study, the Iranian EFL textbook, entitled 'Prospect One', the textbook used at junior high school level, grade 7 has been evaluated based on the criteria of McDonough and Shaw as a well-known textbook evaluation scale. The analysis hinges on both macro elements like the layout and design as well as the microelements including content, skills, pictures, and other language elements. The book enjoys some merits, yet the demerits outweigh the demerits. Due to the fact that Prospect 1 is the first English textbook students deal with at middle schools of Iran and it makes a foundation for their further learning of English, the findings from the present study may provide some insights for syllabus designers, materials developers, instructors, and Iranian EFL learners.

Key words: Prospect One, Textbook Evaluation, McDonough and Shaw, Iran

PANDEMIC OF DOMESTIC ABUSE AMID COVID-19

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Abstract

The year 2020 transformed all countries, businesses, professions and the lives. COVID-19 raised governance concerns for the governments, job issues for the employees and workers and continuous safety fears for those engaged in the health sector. But for the victims of domestic abuse, the pandemic made the lives tougher. The announcement of the lockdown in February- March 2020 all over the world and the second wave of the lockdown in many parts of the world in September-October 2020 allowed the perpetrators excuse to commit the acts of abuse on their partners. As a result, an increase was reported in the cases of abuse made to the Helplines in all parts of the world, beginning with China. The governments and the private bodies took various measures to help the victims during the pandemic. The international organisations issued set of Guidelines for the governments to make gender needs a part of their Plans to deal with the pandemic. The latest Report of the United Nations shows how miserably most of the countries failed to address gender violence. As per the Global Gender Response Tracker, only 704 measures on this area have been introduced worldwide. Considering the countries assessed over 200 in number, many countries failed to implement even a single measure to deal with the issue of gender violence. It is hoped that the COVID-19 would be a lesson for all to be more stringent against the evil of domestic abuse.

Key Words – Covid 19, domestic violence, gender.

SOCIAL WELLNESS IN COVID PANDEMIC – CONSEQUENCES AND IMPERATIVES

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ABSTRACT

COVID-19 pandemic has affected the each and every aspect of human life all over the world. The current scenario of lockdown which is presently the only option to control the wide spread of the corona virus by following social distancing with the mantra of Stay home Stay safe. From the last two months, the social life pattern of every person witnessed a paradigm shift. This scenario has posed many challenges and threats on diverse perspectives on economic as well as social fronts. The key reason of such scenario is that it is full of uncertainty in terms of its treatment, effects and measures that causing massive panic and unrest among the various sections of the society, in this background, the present paper discusses the various issues of concern in the society along with the possible measures to overcome them

Key words: COVID-19, Social life, Social unrest.

Introduction

The current vicious circle of Covid -19 and lockdown has drastically affected the society in unprecedented manner. Apart from the economic fallout, it has great impact on the various sections of the society at large. There are rising cases of mental stress among students, women, labour class and other stakeholders of the society. Social distancing also proved ill effects besides spread of corona virus in the society. Experience with similar diseases reveals that while the human costs are significant, the bulk of the economic costs are due to the preventive behavior of individuals and the transmission control policies of governments (Brahmbhatt and Dutta, 2008). It is difficult to estimate the impact of social distancing and on the whole decline of economic activity, but subjective evidence suggests that it is likely to be important.

COVID-19 is attacking lives and people's livelihoods with horrible consequences. COVID-19 is the furthermost trial that we have faced together since the formation of the United Nations," said António Guterres, Secretary-General of the United Nations. "*This human crisis demands coordinated, decisive, inclusive and innovative policy action from the world's leading economies – and maximum financial and technical support for the poorest and most vulnerable people and countries*." Further, IMF has announced that the world has entered into a recession worse than in 2009. It advocates for large-scale, coordinated and comprehensive multilateral response amounting to at least ten percent of global GDP. No single country or entity will win alone against the pandemic. A successful response and recovery will require international cooperation and partnerships at every level. Various governments are taking action in lock step with communities; private sector engagement to find pathways out of this crisis. Partnerships based on unity will be the foundation stone for development. Further, the steepness, amplitude, and timing depend on the efficiency of suppression and alleviation measures implemented to control the spread of the disease. While low- and middle-income countries have lower capacity to implement strict containment measures, they do have one advantage: that is, their rate of infection appears to be currently low and possibly stemming from low international connectedness. This creates a short window for decisive action early on to slow down the virus before it spreads uncontrollably.

Against this backdrop, the present paper illustrates the effects of COVID-19 outbreak on the various sections of the society. The paper is based on secondary sources of data. Section I contains Introduction of the paper, Section II explains the impact of COVID-19 pandemic on various sevctions of the society. The conclusion and suggestions have been incorporated in Section –III of the Paper.

Social Impacts of COVID-19 Pandemic

COVID-19 is spreading across the world at alarming speed. This is an unprecedented crisis and calls for unprecedented measures. It is affecting the global economy, hitting manufacturing and service sectors alike, with huge impacts on the labor force. Its impact on vulnerable individuals and households who are already bordering poverty may widen inequality gaps and even entrench people in poverty. The impact of COVID-19 in Asia-Pacific is tremendous due to the concentration of economic activities, demographics, urbanization, and difficult progress on SDGs. With more than two-thirds of global population, the world's most populous cities, the bulk of the world's industrial activities, energy supply and consumption, and with 46 million migrants, the crisis has shown how tightly the Asia-Pacific region is woven into the economic and social fabric of the world. However, it also shows how quick action, steadfast policies and innovation, displayed by several Asian countries, can effectively deal with this unprecedented outbreak. Civil Society, women and grassroots organizations, community-based organizations and faith-based organizations will play a vital role. In assisting the most vulnerable populations, these networks are active in bringing economic and livelihood opportunities and adapting responses to the community context. These organizations, in many locations in the world, are the first, or only, point of reference for individuals and families as they seek to cope with the impacts of COVID-19 and for the recovery ahead. The COVID-19 Pandemic is a defining moment for modern society, and history will judge the efficacy of the response not by the actions of any single set of government actors taken in isolation, but by the degree to which the response is coordinated globally across all sectors for the benefit of our human family (Sengupta, 2020).

The United Nations and its global network of regional, sub-regional and country offices working for peace, human rights, sustainable development and humanitarian action, supported by established coordination mechanisms, will work with partners to ensure first and foremost that lives are saved, livelihoods are restored, and that the global economy and the people we serve emerge stronger from this crisis (IMF, 2020).

The damaging effects of this pandemic will not be dispersed equally. They are expected to be most damaging for children in the poorest countries and for those in already disadvantaged or vulnerable situations. The COVID-19 pandemic presents the greatest test the world has faced since the Second World War and the formation of the United Nations. To understand impact on the world's children, it is helpful to distinguish three channels through which their lives are being affected. There are three main channels through which children are affected by this crisis: infection with the virus itself; the immediate socioeconomic impacts of measures to stop transmission of the virus and end the pandemic; and the potential longer-term effects of delayed implementation of the Sustainable Development Goals. Economic hardship experienced by families as a result of the global economic downturn could result in hundreds of thousands of additional child deaths in 2020, reversing the last 2 to 3 years of progress in reducing infant mortality within a single year. And this alarming figure does not even take into account services disrupted due to the crisis – it only reflects the current relationship between economies and mortality, so is likely an under-estimate of the impact. Physical distancing and lockdown measures, restrictions of movement and border closures, and surveillance strategies are all affecting children in myriad ways. Face-to-face child services – schooling, nutrition programmes, maternal and newborn care, immunization services, sexual and reproductive health services, HIV treatment, alternative care facilities, community-based child protection programmes, and case management for children requiring supplementary personalized care, including those living with disabilities, and abuse victims – have often been partially or completely suspended. The impact of the pandemic extends far beyond the sphere of physical health. The pandemic is having profound effects on children's mental well-being, their social development, their safety, their privacy, their economic security, and beyond, as we explore in the following section. The worldwide closure of schools has no historical precedent. The potential losses that may accrue in learning for today's young generation, and for the development of their human capital, are hard to fathom. To minimize these losses, many schools are offering distance learning to their pupils. However, this option is only available to some. The direct impact of COVID-19 infection on children has, to date, been far milder than for other age groups. The ultimate impact of the crisis on children hinges on how much time it will take for the pandemic to end. A longer struggle to contain the virus not only prolongs the pain caused by the pandemic, but raises the prospect that the pandemic's impact will have lingering or persistent effects on children. Governments around the world are taking wide-ranging actions to contain and mitigate the pandemic. Building on best practices already adopted by several governments, those actions need to be adapted to reflect the local context, and accompanied by additional steps to counter unintended effects on children to ensure children's wellbeing both during the pandemic and after it ends.

