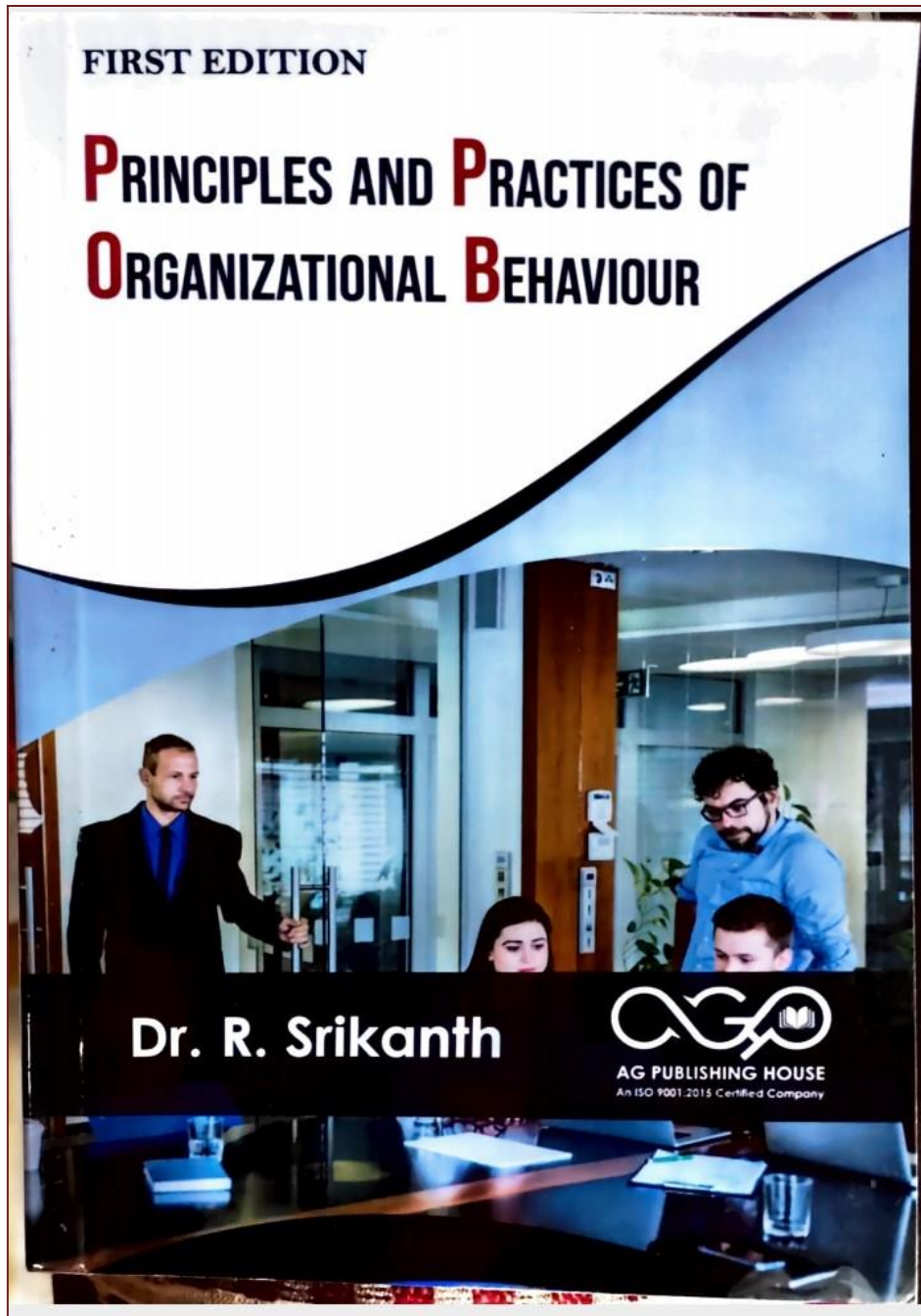




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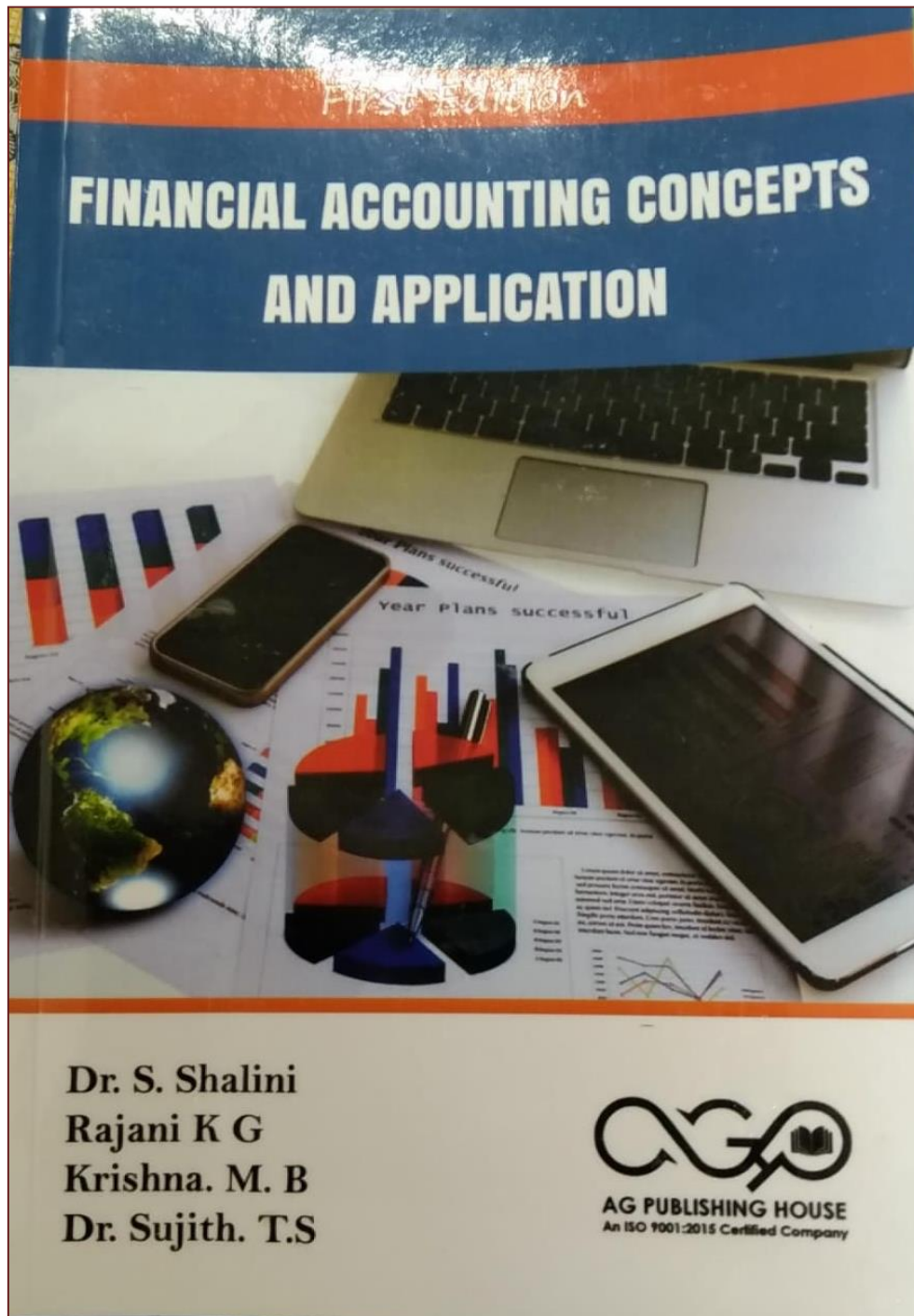



