

ISSN 2322-0767
VOLUME 8 (ISSUE 1 & 2)
JANUARY- DECEMBER 2021

JOURNAL OF COMMERCE AND BUSINESS STUDIES

Department of Commerce
University of Delhi



DEPARTMENT OF COMMERCE
Faculty of Commerce and Business
Delhi School of Economics
UNIVERSITY OF DELHI

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ISSN 2322-0767

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(* Corresponding Author)

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ISSN 2322-0767

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MILLENNIALS IN THE WORKPLACE: AN OVERVIEW

Omnichannel Integration: Literature Review and Future Research Agenda

Prof. Hardeep Chahal¹, Ms. Anamika Sharma^{2*}

Abstract

The increasing use of information and communication technologies has brought a significant change in the traditional ways used by retailers to deliver their products and services. Concerning this, the omnichannel retail model is gaining popularity among the retailers. While emphasising various channels adopted by the retailers, this paper aims to explore multiple drivers, intervening variables and consequences of omnichannel integration, and how retailers can transit in the best way that ultimately provides a seamless experience to the customers. The systematic literature review of 45 articles is used to underpin the omnichannel integration conceptual framework based on significant drivers and their impact on omnichannel integration performance. This study provides a roadmap for future researchers to empirically investigate relationships between different constructs of the study. Further, researchers should integrate the retailers and customers model to deliver a seamless experience.

Keywords: Omnichannel integration, Augmented reality, Realism of experience, touchpoints, Consumer behaviour, Customers' lifetime value.

¹ Department of Commerce, University of Jammu, Jammu

² Department of Commerce, University of Jammu, Jammu

* Corresponding Author

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Bibliometric Analysis of Flipped Classroom in Business, Management and Accounting Education

Soma Garg^{1*} Arun Julka² Samyak Garg³

This study aims to comprehensively examine the flipped classroom research by conducting a bibliometric analysis of publications in Business, Management and Accounting education between 1994 and 2022 derived from the Scopus database. The study aims to highlight collaborations between authors, and countries in the field, to identify the most influential authors, countries, and reference papers; to know the research topics on which researchers have been working in recent years. The findings showed that USA, Indonesia, China, and Canada are the most productive countries on flipped classroom research. Lo C.K. and Hew K.F are the most influential authors whose papers have been cited most. International Journal of Management Education, Proceedings of The International Conference on Industrial Engineering and Operations Management are the most represented journals. The analysis shows that the collaboration between authors and countries working on flipped classroom is very low, though awareness and research on flip classroom is gradually increasing. In the current scenario where Government of India has implemented National Education policy (NEP 2020) and as a consequence Universities across India are introducing new curricula –‘having lots of skilled based courses and elective papers, starting with University of Delhi this year, it is imperative that researchers make use of this analysis of the flipped classroom research field which might be a sought after pedagogy in coming decade.

Keyword: Bibliometric analysis, Flipped classroom, Blended learning, Online learning, Pedagogy.

¹ Associate Professor, Department of Commerce, Maharaja Agrasen College, University of Delhi.

² Associate Professor, Department of Commerce, Maharaja Agrasen College, University of Delhi.

³ Student, B.Com. (Hons) III year, Kirori Mal College, University of Delhi

* Corresponding Author

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Consumer Adoption of Electric Vehicles: A Systematic Literature Review

Savita Rastogi^{1*}, Satyam²

The purpose of this research is to do a systematic literature review of consumer adoption of electric vehicles (EV) and an overview of theoretical perspectives that have been used to understand consumers' adoption behavior towards EVs. This research uses a combination of the Conventional SLR approach and the TCCM approach. This literature review shows that the Technology Acceptance Model, Theory of Reasoned Action, and Theory of Planned behavior are the three major theories to understand consumer adoption of electric vehicles. This study is a comprehensive analysis of the emerging field of EVs. The researchers have also identified some overlooked areas in EV research and have proposed future research directions.