The public health threat from COVID-19 is the most serious from a respiratory infection since the 1918 Spanish flu pandemic (Ferguson et al. 2020). COVID-19 is the fifth pandemic in the last 20 years and the ninth pandemic in the last century (World Economic Forum, 2020). Although epidemics have been present throughout human history, the frequency of pandemics is rising (Fischer 2020). Better technology and greater resources mean that the world is in principle better able to fight disease. Moreover, the pandemic, if not managed well, can produce a series of

other crises, including financial crises. To assess the potential human loss from epidemics, public health experts compare the number of people in critical need of medical assistance with the health care system capacity to treat them at any point after the onset of the epidemic (CDC 2012). There is dire need of creating awareness of contagion, by disseminating information on good practices regarding personal and public hygiene, by testing and quarantining susceptible populations, and by screening of international travelers (WHO, 2020). The COVID-19 pandemic is a massive simultaneous negative demand and negative supply shock that creates new policy challenges.

The healthcare sector is at the axis of this challenge, and the private sector has risen to the occasion, by offering to the Government all the support it needs, be it testing support, preparing isolation beds for the treatment of COVID-19 positive patients or deploying equipment and staff in identified nodal hospitals. Governments' capacities to detect the disease, monitor, treat and contain, and keep the public informed will reflect the condition of the health system prior to the outbreak. A well-designed and universally accessible health system will prove more effective and successful in this regard. When it comes to the indirect impacts of the outbreak, massive layoffs and falling levels of production and consumption are expected. To weather the storm and bounce back stronger, governments need to protect their people from financial hardship, while maintaining a certain level of domestic aggregate demand. A comprehensive and well-coordinated universal social protection system will help mitigate disruption and cushion the negative impacts of the pandemic (FICCI, 2020).

Livelihoods for the vast majority of the region's people depend on low and irregular income. Many are poor or near poor, living in rural areas or urban slums with limited access to basic services such as water and sanitation. Any short or long-term social policy measures must therefore have these groups at heart Measures, including sickness-, unemployment-, occupational injury- and survivor benefits are standard ingredients of a normal universal social protection system. In the absence of such, governments should consider short-term relief measure by, for example, scaling up schemes already available for formal sector workers and public civil servants. Other measures would include ad hoc stimulus packages to support low-income households through unconditional cash transfers as well as to provide small and medium-sized businesses with tax breaks and similar support. Governments across the region such as Cambodia, Japan, the Republic of Korea, Singapore and Thailand are introducing such measures. While these measures are well-intended, their effectiveness and impact will depend on their targeting principles and whether they build on other already existing measures.

With an unprecedented multiplicity of shocks hitting the global economy, emerging markets and developing economies are facing additional challenges, given their weaker health systems, more constrained macroeconomic policy space, often less-diversified economies, and in some cases high risk of debt distress. Fiscal borrowing requirements are set to escalate with lower revenues and higher spending pressures at a time when capital is flowing out and borrowing costs are rising. In a context where demand on health systems exceeds capacity even in many advanced economies, many emerging market and developing economies with weaker health systems are apt to face severe problems as infections rise further. The number of hospital beds and doctors are generally lower in these countries and many rely on imported medical equipment and have limited inventories.

A number of countries are introducing stimulus packages that lack clear incentives for smallholder farmers. Farmers need cash handouts and safety net programs that can enhance their productivity. Banks should wave fees on farmers' loans and extend payment deadlines. A capital injection in the agricultural sector can help small and medium agri-businesses to continue operations. Improving storage can help reduce post-harvest crop losses along the supply chain. Any constrains to domestic trade, including bureaucratic hurdles, should be removed in order to link smallholder farmers to markets.

Governments should meet the basic energy needs of smallholder farmers and rural households. For many children in rural areas, too, school closures mean that they don't have access to healthy diet. For producers, it translates into loss of income. Local governments must consider an alternative to school meals, such as home delivery of meal to keep the producers employed and children nourished. During an emergency, governments can purchase agricultural products from smallholder farmers to establish strategic emergency reserves especially for nonperishable commodities to boost food supply. This can be used to deliver safety net programs and school meals even when schools are closed. Countries should put measures in place to assure the safety of farm workers. On-site healthcare professionals can ensure workers are not ill. If possible, workers should be tested for the corona virus. At-home corona virus tests, when they become available, could make this easier. Governments should expedite migrant workers' visas to prevent labor crunches on farm and plants, even if it seems counterintuitive. Growers and warehouses should eliminate visitors. Shops should reduce their hours, rotate the staff and double down on their delivery services. Warehouses and processing plants should be re-engineered to enable workers to practice social distancing. Health professionals should take temperatures of employees and make sure they are wearing masks, gloves and other protective gears.

Conclusion

The covid-19 pandemic has wider implications on the socio-economic fabric of the society. It is combination of health and economic emergency that is a great challenge of every nation to tackle with. The lockdown has also social effects on various sections of the society owing to complete shutdown of life activities all across the globe. Unemployment, mental illness, poverty, poor healthcare facilities etc. are creating panic among the people due to uncertainty prevailing in the environment. The government has made efforts to mitigate the impact of this scenario, but owing to huge population and uncontrollable situations, it is very difficult to tackle the present situation. The government must expand its mechanism for poor sections of the society along with wellness programmes to aware and keep healthy in this period of disaster.

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A REVIEW OF MOST RECENT LITERATURE ON HUMAN RESEARCH MANAGEMENT RESEARCH IN CONTEXT OF COVID

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Abstract

COVID-19 has become the worst nightmare for all. Individuals, countries and continents had been experiencing stress of unknown, shock of lockdown, pain of losing loved ones and fear of an impending economic crisis and recession. Even businesses are suffering immensely as productivity slips globally and the workforce needs to be squeezed. To tackle with the situation, managers have had to make a number of decisions, such as whom to remove, how to make work from home possible for the employees. With all these decisions, Human Resource Management Department of any organization needs to make sure that the employees are as comfortable as possible, are motivated and feels supported by the organization. As the role and importance of HRM cannot be ignored in managing the most critical asset for any business i.e., human resources to keep the organization running. This paper will focus on the most recent HRM research in the perspective of COVID-19. The articles to review will be collected from selected HRM and Management journals with high impact factor, using key words like pandemic, COVID 19, novel coronavirus. The search of the article will be conducted manual as well for publications made between January 2020 to May 2021. The current work will help to discover the kind of work been focused in area of HRM in context of COVID-19 and future directions for the same.

Keywords: COVID-19, novel coronavirus, pandemic, human resource management and literature review.

COVID BAĞLAMINDA İNSAN ARAŞTIRMALARI YÖNETİMİ ARAŞTIRMALARI ÜZERİNE EN SON LİTERATÜRÜN GÖZDEN GEÇİRİLMESİ

Öz:

COVID-19, herkes için en kötü kabus haline geldi. Bireyler, ülkeler ve kıtalar bilinmeyen stresi, kilitlenme şokunu, sevdiklerini kaybetmenin acısını ve yaklaşan ekonomik kriz ve durgunluk korkusunu yaşıyordu. Üretkenlik küresel olarak düştüğü ve işgücünün sıkıştırılması gerektiği için işletmeler bile büyük zarar görüyor. Durumun üstesinden gelmek için yöneticiler, kimi çıkaracakları, çalışanlar için evden iş yapmayı mümkün kılma gibi bir dizi karar vermek zorunda kaldılar. Tüm bu kararlarla, herhangi bir kuruluşun İnsan Kaynakları Yönetimi Departmanı, çalışanların olabildiğince rahat olmasını, motive olmasını ve kuruluş tarafından desteklendiğini hissetmesini sağlamalıdır. İKY'nin rolü ve önemi, herhangi bir işletme için en kritik varlığı, yani organizasyonu çalışır durumda tutmak için insan kaynakları yönetiminde göz ardı edilemez. Bu makale, COVID-19 perspektifinde en son İKY araştırmasına odaklanacaktır. İncelenecek makaleler, pandemik, COVID 19, yeni koronavirüs gibi anahtar kelimeler kullanılarak yüksek etki faktörüne sahip seçilmiş İKY ve Yönetim dergilerinden toplanacaktır. Makalenin araştırılması, Ocak 2020 ile Mayıs 2021 arasında yapılan yayınlar için de kılavuz olarak yapılacaktır. Mevcut çalışma, COVID-19 bağlamında İKY alanında odaklanan çalışma türünü ve bunun için gelecekteki yönleri keşfetmeye yardımcı olacaktır. .