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**Building entrepreneurial emotions on start-up process
behavior: results from B-school
students**

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Abstract

Aim: The paper purpose is to assess the impact of Entrepreneurial Emotions on the Start-Up Process Behavior among B-School Students.
Data Sources: The study exercised primary and secondary data to attain the framed objectives of the study. The primary data is obtained from the B-School students in Chennai city. The secondary information is a literature survey and conceptual theory of the positive emotions, negative emotions, and start-up process behavior; it has been collected from the earlier research publications related to the mentioned areas.

Sampling: The samples are drawn from the B-School students in Chennai city. Overall, 400 questionnaires were issued, out of which 351 questionnaires were appropriately filled and returned by the B-School students. The filled questionnaires were scrutinized finalized for the final study. The sample size of the study is 351. The study adopted a simple stratified random sampling technique.

Findings: The study found that positive emotions towards entrepreneurship could promote a B-School student to take imminent actions in beginning a business. Also, the study originated that the negative emotions in starting a business, the lower the student behave towards starting a business

Implications: The study's outcome is helpful to the B-School students who want to become entrepreneurs. They are allotting more time and effort to obtain possible business start-up possibilities. The study can be related to people who can use expected emotions efficiently, who are more likely to hold the self-belief that they can precede entrepreneurs.



9

A Spiritual Journey: The Sound of the Soul in Paulo Coelho's *The Alchemist*

Indhumathy K.Y. and Dr P. Priya

Introduction

The Alchemist is a novel by Paulo Coelho, first published in 1988. This novel was translated into English by Alan R. Clarke in 1993. It has been translated into 56 languages. The protagonist of this novel is Santiago, the shepherd boy from Andalusia. The main plot of this book is the journey of Santiago, who leaves Andalusia and heads to Egypt in search of riches. The book tells a tale of spirituality, adventure, and philosophy. The narrative also centers on a modest shepherd child who realises a desire that most people would certainly never be able to fulfill. This book transports the reader back to a time when Andalusian culture was still dominant.

Problem Statement

In this study, Paulo Coelho's phenomenological investigation of the human-environmental relationship is evaluated together with a constant mutual process and experiential changes. The core components of interconnection between Man and Nature lead to eco-spiritual consciousness that makes up with overall structure. In essence, man by taking care of nature starts developing reverence, connection, and sensibility towards it. The problem statement is the spiritual journey experienced by the major character in *The Alchemist* novel. The objective of the study is to analyse the Spiritual Journey in Paulo Coelho's Novel *The Alchemist* (1993).



**IMPACT OF CUSTOMER SATISFACTION TOWARDS E-BANKING PRACTICES
WITH SPECIAL REFERENCE TO CHENNAI DISTRICT**

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Karapattu.

ABSTRACT

The banking scenario in India in the post liberalization and deregulated environment has witnessed sweeping changes. The tremendous advances in technology and the aggressive infusion of information technology had brought in a paradigm shift in banking operations. For the banks, technology has emerged as a strategic resource for achieving higher efficiency, control of operations, productivity and profitability. For customers, it is the realization of their 'Anywhere, Anytime, Anyway' banking dream and satisfactory level of customers highly impact on e-banking practices. The banking institutions cannot think of introducing a financial product without information technology support like customer service, transactions, remittances, audit, marketing, pricing or any other activity in the banks. Information Technology plays an important role not only to complete the activity with high efficiency but also has the potential to innovate and meet the future requirements that may increase the more usage of e-banks. In the above backdrop it becomes imperative to dwell on the evolution of Information Technology in banks before embarking on the various aspects of e-banking. This study helps to analyse the impact of customer satisfaction towards the e-banking practices.

Keywords: E-Banking, Customer satisfaction, Information Technology, E-commerce

INTRODUCTION

The concept of electronic banking has been defined in many ways. Daniel (1999) defines electronic banking as the delivery of banks' information and services by banks to customers via different delivery platforms that can be used with different terminal devices such as a personal computer and a mobile phone with browser or desktop software, telephone or digital television. Pikkariainen et al (2004) define internet banking as an "internet portal, through which customers can use different kinds of banking services ranging from bill payment to making investments". With the exception of cash withdrawals, internet banking gives customers access to almost any type of banking transaction at the click of a mouse (De Young, 2001)

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. There





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**A STUDY ON CHALLENGES BEING FACED BY THE CUSTOMERS TOWARDS
E – BANKING WITH SPECIAL REFERENCE TO CHENNAI CITY**

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ABSTRACT

Internet banking has revolutionized from homemade personal computers to handmade android phones. Online banking, also known as internet banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. Today banks operate in an extremely globalized, liberalized, privatized and a competitive environment. Indian banking industry has witnessed an incredible growths due to extensive changes that are taking place in the information technology. The e-banking constitutes an electronic alternative network of payments and benefit of services. E-banking has the potential to transform the banking business as it significantly lowers transaction and delivery costs. E-banking is a generic term for delivery of banking services and products through electronic channels, such as the telephone, the internet, the cell phone, etc. The concept and scope of E-banking is still evolving. It facilitates an effective payment and accounting system thereby enhancing the speed of delivery of banking services considerably. While E-banking has improved efficiency and convenience, it has also posed several challenges to the regulators and supervisors. The paper aims to bring out the challenges faced by customers in operating through internet banking. The samples are limited to the Internet banking uses of Chennai city of Tamil Nadu state.

Keywords – Banking, digital banking-payments, UPI, Electronic Clearance.

INTRODUCTION

Electronic banking has many names like e banking, virtual banking, online banking, or internet banking. It is simply the use of electronic and telecommunications network for delivering various banking products and services. Through e-banking, a customer can access his account and conduct many transactions using his computer or mobile phone.

