

Emotional Biases and Individual Investors: An Exploratory Study

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Abstract

The current research focuses on the effect of emotional biases on the investment decision-making process among individual investors of India. This article is steered by conducting a survey on 631 individual investors of India participating in Indian stock market. Through a structured questionnaire as a research instrument, the study gauges behavioural biases of individual investors. An exploratory study by nature, the analysis of the study supports evidence establishing the adverse nature of behavioral biases affecting investment analysis and further their decision-making. The research implies a statistically significant association among behavioural biases and investment related decisions. The findings are significant for all the stakeholders of Indian stock markets, be it investors, financial advisors, industry experts and others indulged in the process of asset management or portfolio construction. This study can act as an aid towards informed investment decisions by analysing the vulnerability of investors associated with emotional biases.

Keywords: Investment, individual investor, decision-making, emotional biases, behavioral finance

Article

Emerging Research Trends in Green Finance: A Bibliometric Overview

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Abstract: Green finance is significant since it is the first organized effort by the financial industry to link financial performance with a positive environmental impact. Green finance products are being developed appropriately to achieve sustainability. The present study employs a fundamental bibliometric methodology to assess the current state and progress of academic research on green finance. 1748 papers are taken for this study. Data are extracted from a scholarly database i.e., SCOPUS and for network analysis, VOSviewer software is used. The present paper is focused on six research questions. Information is gathered to examine the above research questions and network maps are applied. We examined year-wise document publications, types of documents, subject areas, most influential articles, different journal sources, co-authorship of countries, and co-occurrence of keywords of green finance. We categorized keywords into clusters and discovered new trends in green finance. The paper also highlighted the recent issues and challenges. The study has also certain limitations and it is concluded by providing implications and suggestions for future studies. At last, this paper will give more insights to researchers, academicians, and others to discover the research gaps in this field of green finance.

Keywords: green finance; sustainable finance; bibliometric analysis; network analysis; VOSviewers; green initiatives; financial markets; green investment



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1. Introduction

The global financial crisis (2007) collapsed the backbone of the international financial system. The financial crisis highlighted the recent trends in conventional finance toward the exclusive concentration of earnings in a concrete sense. The result was a loss of faith on the part of the public institutions toward the lending financial institutions (Morano et al. 2020). To bridge the trust among the investors, the lending financial institutions started implementing new approaches. The public's interest in finance in green investment, socially responsible investment, and social impact investment are among these strategies that are progressively expanding (Morano et al. 2020; Rizzello et al. 2016; Sibanda 2013). The twofold exposure framework demonstrated that there was an interaction between the global financial crisis and other climatic change risks (Leichenko et al. 2009). Thus, global attention has been focused heavily on sustainability and climate change (Zhang et al. 2019). As a result, green finance is significant since it is the first organized effort by the financial industry to link financial performance with a positive environmental impact. It can also be considered as one of the clear indications that the economic system has begun to adapt to the challenge of the environment at large (Berrou et al. 2019).

Influence of Patriarchal Mindset for Girl Child Education and Women's Freedom to Start Business Activity in Nuclear Families

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Abstract:

Today social norms are changing as more and more women are taking up education supported by the family and are succeeding in business and as more and more females are getting the freedom to take up business activity. Today's businesswomen are helping to break down harmful stereotypes and challenge the current situation in various parts of India, Odisha is no different. It is observed that the patriarch has a greater influence on the decisions in the family that dictates whether a girl child should take up the education and business activity or not. The research aims to identify the influence of patriarchal mindset on girl child education and autonomy to initiate any kinds of business activity in nuclear families. In this research, the researcher used the Linear Probability Model (LPM) and Logit methodology to test the hypothesis. In this research, the researcher has used the response of 250 respondents. Both male and female respondents participated in this research. The researcher collected data from four blocks (Aul, Derabish, Garadpur, Mahakalapada) of the kendrapara district of Odisha. This research proves that nuclear families prefer to give education to their girl child similar to their boy child. Patriarchal mindset has no significant influence on women's education and freedom to take up business activity.

Keywords: Patriarchal mindset, Girl child education, Nuclear family, Linear probability model, Business act

Microfinance: A Pathway of Success for Self Help Group

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Abstract:

To bring the under privileged into the economic mainstream of nation, a financial architecture was needed with the objectives of providing small credit and mobilizing small deposits through an effective application of the mechanism.