Anahtar Kelimeler: COVID-19, yeni koronavirüs, pandemi, insan kaynakları yönetimi ve literatür taraması.

ETHNIC MINORITY ENTREPRENEURS IN INDIA: COPING AMID COVID-19 PANDEMIC

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The purpose of this paper is to elucidate the coping strategies of indigenous entrepreneurs with financial and entrepreneurial stress during the Covid-19 crisis. The study profiles ethnic minority entrepreneurs of India who are called the Nagas, a marginalized group of people who are termed minority in their own country based on their religion and race. Taking on the classical coping strategy developed by Lazarus and Folkman (1984), results of interviews from 8 (eight) case studies are evaluated. The findings suggest entrepreneurs adapting both the strategies simultaneously, while the emotion focused strategies were intensively utilized by women compared to men.

Keywords: Case study, Indigenous entrepreneurs, India, Nagaland, Coping, Covid-19

BATI BALKANLAR'DA AB'NİN SİYASİ ALGISININ AMPİRİK ANALİZİ

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ÖZET

Soğuk Savaşından sonra Yugoslav çatışmaların meselesi «Batı Balkanlar » bir kavram olarak dünya politikasında yer almıştır.Farklı Dış aktörlerle siyaset ve iktisat açısından tüm dönüşümlerin bağlamsallaştırılmasıyla ilgili gerilime önceden tanıklık ettiklerini düşünmek adil görünebilir.

Dönüşümler, etnik ve dini çatışmalar, sınırlardaki değişiklikler, yeni devletlerin ve yeni kurumların ortaya çıkmasının yanı sıra kalıcı yolsuzluk sorunları, zayıf yönetişim ve siyasi istikrarsızlık gibi son derece sert koşullar altında gerçekleşti.

AB, dünyadaki en gelişmiş ve kendine has özellikleri olan bir yapıya sahiptir. Bu anlamda AB'nin Batı Balkanlar'a yönelik politikası da, günümüzde bölge ülkelerinin AB ile bütünleşmesini öngören iddialı bir gündemle ilerlemektedir.

AB, eski Yugoslavya'daki çatışmalara en iyi çözümleri bulup önerebilir görünüyor; duruma dikkat eden ilk aktörler arasında oldu.

Batı Balkanlar'daki AB genişlemesinin mantığı son birkaç yıldır değişiyor. İstikrarın pekiştirilmesi ve liberal siyasi ve ekonomik reformların tam olarak uygulanması, artık bölgenin AB üyeliğini savunmak için öne sürülen temel argümanlar değildir. Avrupalı karar alıcılar, AB'nin Batı Balkanlar'daki diğer dış aktörlerin, yani Rusya'nın , Çin'nin ve Türkiye'nin etkisini kontrol altına almaya devam etmesi gerektiğini giderek daha fazla iddia ediyorlar.

İlk olarak, bu makale hem Rusya, Çin,Türkiye hem de AB'nin bölgedeki dış politikalarının geçmişini ve geleceğini incelemektedir. Aynı zamanda, bu bölgede stratejiler görülüp görülmediğini incelemek için her aktörün de dış politikalarındaki uyumluluk analizi yapılacaktır. Batı Balkanlar'daki siyasi seçeneklerin analiziyle sona erecektir.

Anahtar Kelimeler : AB, Entegrasyon, Dış Politikası

EMPIRIC ANALYSIS OF THE EU'S POLITICAL PERCEPTION IN THE WESTERN BALKANS

ABSTRACT

After the Cold Wars, the problem of Yugoslav conflicts has been included in world politics as a concept of the «Western Balkans». It may seem fair to think that they have already witnessed the tension in contextualizing all transformations with different external actors in terms of politics and economics.

The transformations took place under extremely harsh conditions such as ethnic and religious conflicts, changes in borders, the emergence of new states and new institutions, as well as persistent problems of corruption, poor governance and political instability.

The EU is the most developed and unique structure of the regional integration in the world. In this sense, the EU seems to be able to find and suggest the best solutions for the former Yugoslavia. The EU was among the first actors to pay attention to the situation in the region.

The consolidation of stability and the full implementation of liberal political and economic reforms are no longer the main arguments for defending the region's EU membership. European decision makers are increasingly arguing that the EU must continue to control the influence of other external actors in the Western Balkans, namely Russia, China and Turkey.

First, the article examines the past and future of both Russia, China, Turkey and the EU's foreign policies in the region. At the same time, an analysis of each actor's foreign policies will be conducted to examine whether there are strategies in this region. It will end with the analysis of the political options in the Western Balkans.

Key Words: Integration, EU, Foreign Policy

SOCIAL ENTREPRENEURSHIP: AN INCLUSIVE INNOVATION PROCESS

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ABSTRACT

Innovation led social entrepreneurship is the one of the most discussed and deliberated topic in India in the contemporary scenario. Entrepreneurial ventures in India are writing success stories of holistic growth and community development. . The social impact space in India has evolved considerably in the past decades and continues to evolve still. The emergence of social entrepreneurship is to fill the developmental gaps which not-for-profit organizations, for-profit organizations and the state have not been able to do. These gaps we perceive to be the change in quality of life and social enterprises aim to reach to the population at the bottom of the pyramid. The country hold countless opportunities for the social stakeholders to invent countless innovative solutions. The startup ecosystem in India is great and is on a growth trajectory, and offers unlimited freedom which gives flexibility to try new things at low risk by social enterprises. Thus the real meaning of the 'social entrepreneurship' can be conceptualized in the local concept. This paper attempts to travel through the journey of development of social entrepreneurship in India, its growth and transformative relationships it builds in the society.

Keywords: Social entrepreneurship, community development, transformative relationship

Introduction

Looking back into the history of Social entrepreneurship in India, one can find strong evidences of dynamism of social enterprises in the socio economic development of the country. India has always left a formidable footprint in the global map of social development and transformations from time immortal. In the past decade, India has witnessed considerable growth in its social enterprise activity. The social impact space in India has evolved considerably in the past decades and continues to evolve still. The emergence of social entrepreneurship is to fill the developmental gaps which not-for-profit organizations, for-profit organizations and the state have not been able to do. These gaps we perceive to be the change in quality of life and social enterprises aim to reach to the population at the bottom of the pyramid.

India as a country has an immensely complex and diverse socio cultural landscape in terms of history, people, cultures, customs, religion, social behavior and seasons. The richness of diversity binds the country in its successful and less successful transformations. To address the issues of society and its diverse communities India requires social enterprises which can design and implement renovating solutions. The country hold countless opportunities for the social stakeholders to invent countless innovative solutions. The startup ecosystem in India is great and is on a growth trajectory, and offers unlimited freedom which gives flexibility to try new things at low risk by social enterprises. Thus the real meaning of the 'social entrepreneurship' can be conceptualized in the local concept. The existing ecosystem of social enterprises in the country has been crafted independent organizations, institutions, government, and individuals who have accelerated the process by giving a new meaning to growth of social entrepreneurship bringing about a positive change in the socio cultural environment.

The phenomenon of social entrepreneurship has gone through phases of developments, but there is still need for deliberation among policy makers, practitioners and researchers on what it actually means(Choi and Majumdar 2014). India is the world's second most populated country and is the world's 7th largest country in area. Embraced with unique geographical and human diversity with a multilingual and multi-ethnic society and it is also the world's largest democracy. Being this big and huge will bigger concerns which need to be addressed and solved. Thus enters brilliant social innovators who come with unique ideas to solve more than one issue, striving to create a transformation in the society. These entrepreneurs do not only dream to accomplish big in life, but they also cultivate their passion to resolve the social disturbances in our country. India too is in much need of this new breed of Sociopreneurs to come out with exceptional business models to address the ecological, community and social issues. Being an entrepreneur is challenging path but addressing social issues in this makes it more challenging.