Online banking is one of the e-banking services relatively a new channel and is an umbrella term for the process by which a customer may perform banking transactions electronically without visiting a brick-and-mortar institution (Compeau & Higgins, 1995; Shah & Clarke, 2009). The fast-paced technology has affected almost all industries including banking industry. Banking environment has undergone tremendous changes due to the infusion of innovative practices like Internet banking throughout the world, and India is no exception to this. Globalisation of Indian economy during the 1990s has also contributed to Internet banking. To implement various recommendations forwarded by the committees in connection with the banking reforms, the Indian government emphasized the need for implementing the online banking in the banking sector (Srivastava, 2007).

Customers access e-banking services using an intelligent electronic device, such as a personal computer (PC), personal digital assistant (PDA), automated teller machine (ATM), kiosk or Touch Tone telephone. The use of e-banking has brought many benefits amongst which include: there are no barrier limitations; it is convenient; services are offered at minimal cost; it has transformed traditional practices in banking; the only way to stay connected to the customers at any place and any time is through internet applications; it results in high performance in the banking industry through faster delivery of information from the customer and service provider; customers prefer the use of e-banking because it saves time; it makes possible the use



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**A Study on Customer Satisfaction and E-Banking Practices
with respect to Chennai District in Tamilnadu**

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ABSTRACT

The banking scenario in India in the post liberalization and deregulated environment has witnessed sweeping changes. The tremendous advances in technology and the aggressive infusion of information technology had brought in a paradigm shift in banking operations. For the banks, technology has emerged as a strategic resource for achieving higher efficiency, control of operations, productivity and profitability. For customers, it is the realization of their 'Anywhere, Anytime, Anyway' banking dream. The banking institutions cannot think of introducing a financial product without information technology support be it customer service, transactions, remittances, audit, marketing, pricing or any other activity in the banks. Information Technology plays an important role not only to complete the activity with high efficiency but also has the potential to innovate and meet the future requirements. In the above backdrop it becomes imperative to dwell on the evolution of Information Technology in banks before embarking on the various aspects of e-banking. Information Technology came into picture as early as in the 1980's in banking industry through the Rangarajan Committee recommendations and banks have given utmost importance to the technology since the last 25 years.

Keywords: E-Banking, Customer satisfaction, Information Technology, E-commerce

I. INTRODUCTION

The concept of electronic banking has been defined in many ways. Daniel (1999) defines electronic banking as the delivery of banks' information and services by banks to customers via different delivery platforms that can be used with different terminal devices such as a personal computer and a mobile phone with browser or desktop software, telephone or digital television. Pikkarainen et al (2004) define internet banking as an "internet portal, through which customers



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“Psychological Factors Affecting the Application of Talent Management Practices”

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ABSTRACT

Managing the talent in Organization are the competitive advantages in today's business world, whereas Effective Talent Management Practices can lead the business to success. The major goal of this study is to identify the influences of psychological factors that affect Talent Management Practices in IT Sector. With the Simple Random Sampling method data was collected from the middle level employees of IT Sector. For analyzing with the statistical analysis, SPSS – Version 23 was used and also provided descriptive analysis, Correlation and Mann-Whitney U Test. This study has been resulted that Psychological factors has positive impact and correlated on Talent Management Practices. Hypothesis has rejected the null hypothesis and revealed that the Psychological factors like Training and Development, Motivation, Career Support Management, Performance Appraisal, Employee Engagement, rewards and recognitions and leadership style has positive impact on Talent Management.

Keywords: Talent Management Practices, Psychological Factors, Training and Development, Motivation, Career Support Management, Performance Appraisal, Employee Engagement, rewards and recognitions and leadership style

INTRODUCTION

Elaine Farndale (2010), mentioned that as MNCs has to face globally and the global competition forces for talents to compete. The author framed that Global Talent Management helps to maintain talents of MNCs and also helps to overcome the challenges to compete globally and to sustain in the emerging markets. The role of corporate HR policies builds champions of processes, culture guardian, encourages network leadership to improve success, manage global mobility.

Therefore, the research contributes the importance of Talent Management globally that helps to achieve the competitive advantages and also needs further research on Global Talent Management towards development. Aiza Hussain Rana (2013), spotlights the organizational efficiency by studying the impact of Talent Management and Employee Turnover Intention of telecommunication sectors located in Pakistan. Building positive relationship motivates the employees and ends with job satisfaction. And as performance of employees increases, organizations improve the efficiency. The author has used simple random sampling techniques with 273 respondents and the result was correlated negative between Employee Turnover Intention and Organizational Efficiency. According to the research result, telecommunication sector of Pakistan has to develop Employee Turnover Intention Program and that helps to retain talents and increases the productivity of employees.

Fong Lu Cooke (2014), mentioned that China and India are the largest economies globally in which Talent Management can influence the business cultural factors and also impact the society. The author has obtained 110 Indian Managers view and 68 Chinese Managers view in order to understand the Talent Management concepts and Perspectives in a comparative basis. The author reveals that Talent Management challenges influences the cultural and Institutional factors and this reflects in market condition of both the Countries. Senthil Kumar (2011), indicated that Talent Management is the strategy to maintain competitive advantage for the success of the organization. The research showed that talent is the critical value that leads to success which impact Stock Market, Ensuring right Employees, Financial sources of Human capital, Cost of competent Talent, Talent Management system. Moreover, Talent Management strategy is the sources of Competitive Advantage that hire talents, equip recruitment strategy, Manage talent performance and retain talents. The study concluded that Talent Management is the excellent opportunity for the success and that creates value of the organization.



**“MEDIATING EFFECT OF JOB SATISFACTION AND ORGANIZATIONAL
COMMITMENT IN THE RELATIONSHIP BETWEEN PSYCHOLOGICAL FACTORS
AND TALENT MANAGEMENT PRACTICES – A REVIEW”**

Dr. V. Sivakamy Muthukrishnan¹, Mrs. P. Gabriyala Gladys²

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Abstract

Background:

In the current situation, IT Sector faces a problem in retaining the talents and spent lot of Human Capital investment. Successful Talent Management Practices helps the Organizations to run the business effectively. Relationship between Psychological Factors and Talent Management Practices plays a major role implementing effective business by retaining the employees for the longer period of time. Mediating effect of Employees Satisfaction and Organizational Commitment was also considered as mediating effect between them.

Objectives:

Analyzed various literatures and structured to frame a conceptual framework of the of Employees Satisfaction and Organizational Commitment.

Method:

Review article has attempted to review the Employees Satisfaction and Organizational Commitment through Psychological Factors and Talent Management Practices.

Result:

Successfully framed the conceptual review which clearly explains the direct and indirect effect of Psychological Factors (Training & Development, Performance Appraisal, Leadership Style, Work-Life Balance, Rewards & Recognition, Organizational Culture) on Talent Management Practices.