Keywords: electric vehicle, consumer adoption, systematic literature review, conventional SLR approach, TCCM approach

¹Associate Professor, Department of Commerce, Jesus and Mary College, University of Delhi

²Assistant Professor, Department of Commerce, Jesus and Mary College, University of Delhi

* Corresponding Author

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A Social Dive into Recruitment Process: Conceptualisation

Nishtha Grover^{1*} & Karan Grover²

Human Resource Management can be labelled as the effective link that bridges the gap between employees' performance and the organisation's purposes. It is claimed that influence of technological advancement in HRM is a trail towards greater strides. Recruitment is one of the aspects that have evolved new avenues to achieve its objective through online platforms. The growing influence of social networking sites (SNSs) is a channel of communication as well as socializing around the globe focus on way this evolving trend will touch various aspects of recruitment process too. Conversely, such technological induced inclination may have adverse consequences as well. The paper aims to clarify the relationship between growing influence of social networking sites and recruitment. It proposes modelling the social recruitment transformation process and outlining conceptual understanding framework by scrutinising the various notions attached to social media incorporation in recruitment process stated in academic literature. The study aims to expand the domain of social networking sites by including a broader range of human resource related conceptualisations than is normally found in the literature.

The paper opted for an exploratory study using the open-ended approach of grounded theory. The data were complemented through secondary research including social media boom in organisation and copies of employee magazine articles. The paper provides empirical insights about how change is brought about during recruitment and overall organisation. It suggests various notions around social media incorporation in recruitment process and how it can be a make or break opportunity for organisation in today's competitive environment. Because of the chosen research approach, the research results may form a basis for future findings and may lead to more exploration in coming times. Therefore, researchers are encouraged to evolve the proposed propositions further. The paper includes implications for the development of a powerful relation between organisations and candidates which will further helps organisation to take a step further in this competitive skill drive workforce market. This paper fulfils an identified need to study how social networking sites influences behaviour and other aspects of organisations.

Keywords: Human Resource Management, E-Recruitment, Social Media Recruitment, Social Networking sites (SNSs), LinkedIn, Twitter, Facebook

¹MBA Student, Department of Commerce, Delhi School of Economics, University of Delhi

²Research Scholar, Jindal Global Business School, O.P. Jindal Global University

* Corresponding Author

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A Meta-Analysis on Correlates of Employee Engagement

Timsi Bhatia^{1*} & Ajay Kumar Singh²

Drawing on 44372 samples from 57 studies, the authors use meta-analytical techniques to assess the extent to which employee engagement is related to some of the constructs like Burnout, Cynicism, Mental health, Emotional Exhaustion and Psychological strain and Negative health. It was found that a) Engagement is negatively related to all the above correlates, b) the correlation is moderate with the highest negative correlation observed for Cynicism. These findings suggest that engagement lies at the opposite end of the continuum when it comes to these correlates. Therefore, doubts about the distinctiveness of these variables cannot be considered as pure speculation.

Keywords: Engagement; Burnout; Strain; Psychological Health; Depression

¹ Assistant Professor, Department of Commerce, Vivekananda College, University of Delhi

² Senior Professor, Department of Commerce, University of Delhi

* Corresponding Author

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Share Repurchase: Analyzing Research Trends Using Bibliometric Analysis

Monika Gupta¹, Shivani Abrol^{2*}, Piyalee Bhattacharya³

Share repurchase has been a prominent feature of corporates worldwide. It's often believed that firms can improve their stock performance by repurchasing their own shares. A fixed percentage of the company's own shares are acquired from the current shareholders through this approach. It decreases the company's current share count while creating value for the shareholders. Therefore, the repurchase of shares is seen by businesses as an essential tool for financial restructuring, particularly when there is an overcapitalization. The present study is an attempt to use a bibliometric analysis of the body of literature to outline the recent trends in share repurchase research and to highlight the avenues for new research fields. The study examined the research trend in the field of share repurchase with the help of bibliometric data extracted from the Scopus database. The findings of the study demonstrate that the primary topics in the share repurchase papers are capital structure, dividend policy, and financial flexibility. Furthermore, it shows how the researchers relate the concept of share repurchase to these topics. New factors that contribute to corporations' decisions to repurchase shares have also been identified.

Keywords: Share repurchase, Share buyback, Investments, Bibliometric analysis.

¹ Associate Professor, Department of Commerce, Motilal Nehru College, University of Delhi

² Associate Professor, Department of Commerce, University of Delhi

³ Audit Assistant, Deloitte

* Corresponding Author

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