We should look forward to bring transformational changes in the society, merely depending of government aid is not sufficient to solve the pressing problems in the society. There is a need for creative and pioneering resolutions to bring about sustainable growth, job creation, and enhancing competitive abilities. New solutions to trade, education, sanitation, money transfers, housing facilities and meeting the basic needs of the people are bringing ground breaking transformations in the thinking process, basic beliefs thus resulting in community transformations.

Social entrepreneurs break free of conservative norms and practices to accomplish economic liberty. Their wish to create and co create, thrive and earn profit in the business activity while keeping in mind the aspects of community, social and environmental concerns to promote growth and enrich to our quality of life of people around them.

Research Methodology

The study is based on secondary data. The secondary sources of information have been contextually designed and used for the paper, which are from various books, journals, research articles and internet sources.

The India Story

Social innovations gave a novel dimension to country’s well-encompassing growth story. Fresh ideas and transformative solutions to unique challenges have contributed to the community development by providing employment and livelihoods to substantial number of people across the country. Social impact and entrepreneurship are deeply embedded in the country’s way of life. Cooperative and community-owned business models like Amul and Fabindia were initiated in India since the 1950s, and the global social entrepreneur support institution, Ashoka, brought in the term ‘social entrepreneur’ in the year 1981. The Indian social venture network is one of the most forward looking in Asia, with an increasing number of domestic and international investors and support networks These social organizations are achieving their multi faceted objectives by innovating and involving people in a range of income-contributing roles: facilitating transformative services; enhancing entrepreneurial infrastructure; sales; and manufacturing. They are the motivating front runners in filling gaps of India’s inclusive development story.

In contemporary scenario, India today needs countless social entrepreneurs. What is needed is a revolution from young entrepreneurs of different walks of life in creating and implementing useful, ground-breaking and sustainable solutions to face social and environmental issues. Innovative solutions include sustainable services and products for profit or as non-profit initiatives. The country needs multiple social entrepreneurs with innovative solutions to the society’s most impending social challenges in the areas of sanitation, education, water conservation, gender bias, primary health, female foeticide, carbon emissions and other environmental problems. These concerns are unrelenting in nature and need immediate solutions.

Social entrepreneurs also search for imbalances pressing the society, the originating causes behind such social problems, or the social stigma associated with different sections of the society leading to poverty . The social entrepreneur do not focus on profit motives but bringing about community development changes in the society.

Some success stories of Indian socialpreneurs are Aravind Eye Hospitals provides large-volume, high-quality and affordable care. In fact, 50% of its patients receive services either free or at steeply subsidised rates, yet the organisation remains financially self-sustainable. Oddoor farms near Mangalore, Karnataka, provides an inspiring example of the efforts made by Rajesh Naik to transform 120 acres of barren land into a lush green farm through his persistent efforts of creating a 2-acre wide and 50-feet deep lake, which has not only transformed the surrounding area, but has also helped in improving the water table in the surrounding villages, besides helping in the development of a self-sufficient organic farm and a dairy.

Social Entrepreneurs with their unique initiatives have in India have become the backbone of society ,for their they strive to add value to society and Aiming to improve the lives of the masses of the country. Another such example is of Chetna who is aiming to help 1 million rural women entrepreneurs by 2020. President and Founder of the Mann Deshi Foundation the means of skill training and grooming.Or talking about an organization working on health care facilities is Padcare Labs which deals in sanitary wastes and created an UV based decontamination product used to disinfects the virus within 15 seconds and making it available to the people. Similar organizations are working on similar grounds like Frontier Markets, which sells solar lamps to rural Rajasthan through its networked women called '*Sahelis'*, are now deploying field staffs to deliver essential goods to each household just like an Amazon delivery service. Machhindra Bhalerao, created the most environmentally-friendly approach to cleaning up after an oil spill disaster that is to absorb the oil and recover through his invention "NanOlSorb". Every year Goonj processes thousands of tons of urban surplus material to run 3000+ development activities across rural India. With the clothes as motivation, people build bridges, dig wells, repair roads and other community building activities. These people don't get material as charity but earn it as a reward for their work. The work that Goonj does brings attention to essential but often ignored needs of people. Millions of kilograms of donated cloth is turned into sanitary pads, Sujnis, and Aasans, giving livelihood to thousands of people. Goonj is a mass movement connecting people in the cities and villages of India as equal stakeholders.

Digital Green is also another venture in India that builds and deploys information & communication technology to amplify the effectiveness of development efforts around the world to affect sustained social change. It is dedicated to improve the social, economic and environmental sustainability of small farmer livelihoods. The unique components of Digital green are: a participatory process for content production, a locally generated digital video database, human-mediated instruction for dissemination & training & regimented sequencing to initiate a new community and feedback channels.

Concluding Remarks

Social entrepreneurship has the most challenging opportunities in the developing nations rather than in developed countries as there are more inequalities in terms of financial structure, educational enhancement and more opportunities for sustainable developmental growth.
These entrepreneurs can bring changes in the society by inculcating creative methodologies and introducing unique products and services which can resolve the societal concerns and can create social values along with the economic sustainability among the people of the country.
Social entrepreneurship can advance with the objective of addressing the societal needs, which basically cater the low-income group of the society. So, it is again an opportunity for the social entrepreneurs to cater huge population under this segment and can exploit the volume by providing the products/services at affordable prices so that maximum individuals get benefitted from the innovative solutions.
Social entrepreneurs can bring about development changes in the society as portrayed in the success stories discussed above by providing the distinctive and innovative solutions to the community at sustainable prices. Government, corporate, institutional partners, academic and all pillars of society should come together to build a sustainable infrastructure to support this social revolution which instrumental in bringing positive changes in the society. It is an innovative solution for long term growth and community development. This innovative process

can develop economic support system in the country. Social entrepreneurs are agents of change and can create sustainable changes for societal growth.

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THE ROLE OF DIGITAL TECHNOLOGIES IN TOURISM DEVELOPMENT GENERALLY AND DURING COVID19 (EXAMPLE OF GEORGIA)

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ABSTRACT

Nowadays people are more willing to spend money on travel than ever before they are looking forward to opening borders after the global pandemic. New possibilities make traveling easier and travelers can choose options quicker for immediate travel. Travelers do not have to check special hotels in a chosen destination and compare prices to find the most suitable or cheapest option. Web-sites, as well as mobile applications in tourism, can do that for them, making traveling much simpler, easier and more comfortable. Tourism is fast-growing industry becoming more popular day by day and the main aim of the research was to study the role of digital technologies in tourism, especially during COVID19.

Key Words: digital platforms, digital technologies, mobile applications, tourism applications, covid19

Introduction:

Digital platforms are disrupting the way the tourism sector is run from end to end - impacting the way destinations facilitate tourism, develop a product, access markets, gather data, and attract visitors. This digital disruption has ripple effects across the tourism industry, making it challenging for low-income markets to leverage tourism for development impacts [Digital Platforms and the Future of Tourism: A world Tourism Day Celebration**]**. These new technologies will force companies to find new ways to expand the markets in which they compete, to attract and retain customers by tailoring products and services to their needs **[**Cosma et al., 2006**]**.

As technologies face rapid development and the number of mobile users increases each year, tourism promotion should no longer be performed exclusively in traditional fashion with printed or web flyers and brochures. Promoting through a communication network has made e-marketing possible from anywhere at any time, using the Internet, wi-fi networks or local area networks. Especially, mobile devices allow people to buy on the move using portable devices, such as cell phones, personal digital assistants (PDAs) or laptops. Technology-delivered e-marketing is where the consumers are never in physical proximity to the provider and may be delivered via a mix of asynchronous and synchronous technologies. With the increased number of cell phone users in Europe and in the whole world, it is compelling that we build a relation between the consumer and tourism service provider through the most used communication means: cell phone. We propose an involvement of the mobile communication companies in the marketing process, especially in the target market identification and demand-supply correlation process by using a mobile service. From the marketing point of view, the proposed system is seen as an innovative way to develop tourism industry [Qushashvili] and it is especially important for the developed countries. The idea of the article was to make research and find out the importance of mobile applications, what applications are used in Georgia and how travelling changes for better according to Digital Technologies.