Conclusion:

Study concluded that Psychological Factors has direct and indirect effect on Talent Management Practices and the indirect effects were with Employees Satisfaction and Organizational Commitment.

Contribution:

Contributed conceptual reviews, that have mediating role of Employees Satisfaction and Organizational Commitment between Psychological Factors and Talent Management Practices by analyzing the gap from the various existing research work.

Keywords: Talent Management Practices, organizational commitment, job satisfaction



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Social Science

EXPLORING THE IMPACT OF KOREAN DRAMA CONSUMPTION ON FEMALE POSTGRADUATE STUDENTS: A SOCIOCULTURAL ANALYSIS WITH SPECIAL REFERENCE TO PRIVATE COLLEGES IN CHENNAI.

Dr. M. Sudha Asst Prof. Mar Gregorios College of Arts & Science, Mogappair, Chennai

L. S. Sugapriyanka Asst Prof. Mar Gregorios College of Arts & Science, Mogappair, Chennai

ABSTRACT **Introduction:** The Korean wave, also known as Hallyu, has spread globally, penetrating various industries and captivating audiences beyond South Korea. The focal point remains rooted in media, specifically K-dramas, K-pop music, and K-movies. This cultural phenomenon gained momentum in India, particularly in Northeast regions like Manipur, and significantly expanded during the pandemic. Chennai, a city known for its blend of tradition and modernity, has seen a surge in Korean cultural consumption among female postgraduate students.

- Objectives:**
1. To analyze the viewing patterns of Korean dramas among female postgraduate students in Chennai.
 2. To explore the motivations driving the consumption of Korean dramas.
 3. To examine the influence of Korean dramas on cultural perceptions.
 4. To investigate the social implications of Korean drama consumption.

Methodology: This qualitative research engaged female postgraduate students through purposive sampling, ensuring diversity in disciplines and viewing habits. In-depth interviews were conducted to gather primary data, transcribed, and analyzed thematically. Data collection continued until reaching saturation, ensuring comprehensive insights. **Major Findings:** Viewing patterns revealed binge-watching habits during the pandemic, shifting to a daily episode routine post-pandemic, primarily in romantic and comedy genres. Motivations stemmed from social influences, stress relief, and curiosity about Korean culture. Korean dramas significantly influenced personal style, skincare routines, fashion choices, home décor, and even food habits. They also impacted the perceptions of men's attractiveness and societal beauty standards. The consumption of Korean dramas fostered stronger interpersonal relationships, influenced communication styles, and shaped relationship expectations among peer groups. **Conclusion:** The study emphasizes the need to recognize the stylized portrayal of characters in Korean dramas and resist internalizing narrow beauty standards. It advocates embracing individuality, understanding the distinction between fictional portrayals and reality in relationships, and prioritizing genuine connections and shared values. It recommends fostering healthier relationship expectations and appreciation for diverse attributes beyond unrealistic standards perpetuated by media. In conclusion, this research sheds light on the profound influence of Korean drama consumption on the cultural, social, and personal aspects of female postgraduate students in Chennai, highlighting the need for a balanced perspective while engaging with media representations.

KEYWORDS : KOREAN Drama, culture analysis, media

INTRODUCTION

The term "Korean wave" has evolved to encompass a broad spectrum of Korean elements, extending far beyond popular culture alone. It now embraces diverse industries such as tourism, beauty products, literature, culinary arts, technology, and fashion. Despite this expansive reach, the focal point of the Korean wave remains rooted in the realm of media. An apt term for this cultural phenomenon is "Hallyu," a term that encompasses all facets associated with Korean culture, including online gaming, melodramas, music, films, and various forms of entertainment. The emergence of the Korean wave, or Hallyu, can be traced back to the mid-1990s, gaining its initial momentum in Beijing, the capital city of China. This surge in popularity is attributed to the widespread acclaim of South Korean movies, sitcoms, and pop music during that period (Lee, 2011, p. 96; Kwiat, 2009).

In contemporary times, Eastern popular culture has scarcely replaced the small screens that were once dominated by Western dramas, movies, and pop music. Notably, Korean entertainment, encompassing K-dramas, K-pop music, and K-movies, has enjoyed immense global popularity over the past two decades, creating a sweeping cultural phenomenon. Platforms like Facebook, Twitter, and YouTube have become focal points for the growing obsession with K-pop, evident in the increasing fan base. Renowned K-pop groups such as BTS, Army and BLACKPINK, have amassed substantial followings on social networking sites, captivating fans from diverse corners of the world. This global trend is further reflected in the most highly recommended titles on Netflix India in 2022, where dramas like "GOBELIN" and "Beloved Summer" dominate.

Initially perceived as an Asian-centric trend, the surge in Korean pop culture became recognized as inherently transnational by the late 2000s. Originating with the export of high-quality television dramas (K-dramas), the Korean wave has evolved into a multifaceted cultural phenomenon, permeating the international market through popular music (K-pop), movies (K-movies), animation, and games, as outlined by Jin and Yoon (2017).

India & Korean Culture

Commencing in the 2000s, owing to limitations on Bollywood content and the presence of Hindi channels, Manipuri households began to witness an influx of Korean dramas and films. The emergence of K-dramas and K-movies on local broadcasting channels marked the onset of Korean media permeating Manipur homes. Furthermore, the availability of affordably priced pirated Korean CDs in the local market facilitated the widespread consumption of Korean media among the Manipuri populace. This trend swiftly transcended Manipur, capturing the fascination of other states in Northeast India, allured by the allure of Korean dramas, films, and music, as highlighted by Kwiat in 2013.

Notably, Manipur stands out as the epicenter of the Hallyu phenomenon in India, often colloquially referred to as "Mini Korea." According to Kshetrimayum and Chasi (2006), Kwiat (2013), and Reimengam (2014), the impact of Korean popular culture is most pronounced among the youth in Northeast India.

The surge of the Hallyu wave in India has been notably propelled by the pandemic, witnessing a substantial increase in followers and enthusiasts of K-Dramas and K-Pop. During the period of strict measures in India last year, individuals turned to Korean dramas as a source of entertainment, leading to a heightened interest in various aspects of Korean culture, including food, cosmetics, and music. The enforced isolation during the pandemic prompted many Indians to explore online entertainment platforms, where they discovered and developed a deep appreciation for K-dramas, providing a sense of connection amid feelings of loneliness and helplessness caused by the COVID-19 pandemic. This newfound fondness expanded into a broader affection for all things Korean, encompassing cuisine, jewellery, fashion trends observed in celebrities, the Korean alcoholic beverage soju they consumed, the language they spoke, and the beauty products they endorsed and used.