A meaningful positive growth in GDP always assume to cater to the needs of the people as a whole. This gives birth to the concept of inclusive growth & gender equality which simultaneously conceptualized the SHG model.

Liberalization compelled to bring more women into the purview of different financial services sector & Microfinance concept has widely being getting momentum to bring a complete glory to the mission. Microfinance plays a pivotal role in involving women in different poverty alleviation activities and majority of these are going successfully in their mission.

In view of the above the present study has made an attempt to evaluate the influence of Microfinance activities in eradicating poverty among the rural poor through SHG model.

Keywords: *Financial Architecture, Underprivileged, Inclusive growth, Gender equality, Poverty alleviation.*

1. Introduction:

Towards the millennial goal of accomplishing the all-round socio-economic development of the down trodden financial inclusion and inclusive

growth has emerged as the recognized mechanism which set to be carried on by the vehicle like micro finance and micro credit.

As has been witnessed since its

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Keywords: Patriarchal mindset, Girl child education, Nuclear family, Linear probability model, Business act

ORGANISATIONAL CITIZENSHIP BEHAVIOUR: DETERMINANT THAT LEADS TO JOB SATISFACTION

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ABSTRACT

Organizational citizenship behavior (OCB) is a term that's used to portray all the optimistic and constructive employee behaviour and accomplishment that are not part of their formal work responsibilities. It's something that employees do, out of their own interest. Typically in this behaviour, employees support their colleagues and thus resulting benefits of the organization as a whole. The current study examined the interface between organizational citizenship behaviours and job satisfaction. While OCB plays an important role in distressing performance indirectly, other variables moderate the relationship. This study was based on a sample of 155 retail participants working in Bhubaneswar, Odisha. Results showed positive noteworthy correlations between job satisfaction and citizenship behaviour individually and collectively as well. The association between job satisfaction and OCB is positive in the current study.

Key words: Support of colleague, OCB, job satisfaction, work responsibilities

1. Introduction

It is inevitable to say that human resource is the priceless resource in any organization. The employees are considered as knowledge hub. They add value to the organisation. The success or failure of organisation depends on the employees' behaviour and their satisfaction towards job. Here employees' behaviour is about helping others in the workplace from one's own side. Here most important issue is employees' satisfaction towards their work. There are certain factors such as potential, individuality of human resources are considered them as intelligent assets who act and perform differently, as well as behave differently, which as a consequence visible in organization's results. Thus, organizations should make a decision and find out what type of behavior they require to be effectual. One of the concepts called organisational citizenship behaviour that creates a necessary buzzword in the daily operations of any organization to be able to survive. Organizational Citizenship Behavior (OCB) has predisposed the psychology and administration in any organization. Bearing in mind, this type behavior among the citizens of an organization is essential. However, by having superior citizens within the organization through OCB, the efficacy of an organization will be achieved from the employees. This behavior supports an organization and there is a prospect to grow when employees go ahead with their formal duties and responsibilities to accomplish the organization's goals by assisting their colleagues.

2. Literature Review

2.1. General Framework

OCB, in other words, additional job behavior, is the behavior which is inaccessible by the employees' obligation' (Tambe & Shanker, 2014). According to Smith, Organ and Near (1983), 'OCB is the behavior that benefits to the organization even though it is not formally required or rewarded for such behavior'. According to Organ (1988), "OCB is also known as —good soldier syndromel where committed employees in the organization will demonstrate such behavior. The behavior includes punctuality, helping others, innovating, volunteering". Past researches had been made frequent of studies on the property of organizational commitment towards OCB. The research conclusion conducted by Aslam (2012) was that 'OCB and organizational commitment are both positively related to each other. Employees who seem to be more satisfied and dedicated to their job with the firm will show more OCB'.

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ROLE OF ARTIFICIAL INTELLIGENCE IN MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT: A QUANTITATIVE INVESTIGATION OF RECENT PRACTICES

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Abstract

Artificial Intelligence (AI) support marketers in predicting the need of their customers & is an important provider of more flawless experiences to customer. Artificial Intelligence is important in present efforts for marketing and is used often when speed is needed. AI help in communicating the best way with the customers & then supply customized messages at correct time & ensure utmost feasible efficiency & without interference from members of marketing team, profiles of customer & data are used. In present market scenario that is driven by customers, complications presence in decision making are every day increasing. AI also involves understanding needs of customers & desires & aligns products or services to