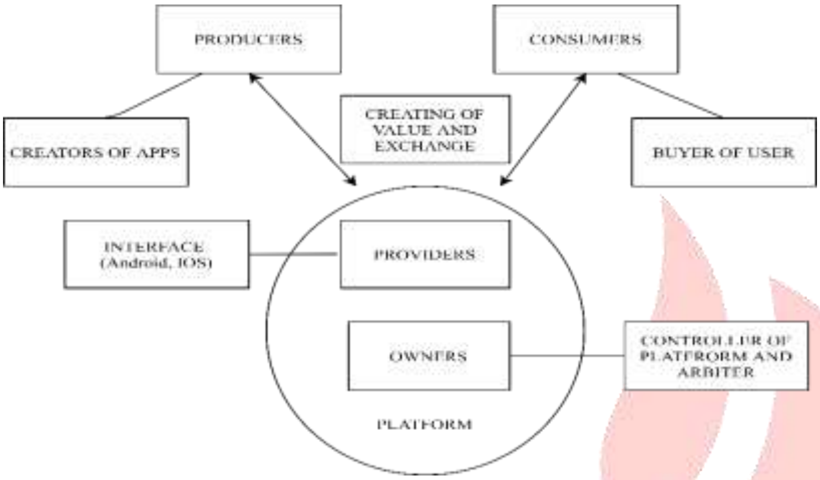
The idea of Digital Platforms

When creating value, there is a meeting of these crucial parties: The owner of the platform are usually companies from the private sector. The owner of the platform is responsible for managing and developing the platform. The examples are Apple and Google that offer their platforms as the App Store and the Google Play mobile app manufacturers to sell their services that support the platform. Users and consumers – individuals, communities, or business entities that use the value provided by the platform. The end user will download the mobile app using the respective app store, which uses its platform to provide developer services. The manufacturer and producers – create offers that they sell using a chosen platform. For example, app creators sell their products using Google Play or App Store. Provider – the role is to provide a platform interface. For example, mobile phone manufacturers. Another part of the platform constitutes other interested parties. The first large group involves partners in the development, the capital formation of a company that can significantly influence the emergence of the platform ecosystem. Other stakeholders also include a part of the public sector that understands the benefit of developing the platform for public welfare, as well as the various regulators of states that recognize any unlawfulness within the business. Regarding digital platforms, the question of modularity arises where it is possible in digital content applications as well as in their distribution. By making the digital platforms easy to obtain, they can be part of multiple mobile devices, networks, and part of operating system platforms. A digital platform creates value when producers interact with consumers. The platform provides open, participatory infrastructure for these interactions and sets out the conditions for their management. The main purpose of a platform is to allow trade between users and to facilitate the exchange of goods, services, or social value, allowing for value creation for all participants. The platforms create value in the community, and thus, people use it. Platforms can circumvent business rules, soften firm business boundaries, and transform the business of internal processes [Digital Platforms and the Future of Tourism: A world Tourism Day Celebration.]. In case of Georgia, public organizations are also ordering mobile applications to change the life for better, for tourists as well as for local people too.

Figure 1 shows us the key participants who are taking part in the Digital Platform. The main characters on the one hand are owners and providers of the platforms and on the other side are producers and consumers. In the circle there are also engaged the creators of the applications, the interface of the platform, buyer or seller and controller of the platform and arbiter (see figure 1).

Figure 1

Shows the key participants of a standard digital platform



Note. *Adapted from Weill, P. and Woerner, S.L.*

The owner of the platform – usually companies in the private sector. The owner of the platform is responsible for developing and managing the platform. An example is Apple and Google that offer their platforms as the App Store and the Google Play mobile app manufacturers to sell their services that support the platform;

Users and consumers – individuals, communities, or business entities that use the value provided by the platform. The end user will download the mobile app using the respective app store, which uses its platform to provide developer services.

Manufacturer and producers – create offers that they sell using a chosen platform. For example, app creators sell their products using Google Play or App Store.

Provider – The role is to provide a platform interface. For example, mobile phone manufacturers (Genzorová et al).

According to the Digital 2020 April Global Statshot Report more than 4.57 billion people around the world now use the internet – close to 60 % of the world's total population. This number is still growing too, with our latest data showing that more than 300 million new users came online in the twelve months to April 2020, equivalent to an average increase of more than 800,000 new users each day. Most internet users (92%) use mobile devices to go online, but computers also account for an important share of internet activity, with more than three-quarters of internet users in the world's larger economies going online via laptops and desktops.

Roughly 84 % of the world's internet users (3.81 billion people) use social media each month, and six social media platforms now claim to have more than 1 billion monthly active users. Popular social media between the travelers are: Facebook, Instagram, Linkedin, Snapchat, Twitter and Pinterest (Digital around the world).

Digital platforms and Tourism

Digital platforms in the travel and tourism industry are increasingly used, both by travelers and by businesses engaged in the industry, so digital platforms and online travel agents are major players. For instance, Booking.com comprises 29 million accommodation listings in 154,000 destinations worldwide and operates in 190 countries. Similarly, TripAdvisor reports 8.4 accommodation listings in 156,000 destinations spread across 49 markets, with 490 unique monthly visitors that provide more than 250 reviews and opinions per minute. In developing countries, tourism service providers' use of digital platforms is growing, both across traditional (e.g., hotels) and non-traditional (e.g., "bed and breakfast") establishments [Lopez-Cordova E, 2020].

Goldfarb and Tucker [2019] analyze how digital technologies affect economic activity in the broad, not only in the tourism sector, distinguishing between five different types of costs that such technologies help reduce: (i) search costs; (ii) replication costs; (iii) transportation costs; (iv) tracking costs; and (v) verification costs.

Three key phases of technology development can be identified in tourism which is given in Digitalization in Tourism Report [Xiang, Z. & Fesenmaier, D, 2017], see table 1

Table 1

Three key phases of technology development can be identified in tourism

Phase 1 Sales and Marketing	In the last decade of the 20th century (1990-2000), the introduction of the Internet enabled destination organizations and businesses to harness technology as a marketing tool. Digital point-of-sale and supporting software helped SMEs improve internal operations. Websites began to replace paper-based marketing materials, destination management organizations became "information brokers", web-based reservation systems started to facilitate business transactions, and distribution systems facilitated increased coordination across the industry.
Phase 2 Digital Business Ecosystems	Between 2000 and 2010, the Internet consolidated its place as the key source of information for travellers, and advances in Internet technologies enabled a virtual marketplace where products and services could be searched, compared, and transacted (i.e. purchases, shared, swapped, etc.) online. A shift in emphasis from products to the visitor experience meant that suppliers became increasingly interested in customizing products and developing personal connections with their customers. Innovative online intermediaries emerged such as Expedia, disrupted the traditional travel agency business model, and growth of review sites like TripAdvisor put the customer in control of their purchases but also gave them an influential role in the decision making of future consumers. Visitor Information Centres saw a decline in their role as point of contact, and tourists increasingly booked and

	completed electronic transactions online, which in turn facilitated the expansion of global markets.
Phase 3 Integration of systems	From 2010, advances such as cloud computing, mobile and wearable technologies, augmented and virtual reality, GPS, and increased integration and interoperability of digital systems have facilitated interconnectivities between digital and physical worlds. Combined with collaborative social media platforms and Web 2.0 that facilitates user-generated content, these advances have opened up new and innovative product development opportunities that have accelerated the global reach of tourism enterprises.

Note. *Adopted from Xiang, Z. and Fesenmaier, D (*Digitalisation in Tourism

Table 2

Examples of digital technologies transforming tourism

Phase 1. 1990-2000	**Phase 2. 2000-2010**	**Phase 3. 2010 onwards**
Electronic cash registers Financial software Mobile phones Email Intranet Internet banking Office software Video conferencing Websites Destination (city) cards	Smart phones Computer graphics software Property management systems Computerised ticketing systems Computerised stock control systems Online booking systems Customer reservation systems Email marketing Customer relationship systems	Augmented reality Virtual reality Mobile Apps Cloud computing and online data storage Wearable technologies Social media Google analytics Review websites Collaborative online environments Web 2.0 Chatbots and instant advice Peer production, e.g. platform collaborative economy; commons collaborative economy

Note. *Adopted from Xiang, Z. and Fesenmaier, D*

Technological advancements are having a deep impact on the tourism sector. These innovations range from business management technologies (e.g. mobile technologies/cloud computing, automation and advanced robotics, blockchain, data analytics, cloud computing), to technologies that produce innovative tourism products, services and experiences (e.g. virtual/augmented reality, Internet-of-Things), and technologies that assist, understand and connect with markets (e.g. data analytics, cloud computing, and artificial intelligence) **[**OECD, 2017c**]**

Enabling technologies shaping the tourism ecosystem

Mobile technology/cloud computing. Cloud technologies, Wi-Fi and international mobile plans make mobile devices increasingly pervasive and important travel aids, including for accessing destination information in real time, online booking, mobile payment. Cloud technologies allow SMEs to manage their business from anywhere highspeed internet is available.