The younger generation, as highlighted in Kwiat's work from 2013, tends to emulate the fashion choices and hairstyles of their favorite Korean celebrities. Moreover, they express a desire for the "Korean look" at salons and parlours, and there is an inclination to incorporate the Korean language into their cultural circles. This emphasis on

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MARITAL SATISFACTION AND MARITAL QUALITY AMONG SPOUSE OF ALCOHOL DEPENDENTS IN THIRUVALLUR DISTRICT (TAMIL NADU)

Social Science

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ABSTRACT

Introduction: Alcohol dependence not only affects individuals but also has a significant impact on their families, particularly spouses. This study aims to explore the relationship between marital satisfaction and marital quality among wives of alcohol-dependent husbands and evaluate potential intervention programs to enhance their well-being. **Objectives:** The objectives are to analyze sociodemographic details, assess the health of the alcohol dependents, and measure marital satisfaction and quality. **Methodology:** A mixed-methods approach was used, with a sample size of 187 participants. The PHQ-9, MSI, and DAS scales were employed, and data were analyzed using SPSS software. Qualitative data was obtained through in-depth interviews with five participants and analyzed using thematic analysis. **Findings:** It indicates that the majority of respondents were young, Hindu, employed, and had arranged marriages. Many were unaware of their spouse's drinking habit, and poor health conditions, including depression, were reported. Marital satisfaction and quality were moderate. Duration of drinking showed significant associations with patient health and marital quality. **Suggestions:** The study suggests the need for effective support and intervention strategies for this population, focusing on improving marital satisfaction and overall well-being. Comprehensive programs tailored to the unique challenges faced by these wives should be developed. Further research and support programs are necessary to address their specific needs.

KEYWORDS

Alcohol dependency, marital satisfaction, marital Quality

INTRODUCTION

Alcohol dependence is a pervasive problem that not only affects individuals but also their families, particularly their spouses. The impact of alcohol dependence on marital satisfaction and life satisfaction of wives of alcohol-dependent husbands has been a topic of interest in recent research. Marital satisfaction is an important predictor of overall life satisfaction, and the potential negative consequences of alcohol dependence on both of these critical dimensions of women's lives highlight the need for further study on this topic. Therefore, this research aims to explore the relationship between marital satisfaction and marital quality of wives of alcohol dependence and evaluate any potential intervention programs to enhance their well-being. The findings could provide insight into the need for effective support and treatment strategies for wives who are struggling with the adverse effects of alcohol dependence on their lives.

Objectives of the Study

1. Study the socio-demographic details of the respondents.
2. Analyse the health of the alcohol dependents
3. Measure the Marital satisfaction and marital quality of respondents.

METHODOLOGY

Six rehabilitation centres' situated in Thiruvallur District was the universe of the study. A sample size of 187. Mixed methodology was adopted. Quantitative Data - Consecutive sampling method (Non Probable) and questionnaire with scales was used. The PHQ-9 (Patient Health Questionnaire-9) developed by Drs. Robert L. Spitzer,

intimate relationships, including marriages. When one partner struggles with addiction, it can lead to feelings of resentment, fear, and mistrust from the other partner. The addict may also become less engaged in the relationship and less interested in spending time with their partner, which can lead to a decrease in marital satisfaction.

Communication problems: Alcohol addiction can interfere with effective communication between partners. When one partner is intoxicated or hungover, they may be irritable, argumentative, or emotionally unavailable. This can make it difficult for couples to resolve conflicts or express their emotional needs.

Infidelity: Alcohol addiction can lead to infidelity, as individuals may seek comfort or attention outside of their relationship when they are struggling with addiction. Infidelity can severely damage trust and intimacy in a marriage, leading to marital dissatisfaction.

"Alcohol and intimate partner violence: A meta-analytic review" by Foran, H. M. and O'Leary, K. D. (2008) - This study provides a meta-analysis of the research on the relationship between alcohol and intimate partner violence, including the factors that contribute to the link between the two.

"Alcohol and Domestic Violence: A review and Analysis of the Literature" by Gondolf, E. W. (2012) - This study provides a comprehensive review and analysis of the literature on alcohol and domestic violence, including the effects of alcohol on the victim and perpetrator and the effectiveness of prevention and intervention efforts.

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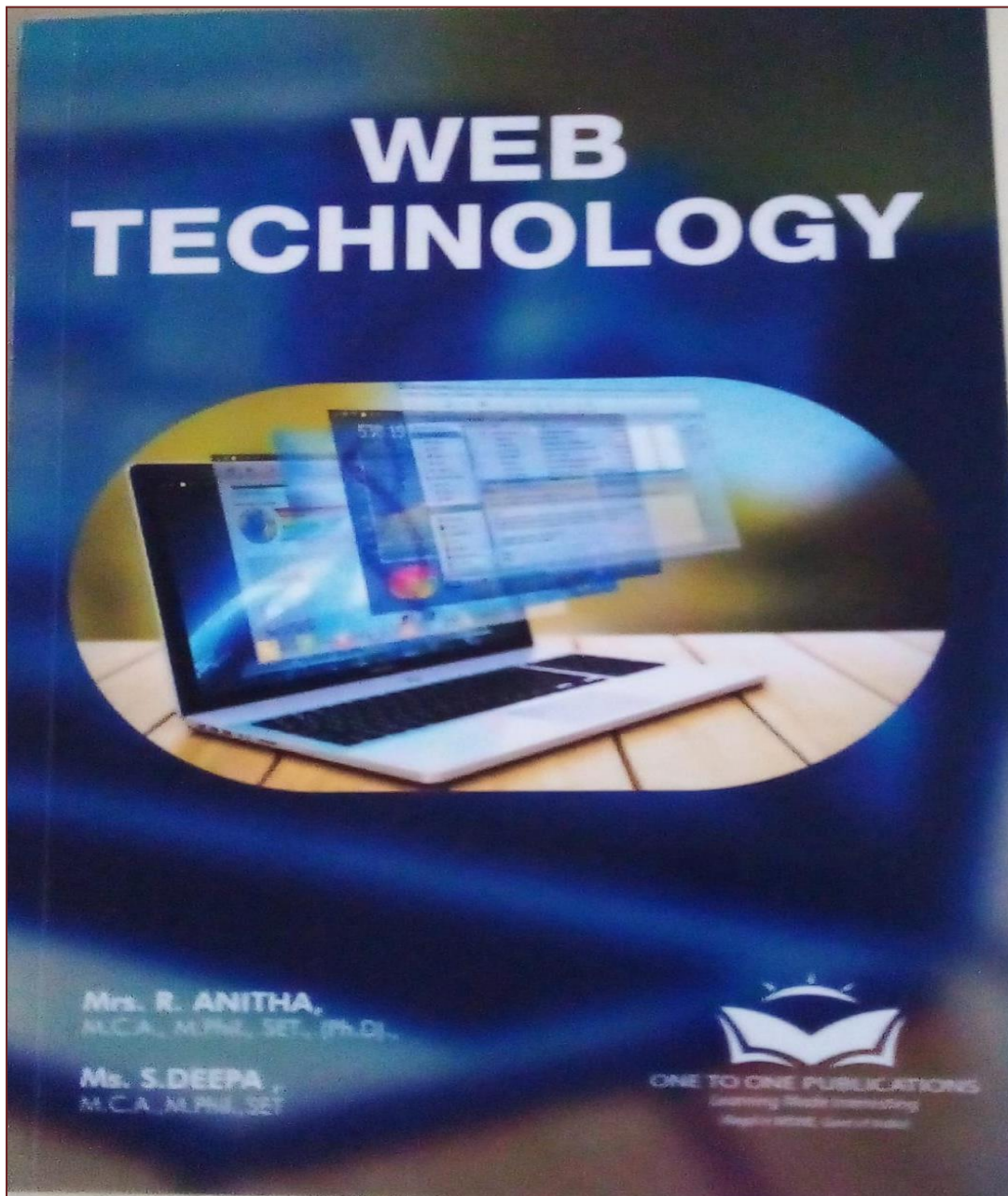
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**A THEORETICAL PERSPECTIVE ON MODERN HUMAN RESOURCE MANAGEMENT
RESEARCH IN HEALTHCARE CONTEXTS - INDIA**