Data analytics. In the digital era, consumers and businesses alike are in the perpetual generation of new data. The capacity of businesses to use data drives new business models and productivity. Data analytics can predict customer preferences and channel consumer purchasing behavior. It is also used for revenue management and to employ dynamic pricing. Employees of SMEs must develop skills to be part of this data driven ecosystem and issues of privacy, data sharing are key concerns of government.

Artificial Intelligence (AI). Artificial intelligence, chatbots, and voice technology enable customers to undertake internet searches, digital check-in, access digital concierge services, voice assistants and smart rooms. This technology offers a personalized, customized, on-demand service that facilitates seamless travel.

Internet of Things (IoT). IoT can fuel a data rich tourism sector and support smart tourism by making cities more efficient. The interoperability of sensors, data, and automation produces real time insights and information for marketing and managing tourism, for improving visitor experiences, increasing operational and resource efficiencies while also reducing environmental impacts.

Augmented reality/Virtual Reality (AR/VR). Augmented reality systems show virtual objects in the real world. Uses in tourism can include replacing paper-based marketing and advertising materials, gamification and augmented visitor experiences in the destination, and travel assistants that guide users through complex public transport systems in real time.

Blockchain. Smart contracts, based on blockchain, can be used across the supply chain. Future gains would see user-friendly apps tailored for wide diffusion to tourism businesses of all sizes to enhance end-to-end user transparency [Preparing tourism businesses for the digital future].

Since ecommerce has taken off on the internet, tourism products have become one of the most traded items on the net. Tourism products and services have been made available on the internet at bargain prices through intermediaries. Tourism providers (hotels, airlines, etc.) have started to sell their services through the Internet. This has put pressure on intermediaries from both the virtual and the traditional brick and mortar stores. According to a study, 39% of leisure American travelers (whether they use the Internet or not) think that the Internet is easier and faster to use for travel planning than a travel agent. This figure proves extremely important, not only for the future of the e-tourism sector but also on the behavioral point of view. The same study said that 66% of American Internet users think that the services provided by their travel agent are not as good as the ones provided by e-tourism websites [Cosma et al].

The definitions of tourism innovation (e.g. product, service and technological innovations) is not very clear, with the exception maybe of the Internet. New information and communication technologies can produce an important contribution to tourism development. For tourism businesses, networks offer the potential to make information and booking facilities available to large numbers of tourists at relatively low costs. It also provides a tool for communication between tourism suppliers, intermediaries, as well as end-consumers.

According to UNWTO, the Internet is revolutionizing the distribution of tourism information and sales. An increasing proportion of Internet users are buying on–line and tourism will gain a larger and larger share of the online commerce market. Obviously, the Internet is having a major impact as a source of information for tourism. Part of the problem relates to the scale and affordability of information technology, as well as the facility of implementation within rapidly growing and changing organizations. In addition, new solutions configured for large, stable, and internationally-oriented firms do not fit well for small, dynamic, and locally-based tourism firms [Kenneth et al 2012]. According to a United Nations report [2001], "it is not the cost of being there, on the on-line market place, which must be reckoned with, but the cost of not being there." It is certain that adopting digital communication and information technology is no longer an option, but a necessity [Qushashvili].

Digital tourism is not a new concept and has already entered the online activities of many people. They also look through recommendations and reviews on sites such as TripAdvisor, Orbitz and Expedia. Some are travel management sites such as TripIt and Kayak. Other sites allow travelers to compare prices and book flights and hotels like Google Flights, Priceline.com, Booking.com and Hotels.com [Digital Tourism: How We Travel in the Digital Age].

Diagram 1.*Statistics of using applications while traveling*

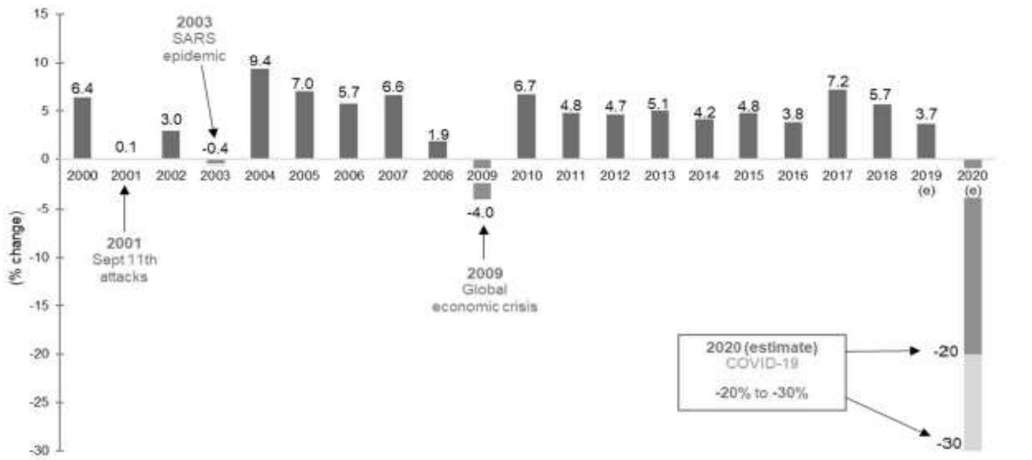
Note. *HOW CAN TOURISM ENTERPRISES BENEFIT FROM MOBILE APPS?*

A report on electronic commerce (e-commerce) in the EU highlights that over 70% of internet users made at least one online purchase of goods and services over the previous 12 months period for private use. Of that group, over half (54%) purchased travel and holiday accommodation, behind only clothes and sports goods, which were purchased by around two-thirds (65%). E-shoppers in the 25-54 age group were most likely to purchase travel and holidays (57%). The findings also indicated that the proportion of e-shoppers varied considerably across the EU, ranging from 29% in Romania, to 91% in the United Kingdom [Eurostat, 2020, Preparing tourism businesses for the digital future].

At the global level, the tourism industry is one of the sectors with the highest development World Tourism Organization (UNWTO) was forecasting that international tourism will continue growing at the average annual rate of 4%. By 2020 Europe will remain the most popular destination, but its share will drop from 60% in 1995 to 46%, this forecast was done before covid19, but now it is said that tourism declined by 20% to 30% in 2020, back to the levels of 5 to 7 years ago, see the diagram 1 [COVID-19 - a global insight on travel and tourism impacts UNWTO & Data Partners].

Diagram 2.

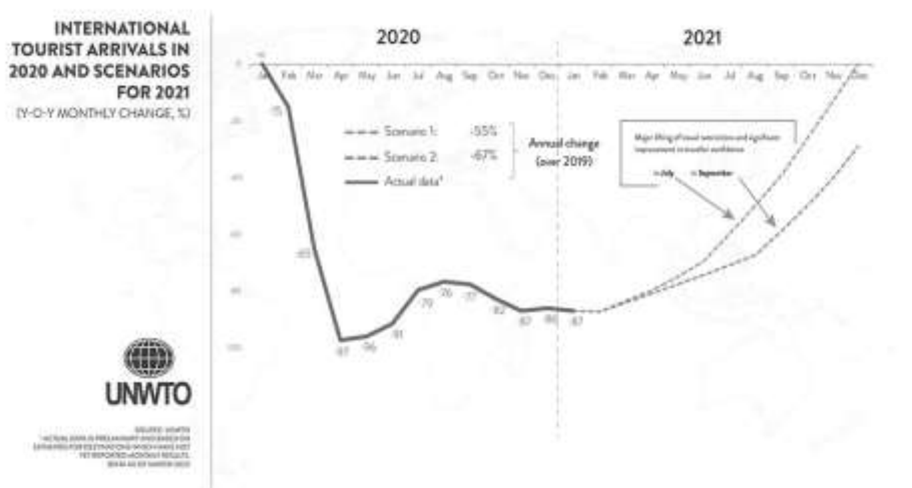
UNWTO 2020 forecast - international tourist arrivals, world (% change)



Note: *Adapted from COVID-19 - a global insight on travel and tourism impacts UNWTO & Data Partners*

Diagram 3.