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ABSTRACT

Modern HRM research is crucial in the healthcare sector of India, as it is essential for delivering high-quality patient care and ensuring overall success. This article provides a theoretical perspective on contemporary HRM research in the healthcare context, examining the conceptual framework of modern HRM, employee behavior, and health sector performance. Modern HRM includes strategic management, benefits analysis, training, risk management, payroll management, employee satisfaction, and compliance. Employee behavior includes professionalism, communication skills, empathy, teamwork, adaptability, ethical decision making, disease advocacy staffing, stress management, attention to detail, and cultural competency. This theoretical framework helps researchers and practitioners develop innovative strategies to enhance workforce management, employee well-being, and patient care quality.

Keywords: *Modern HRM, Worker behaviour and Healthcare Industry Performance*

INTRODUCTION

The study of human resource management (HRM) in healthcare professionals is crucial in today's rapidly changing healthcare landscape. Effective management and development of healthcare staff are vital for providing high-quality patient care and ensuring the success of healthcare organizations. This article aims to highlight the importance of contemporary HRM research in healthcare workers, including the challenges, evolving trends, and potential implications in this field. In recent years, HRM has undergone significant transformations due to technological advances, changing demographics, and evolving patient expectations. These changes require a reevaluation of HRM practices that cater to the unique needs of healthcare workers. Contemporary HRM research in healthcare workers aims to discover innovative strategies and frameworks that can enhance workforce management, employee well-being, and ultimately improve patient care quality. Shaping the behavior and performance of healthcare workers is a major focus in contemporary HRM research.

Healthcare organizations face challenges in hiring and retaining qualified workers due to shortages, regional disparities, and demographic changes. Research aims to identify effective recruitment strategies, talent pipelines, and workforce-planning initiatives. Employee engagement and satisfaction are crucial aspects of modern human resource management in the healthcare sector. Understanding factors influencing employee behavior through modern practices enhances the performance of the healthcare industry. Healthcare organizations need a diverse workforce to provide culturally appropriate care. Research explores strategies to attract and retain diverse healthcare workers, create inclusive work environments, and remove barriers to diversity. Technology has revolutionized HR management in the healthcare sector, offering opportunities for online recruitment and digital training tools. Modern HRM research focuses on telemedicine platforms, performance management systems, and data analytics for workforce planning. Understanding unique challenges and opportunities in the healthcare sector can contribute to the development of evidence-based HR management approaches that meet the changing needs of organizations and medical staff.


**THEORETICAL FRAMEWORKS ON MODERN HUMAN RESOURCE MANAGEMENT
RESEARCH IN HEALTHCARE CONTEXTS**

- > Modern Human Resource Management
- > Worker behaviour
- > Healthcare industry performance

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INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) IN EDUCATION - A THEORETICAL POINT OF VIEW Dr. A. Kamalakannan¹ ¹ Assistant Professor, Mar Gregorios College of Arts and Science, Chennai – 600037, India. DOI : https://www.doi.org/10.56726/IJPREMS32770		
ABSTRACT		
<p>Today's society is witnessing the continuous growth of Information Communication Technology (ICT) as a computer-centric lifestyle. This includes the rapid integration of computers in modern classrooms. ICT helps teachers incorporate effective strategies for using technology in the classroom, and it supports the development and distribution of free and open digital educational content. However, there are challenges associated with the use of ICT in education, such as potential moral decay and the hindrance of basic mental arithmetic skills. Despite these challenges, ICT plays a crucial role in improving access, quality, and cost of education. It expands access to education, improves its quality, reduces costs, and creates employment opportunities within the education system. ICT also enhances learning through interaction, collaboration, and flexible access to information resources.</p> <p>Keywords: Education, Digital communication and Technology</p>		
1. INTRODUCTION		
<p>ICT, which stands for Information and Communication Technologies, is essential for providing digital access to information. In education, the use of ICT can greatly enhance the delivery of information, leading to improved learning for students and more effective teaching methods. It also offers various benefits to both teachers and students, including virtual experiences and digital communication and information sharing. The prevalence of computers in classrooms reflects the computer-centric lifestyle of today's society. ICT enables the integration of audiovisual and telephone networks with computer networks, simplifying cabling, signal distribution, and management, and bringing about significant economic incentives. ICT includes a wide range of communication devices such as radio, television, cell phones, computers, and satellite systems. It also includes services like video conferencing and distance learning, which allow access to education across different countries. ICT has the potential to improve education by providing universal access, equity, quality learning, and professional development for teachers. To fully benefit from ICT, it should be integrated into teaching methods, especially for literacy and math. Combining ICT with writing improves results compared to traditional methods or ICT alone. However, there is still a widespread issue of improper implementation of ICT, despite increased funding and technological advances. Limited evidence suggests that teachers and tutors are not effectively utilizing computers to enhance teaching and learning practices.</p>		
IMPACT OF EDUCATION IN ICTS		
<ul style="list-style-type: none">❖ ICT as Objective❖ ICT as a Tool in Education❖ ICT provides Computer Aided Instruction❖ ICT as a Medium for Teaching and Learning		
<p>ICT as Objective- The ICT is divided into various courses based on their goals, purposes, and areas of application. The teaching methods vary depending on the students' level. Education equips students with the necessary skills to use ICT in their education, future careers, and social lives. In the field of education, ICT has had a significant impact on the curriculum of schools and colleges by incorporating it as a subject of study. For instance, universities and tertiary colleges like KCA offer ICT as a field of study in different professional disciplines such as Information Technology, Computer Science, Software Engineering, Data Communications, Computer Engineering, Management Information Systems, Mobile Computing, and many others. This has resulted in the emergence of ICT-related professions in both the education system and the industry. The use of ICT in various application areas is greatly influenced by the ICT itself.</p>		
<p>ICT as a Tool in Education- ICT is a useful tool in various aspects such as assignments, data collection, communication, and research. It is commonly used regardless of the subject. Nowadays, higher learning institutions have shifted from traditional paperwork to electronic submission of coursework and assignments. However, the lack of knowledge among teachers regarding social, ethical, and legal issues related to digital technologies is a concern. To address this, teacher training programs should focus on preparing teachers to use technology, particularly the Internet, in a safe and ethical manner. This will enable teachers to guide students on engaging and educational learning experiences with the assistance of technology.</p>		
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The Role of Digital Transformation in Education and Teaching Performance – A Conceptual View

Dr. A. KAMALAKANNAN
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ABSTRACT: Role of Digital technologies has shaping the existing teaching performance and creating more learning methods that produce new opportunities as well as challenges itself. By incorporating digital technologies into educational processes, institutions can enhance teaching performance and improve student outcomes through detail mode. Digital transformation in education facilitates personalized learning experiences, adaptive instruction, and collaborative learning opportunities. Teachers can utilize digital tools such as learning management systems, online resources, and interactive platforms to deliver engaging and customized lessons. By harnessing the power of data analytics and learning analytics, educators can make informed decisions that optimize teaching performance. Embracing digital technology in education is essential for coping with and equipping students with the necessary skills to thrive in an increasingly digital society.

KEY WORD: Digital transformation in Education, Technologies and Teaching Performance

I. INTRODUCTION TO DIGITAL TRANSFORMATION IN EDUCATION

Digital transformation in education involves the integration of digital technologies into teaching and learning processes, aiming to enhance the educational experience. This involves using computers, mobile devices, software applications, online resources, and digital platforms. As technology evolves, educational institutions worldwide are embracing digital transformation to meet the diverse needs of 21st-century learners. The process aims to revolutionize traditional teaching methods by incorporating innovative digital solutions that promote collaboration, engagement, and personalized learning experiences. By harnessing digital technologies, educators can create dynamic and interactive learning environments that cater to individual needs and learning styles. This technology-driven approach not only enhances teaching practices but also prepares students for success in an increasingly digital world. (Klopov et al., 2023) Today, digital technologies have become an integral part of our daily lives, and the trend of digital development is irreversible. The invention of the computer and the Internet is an extension of human intelligence that requires the expansion of cognitive abilities. The digitalization of education is an unprecedented change in information technology and a new leap in the transformation of nature that has moved civilization to a new level. (Sunku, 2021) The education industry will witness the proliferation of small, medium and large-scale Ed-Tech start-ups who will offer a variety of innovative digital products to academic institutions in coming days.

Digital transformation in education uses learning management systems, online collaboration tools, educational apps, and virtual reality simulations to improve learning experiences. This technology enables educators to deliver engaging content, track student progress, and provide personalized feedback. It breaks geographical barriers, reaches a wider audience, and creates inclusive learning environments, revolutionizing the future of education. (Klopov et al., 2023) digital technologies allow people to work from anywhere, which is convenient for working from home or work in the office. Digital technologies are an important part of building a digital society, playing a fundamental, leading and general role in driving the modernisation process. It is necessary to guide the public to understand that AI is just a wave of a new round of technological revolution, and there will be more technological breakthroughs in the future.

BENEFITS OF DIGITAL TRANSFORMATION IN EDUCATION

Digital technologies in education provide numerous benefits for students, teachers, and institutions, including increased access to educational resources like e-books, videos, interactive simulations, and virtual labs, which enhance learning experiences and deepen understanding of complex concepts.

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**INTERNET ADDICTION AMONG CHILDREN AND ADOLESCENTS IN INDIA - A
HYPOTHETICAL VIEW**

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ABSTRACT

This article discusses how Internet addiction occurs; when people spend excessive time online, often blurring the lines between the virtual and real worlds in search of happiness or excitement. In today's technology-driven society, where internet-enabled devices are ubiquitous, it is easy to get caught up in the allure of the digital realm. With constant access, some turn to the online world hoping it will provide a quicker, easier way to fulfill their desires. However, internet addiction has severe consequences including decreased productivity, strained relationships, and disinterest in real life. To overcome internet addiction, practicing self-discipline by blocking distracting websites for extended periods is crucial. Additionally, concentrating on one task at a time and prioritizing goals can help regain control over internet usage. It is important to recognize the internet's value as an immense platform providing vast information, knowledge, and social connections that can create meaningful learning opportunities beyond the classroom when used responsibly. This article suggests that By focusing their time and energy on productive activities, teenagers and young adults can overcome internet addiction and lead more fulfilling lives.

Key words: *Internet Addiction, Time Consuming, Social Interaction*

INTRODUCTION

In today's digital era, many young people have become deeply immersed in technology. This "Internet generation" effortlessly succumbs to Internet addiction due to the technology's ubiquitous availability. Consequently, adolescents spend substantial time gaming, streaming shows, and using social media, to the detriment of their physical health, mental well-being, academics, and social interactions. Internet addiction disorder (IAD), as defined by the American Psychiatric Association, involves uncontrolled Internet use that disrupts daily life. Common forms include gaming, social media, blogging, and online shopping. Excessive screen time can negatively affect physical health through inactivity, sleep disturbances, obesity, and poor posture. In addition, Internet addiction can contribute to mental health issues like anxiety, depression, low self-esteem, and addictive behaviors. It can also lead to social isolation as online interactions replace face-to-face ones. Excessive internet use may also cause decreased focus, poor concentration, and declining grades. To address this problem, parents, educators, and policymakers must take proactive measures such as promoting digital literacy and responsible internet use through awareness campaigns, setting limits on screen time, encouraging offline activities, fostering open communication, and providing access to mental health services. By creating healthy digital environments and equipping teens and young adults with critical skills to use the internet responsibly, we can reduce the negative impacts of internet addiction and ensure their well-being in the digital age.