UNWTO International tourist arrivals in 2020 and scenarios for 2021



Note: *Adapted from UNWTO*

As it was already mentioned 60 % of the world's total population are using internet, so for tourism industry is really having a challenge to use digital platforms and especially after Covid 19, when countries have begun campaigns how to restart tourism and use digital platforms for it for this reason in Georgia were held several workshops which will be discussed below.
web page.

The Impacts of COVID-19 on Innovation and Digital Transformation in Air Transport report, which is the second installment of the Air Transport 2035 series, explores how air transport industry stakeholders see the coronavirus pandemic affecting their current priorities and future strategies for innovation and digital transformation. The study draws on a combination of a global air transport industry survey, desk research, expert interviews, and the inputs of expert contributors and participants at industry webinars held on May 13th and May 20th.

Investing in innovation and digital transformation
A global survey conducted as part of the report found that 63.7% of respondents expect the COVID-19 crisis to accelerate innovation and digital transformation projects within their organization, 19.2% expect their organization to continue with their pre-coronavirus plans, and only 17.1% expect innovation and digital transformation projects to be delayed.

More than three-quarters of respondents (77.4%) expect to see increased adoption of "touchless" biometrics to verify passenger identity, 74.8% anticipate greater use of self-service and automation for passenger processing, and 69.2% expect to see technology used to identify passengers displaying COVID-19 symptoms.

Increased use of mobile devices and apps to assist or control the passenger journey (67.1%), and use of technology to identify staff displaying coronavirus symptoms (58.6%), also feature highly on the priority list. At the other end of the scale, despite a number of trials being announced, globally only 27.4% of respondents anticipate the use of robots for customer service tasks (The impacts of COVID-19 on innovation and digital transformation in air transport).

According to the Fundación Orange study on Digital transformation in the tourism and hospitality sector, "the tourism and travel sector makes extensive use of both information and transactions in all stages of the value chain." Consumers search for information before a trip, they compare and check opinions of other travelers, and then they reserve tickets, hotels, and even tickets for shows and museums. During the trip, from online check-in to looking up information about restaurants and leisure activities. After traveling, they add their review to the information that other travelers will consult. All of this is done on a mobile device in more than 50% of cases.

With this in mind, digital strategies in this sector are increasingly based on online presence, differentiation, and reputation in order to be competitive.

But there are two ways of adapting to this digital transformation: being reactive, that is, incorporating technologies and processes that respond to consumer needs; or being proactive, offering new unexpected possibilities that take the customer's digital experience to a new level.

In this adaptation, the role of the mobile device is gaining importance, since its use in all phases of the process is increasing every year, especially among millennials. In fact, for 90%

of Spanish companies, going mobile is the key trend in digitalization right now (Digital Business Trends. A digital, 2015).

Digital platforms challenges and Georgia

Wehost is the first Airbnb management company in Georgia to help those who want to rent an apartment to the owners of the properties. Following in the footsteps of the development of modern technologies in the world, geo-information systems of tourism are actively integrated in web and mobile technologies in Georgia too, for example the application biliki offers customers a ready-made electronic product, which details the type of road / trail, distance, a textual description of the location, photographs and more. Each object is a detailed text Presented with description and photo material. In addition, Biliki is affiliated with and integrated with booking.com, which allows customers to find and book exactly the hotel that is located on the route of their choice. The app also integrates a car booking system, which is a good opportunity to save effort. Also, the application is enriched with various tips on travel equipment, rules in protected areas, transportation and other important issues (Qushashvili).

For this purpose was created innovative startups - Expago, digital platform, which is visiting Georgia travelers with local residents with the opportunity to, in different cities, and the angle of everyday life will become and culinary, agritourism, extreme and their interest in other areas of the local people as the sun attention is a unique experience. Through Expago, local and international tourists in Georgia share the type of tourist experience and information that they cannot get from books / the Internet or even traditional tours.

Tourists can book the next rounds in the application at this stage; Astro, night economy, shopping, theater, Soviet cars, Old Tbilisi, culinary, agritourism and more. The app is very easy to use. It can be downloaded for free on both Android and IOS mobile phones. The application can also be used on the website – desktop version (Expago).

Within the huge and diversified mobile apps market, travel-related apps rank as the 7th most downloaded type of apps. An amazing 60% of the total 1.75 billion smartphone users worldwide have downloaded travel-related apps and 45% of the same group is going to use mobile apps to plan future holidays (how can tourism enterprises benefit from mobile apps?)

Many tourism and hotel companies are not just putting their web or offline functions in mobile format, but they are also creating experiences and new business models designed specifically for the mobile channel. The following list of factors gives an idea of the full potential of digitalization:

Searching for information before the trip: perhaps the most widespread use, since today more than 90% of users check information on the Internet before reserving a trip or hotel. This translates into a responsive website and even into versions directly envisioned for mobile devices, apps, and useful, quality content creation for the user, such as the NH Hoteles group blog.

Checking recommendations: although this is part of the process of searching for information before the trip, in many cases, it is done via other channels, not on the company's website, therefore following up with and responding to reviews, especially negative ones, regardless of whether they are justified requires separate handling.

Online check-in and check-out: among the most pragmatic functions, especially for reserving hotels and flights, the possibility to check in online saves time and paperwork for the customer and improves the company's internal management. In some cases, such as when reserving flights with some airlines, you must check-in online in order to avoid an additional cost to do so at the check-in counter; this does not fit well with loyalty strategies, but in most cases, it is an added value.

Secure reservation and purchase process: increases in online reservations and purchases have also brought with it increased user concern for the security of their personal and financial data. One of the main challenges for any company is to implement disruptive solutions that offer high security in data handling while not causing a poor user experience, since this leads to high percentages of abandonment in the reservation and purchase process.

App development: users also search for information during the trip, which has fostered the development of both general and specialized apps. In the case of hotels, they can serve to provide information about places and activities both in and outside of the hotel, with mobile services customized according to user preferences. There are also apps developed by tourism organizations such as Paradores of Spain or virtual tourist offices, and by city governments themselves to promote local tourism.

Smart cities: some towns, taking a step further in developing apps, have begun to implement geolocating smart systems with beacons that provide useful information for tourism: weather, hotels, culture, transportation, and even additional services such as supervision systems for children.

Connectivity: free mobile connectivity is essential now for many users, both Wi-Fi and 4G, for example. Internet connections are not only offered now in most hotels and other establishments such as restaurants and airports, but there are also areas implementing free Wi-Fi throughout the whole city.

Access to devices: some chains offer their clients devices such as tablets or smartphones during their hotel stay as a courtesy or for a small rental fee, offering access to tourist information and entertainment and practical information. For example, the Casual Hoteles chain offers the Mobile Pack service, which includes a device with Wi-Fi connection, portable battery, and selfie stick, free to customers who reserve directly on their website.

New business models: the high availability of users and the ability to geolocate them allow for additional, much more customized services, even new services such as reservations at the destination. This trend is even higher both among young people who travel without a set plan and reserve a hotel when they are already at their destination, and in business trips, which are often subject to last-minute changes.

Sector-based focus: apps focused on specific sectors are yielding excellent results in the entertainment and tourism sector, since they meet very concrete needs, such as the third sector, family tourism with children, the elderly, singles, the LGBT community, and even interest-based travel such as ornithology, hiking, scuba diving, or literary tours.

Augmented and virtual reality: beyond mobile devices, augmented and virtual reality experiences are now being offered, such as a digital observatory of the Barcelona Skyline at Terraza 83,3, which provides information about the monuments thanks to augmented reality technology, and which also allows immersive visits to some of the monuments with virtual reality goggles (Digital transformation in the tourism and travel sector: the challenge of mobile devices).