(Swati et al. 2023) IA steadily increases as students progress from early to mid to late adolescence, emphasising the importance of early intervention. Access via Net Card was also found to have a statistically significant impact on addiction rates in Uttarakhand and Haryana. Delhi students demonstrated significantly higher levels of mild addiction. Students in Uttarakhand had moderate levels of addiction compared to Haryana. (Shraddha Jadhav et al. 2017) Internet addiction is defined as any online-related, compulsive behaviour that interferes with normal functioning and causes significant stress on family, friends, loved ones, and one's workplace. Internet addiction is also known as Internet dependency or Internet compulsivity. Whatever you call it, it is a compulsive



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**CUSTOMER OPINION TOWARDS BANKING SERVICE IN CHENNAI BRANCH - AN
EMPIRICAL STUDY**

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ABSTRACT

This study was used to find the customer opinion on banking service in the Chennai branch. When the service is quality and reliable, the customer will be loyal otherwise, they will simply move. The methodology adopted in this study is a descriptive research design, framed a self-designed questionnaire with five five-point Likert scales and used convenient sampling techniques to collect the samples of 100 respondents as Banking Service customers in the Chennai branch. The Correlation Analysis test revealed that, there is a high positive relationship between customer opinions on banking service in the Chennai branch. The researcher found that, employee behaviour on service facility is 95% of positive relation with bank provides the service facility. However, it also indicates that, the way of service given by the bank employees has impact both side the positive and negative customer response. It is also founds, that 86% of the customer satisfied with present bank facility and happy with bank service. The researcher suggests that, the branch manager has to give proper training to their bank employees to give right information to customers without any delay to avoid waiting time and to provide free Wi-Fi connections to customers. Therefore, they access the internet service to avoid the waiting time of banking process. The researcher concludes that, when the banks take care of the customer and give quality service, the customer will be loyal and reliable that improves the bank reputation.

Keywords: *Customer Opinion, Banking Service and Satisfaction*

INTRODUCTION

The customer is someone who has a bank account and who has repeatedly agreed to behave in this manner with the banker. The service is a mirror; the way you treat your consumer must reflect him. If a banking staff provides exceptional service to their consumers, it helps to satisfy them; otherwise, they switch to another service. The banking industry has changed due to continuous growth of technology up gradation, increasing customer base, evaluation of alternate banking channel and changed the way of banking services. Bank staff is gives most importance to retain their existing customers by providing quality services leading to customer satisfaction (Kumar T.S., Selvi and Vinodhini -2020).

In the current world, competition is getting more intense than ever before. For these reasons, Banking industry's and commercial companies need to start paying due Attention to their Customer satisfaction and service quality, growing competitors, development of new technological aspects ever After. Companies should constantly anticipate the customers unlimited needs and expectations and try to address the gap Zenebe Honja Balcha (2022). The banking industry underwent significant changes in recent years, with digitalization becoming a major trend. Digital banking has become increasingly popular, offering customers the ability to perform financial transactions at their convenience and from anywhere in the world. However, the influence of digital banking on customers' satisfaction and loyalty towards commercial banks remained unclear (Srinayana Eswara Lolemo, Hemal B. Pandya -2024).

A REVIEW OF RELATED LITERATURE

Hussein Adnan Essa Alallq (2024). Found that, there is a positive and important association among the quality of banking services and customer satisfaction. As, a result of these challenges, it has become necessary for banking organizations to take into account the philosophy of customer satisfaction, which provides them with a competitive advantage that contributes to achieving high level of profitability.

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**The Integration of Digital Transformation with Human Resource Management –
A Theoretical Point of View**

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ABSTRACT

Virtual transformation changes HRM practices by introducing new strategic skills, control, and operational performance. Virtual tools and technology have made hiring, training, and managing employees easier, broadening the talent pool and increasing job satisfaction. HR analytics software has also helped professionals make more informed decisions about workforce planning and skill development. Virtual transformation has also enabled more flexible work policies and virtual education programs, improving operational performance and worker engagement. To be successful, HR professionals must now possess virtual literacy and a strategic mindset. The digital revolution has positioned human resource management as a critical driver of organizational success, emphasizing the role of digital tools and technology in shaping the future of work and talent management.

Keywords: *Digital Transformation, Human Resource Management and Efficiency.*

INTRODUCTION

The combination of digital transformation and human resource management is a big change in how organizations handle talent and engage employees. In today's fast-paced digital world, using digital tools strategically is important for optimizing HR processes, talent acquisition, and workforce planning. Digital transformation changes how HRM works practically and reshapes talent management and organizational development. Integrating digital transformation with HRM aligns with important theories like organizational behavior and strategic HRM. These theories show how digital technologies can transform HRM and promote continuous learning. Digital transformation and HRM are vital in a modern organization. As organizations embrace digital technologies, HRM has adapted to attract, develop, and manage talent.



CHALLENGES FACED BY RESEARCHER - A HYPOTHETICAL VIEW

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ABSTRACT

Research involves finding existing information and redefining it in the current context. Researchers face challenges in choosing a research path without sufficient knowledge of the subject and supervisor, leading to negative attitudes, impatience, and confusion. In India, analysts encounter unique challenges such as estimating information needs, managing time and resources, dealing with budgetary and distributional issues. These challenges can limit the scope and quality of research projects, hindering progress in the country. Addressing these challenges is crucial for fostering a thriving research community in India and ensuring fair information dissemination. Choosing the right research direction is also important for project success, requiring investigative skills, access to procurement instructions, effective communication, and the ability to provide valuable feedback. Stay focused on your goals and vision, and be prepared to overcome any obstacles or challenges that arise during your studies. When selecting a contact person, seek suggestions from colleagues or inquire about advisors within your organization. Consider their experience, accessibility, communication skills, and consulting methods.

Keywords: *Lack of Knowledge about guide, lack of Time and lack of Publication knowledge*

INTRODUCTION

Research can be as simple as finding the answer to a question that already has one. For example, reading an article to understand why the sky is blue. (Deepali and Pisul 2022) Some studies can be unpredictable because the researcher may not be familiar with statistical tools and how to apply them to the data. Both quantitative and qualitative approaches may be necessary, and if not, methods like case studies and observations can be used instead. The challenges involved in research highlight the importance of thoroughly investigating the issues faced by Indian analysts. These challenges encompass various aspects such as legal, budgetary, infrastructure, and socio-cultural factors.

Researchers often encounter limited funding, assets, and the need for modern platforms to conduct impactful research. India's assistance in the socio-cultural fabric includes complexity, impact needs, collaborative design, and interpretation of real-world findings. Moreover, India's diverse range of research fields, from science to social sciences and humanities, presents various challenges. These challenges include inconsistent access to resources, survey systems, and consulting opportunities, which can unduly influence analysts in specific fields. Additionally, changing geopolitical and global health conditions can affect investigation planning, requiring a quick and flexible response to challenges like climate change and health emergencies. This poll aims to explore the complexity of issues faced by analysts in India and provide a comprehensive understanding of each aspect. By highlighting these challenges, we aim to contribute to discussions on improving the investigative environment and promoting activities that help analysts overcome obstacles and make progress in their fields. (Ramesh 2018) It is important to prioritize national and regional issues and problems. In order for research to have value and significance, social scientists need to recognize the problems faced by the people in that specific area and suggest potential solutions.