The Ministers and representatives of national tourism administrations of the Members of the Executive Council of the World Tourism Organization (UNWTO), gathered on the occasion of the 112th Session of the Executive Council of the UNWTO, in Tbilisi, Georgia, on 15–17 September 2020, have agreed on support the following aspects: Placing tourism, as a service trade, among the priorities for socio-economic recovery plans for its capacity to create jobs and transform societies with a strong multiplier effect on other sectors throughout its broad value chains, - Building a stimulating environment for entrepreneurship and technological transformation, with a special focus on MSMEs as well as on self-employed and informal workers, in order to sustain existing jobs and support the creation of new employment opportunities, - Investing in the development of new skills, including digital skills training, for current and future tourism professionals, - Maximizing the use of technology in the tourism operations and improving digital literacy, - Facilitating investment for tourism enterprises and public infrastructure aimed at diversifying markets and products, reducing seasonality and dependency on a narrow set of external factors, especially within the green-transition framework, - Fostering the development of sustainable and responsible rural tourism as a means of job creation, social inclusion and regional development, with a particular focus on domestic tourism and nearby source markets, - Accelerating the transition towards a circular economy in the tourism value chain, - Measuring beyond economic impacts and generating regular and timely data to support decision-making towards sustainability in tourism, and developing and harmonizing data, indicators and intelligence systems, including big data and artificial intelligence (AI), to better measure and manage tourism. As it is mentioned the use of digital technologies appears to be the main challange for developing countries in order the restart tourism in a short time period (Actions for a sustainable recovery of tourism).

During the global pandemic Covid19, Georgia's Innovation and Technology Agency (GITA) and Georgian National Tourism Administration (GNTA) jointly with Google had orgnized online workshop “Digital Tourism Ecosystem”, which was held on April 14, 2020 and it was for public officials, NGOs and tourism enthusiasts under the Google for Tourism Georgia campaign. The workshop was a perfect opportunity to learn more about Google digital tools and boost one's digital skills in editing of Google Maps, adding places, working with visualization and analysis of situations related to tourism. The workshop was conducted by a team of Google Certified Photographers and Trainers, who provide advice, assistance and support to each participant and practical application of their digital competencies in creating comfortable learning environments and new success stories (Online workshop Digital tourism ecosystem) on May 8, 2020 there was organized Google Digital Tools for Tourism workshop where also was discussed how to use digital platforms and on June 30, 2020 was held one more workshop about “Mastering digital skills to grow tourism business” it was organized again by Georgia's Innovation and Technology Agency (GITA), Georgian National Tourism Administration (GNTA) jointly with Google.

The training was provided by Georgian-speaking trainers who have shared their digital expertise and answered questions live. After the workshop the attendants have got informaton about:

- How to attend Google annual global events;
- How to add the favorite cafeteria on Google Maps, if it’s missing;

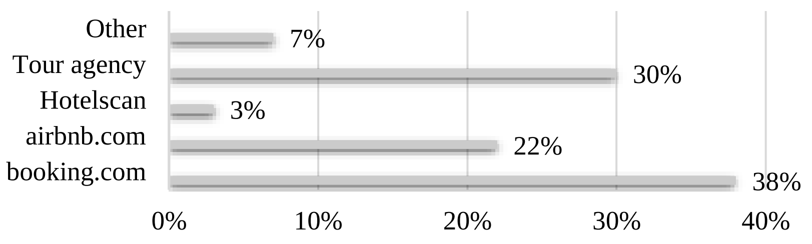
- Learn how to advertise enterprise using Google My Business and increase customer traffic by doing that;

- Get to know how to create a fully functional promo website within 30 minutes and completely free of charge;

Such kind of workshops and seminars give a hand to beginners, who are starting business on their own and still do not know how to use platforms and digital tools and promote their business. Georgia's innovations and technology agency is giving grants and supports startup companies to develop digital platforms and innovative applications not only for tourism, but other industries too, so this kind of partnership will have positive effects of course on digital Georgia development for the future.

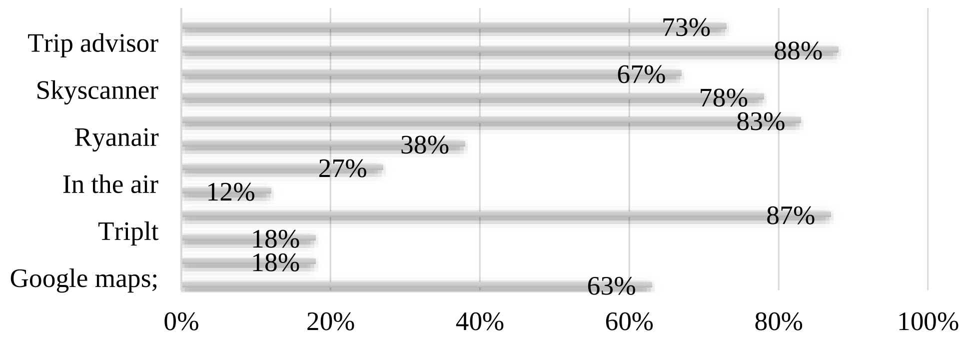
There has been done research too to understand what mobile applications are using Georgian customers and how are they planning their journey. In the research took part 200 people and all of them were Georgian travelers, the questionary was presented in facebook group of travelers, in January 2021. The research showed that 63% of people prefer to organize tour on their own and 37% prefer it to book with the help of a tour agency.

Diagram 4
Ways to book the hotels



Note. Source author

Diagram 5
Voting for Web-sites and Applications



And the favorite applications and websites for Georgian travelers are: 1.Google maps; 2. Uber; 3. Skyscanner; 4. Wizz air; 5. In the air; 6. Visit a city; 7. Ryanair; 8. Fly.ge; 9. Triplt; 10. Yandex; 11. Trip advisor, 12. Flixbus.
Note. Source author

As the research shows applications and digital platforms are parts of tourists' daily life. It is really impossible to travel without them. The application which people are always using is google maps. This application is really useful not only while traveling abroad but also in Georgia too, another popular application is uber, the application is at the present time for ordering taxi and is already popular all over the world. People also are using Wizz air, Skyscanner and fly.ge (Georgian company) for booking planes. The usage of the following applications has stopped during pandemic, but it is still important and will be more important after 2-3 years, when tourism will be restarted

Conclusion:

To sum up it can be said that general advantages of the digital system are: enormous market, similar products do not exist, minimum investments for the partners and good correlation between demand and supply. In addition, for the customer the benefits are multiples: - more information without moving; - minimum costs and maximum information; - targeted and huge offer; - easy access to information on tourism services; - better information on tourism services; - convenience for customers. The system helps tourist organizations in improving economic activities, incorrect and easy identification of the target segment, in differentiating their offer from the competitors and in supply positioning on the market. Other advantages for tourist organizations could be: promotion materials easy delivered; decrease of promotional expenses; - personnel expenses economy; time economy. It is a strong belief that a Mobile services platform will improve economical results both to the tourist services provider and mobile services provider (i.e. mobile phone company), but increases consumer satisfaction too. Georgian travelers as the research has shown are using international applications more often that the Georgia ones, because they are often traveling abroad and this is necessary for them, but Georgian applications have also great opportunities for people who want the spend holidays in Georgia.

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ESTIMATION OF THE NUMBER OF INCOMING PATIENTS TO THE EMERGENCY DEPARTMENT USING A DISCRETE MIXTURE DISTRIBUTION APPROACH

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ABSTRACT

Finite mixture models are increasingly being used to model heterogeneous data in various important practical situations where data can be seen as originating from two or more subpopulations (components). In general, the number of patients who come to the hospital in a given period is expressed in Poisson distribution. Capacity planning of a hospital is of high importance both economically and socially. In this study, the number of patients to the emergency service of a hospital was analyzed. The emergency service patient arrivals recorded throughout 2017 were divided into 8760 groups as the number of patients arriving per hour. It was determined as a result of the chi-square goodness of fit test that the data did not fit Poisson or any pure discrete distribution. Since the data do not fit any known pure discrete distribution, a mixture distribution approach was used to represent the data. Due to the discrete distribution characteristic of the data, the Poisson Mixture Distribution approach has been considered. The results obtained by making 5 replications for each component and 1000 iterations for each replication with the initial component numbers k = 1,2,…, 10 are as follows. Based on these results, it was found that the number of components is 4, according to loglikelihood, AIC and BIC values. After determining the number of components, parameter estimation was made with the EM algorithm. According to the EM algorithm result; mixture ratios are 0.3563893, 0.2816665, 0.0569213, 0.3050229, while distribution parameters are 2.2234069, 6.0788345, 11.4297034, 0.7365128, respectively.

Key words: Mixture Distributions, Emergency service, Poisson Mixture Models