

Labour As a Factor Of Production

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Abstract: Labour is a term that defines a person who does activities physically or mentally. Labour refers to the human efforts to produce any type of goods and to provide any services in economic terms. Labour plays an important role in any enterprise, basically in production work. Skilled labour in company leads effective and fast growth. Labour is an active and effective factor of production because alone capital and land can't perform production. Without labour all other factors are useless as we need to manage labour and also, we need to enhance efficiency and effectiveness of employees. In India the wages are low that affects production capacity of workers. In agricultural activities, the labours are exploited even more due to which the level of poverty also escalates. This paper presents the role of labour as a production factor and its importance in production houses. The key recommendations of this paper are towards labour satisfaction for better productivity. In addition through this research it has been attempted to observe that to what extent the labour productivity has benefited from educational expansion. The data used for the analyses is primarily secondary in nature. The present paper symbolizes all the basic research, work done on this, a must have business module in the days to come wherein various tools & techniques have been used are incorporated in the best possible capacity.

Keywords- *Exploitation, Gender, Labour, Production, Satisfaction*

Influence of Intellectual Capital on Performance: An Analysis of IT and Pharmaceutical Firms

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Abstract: The terminology “Intellectual Capital” has gained recognition in enhancing the firms' value and gain a competitive advantage in the developed world. The present study examines the impact of Intellectual Capital on firms' financial performance. The study takes into account 48 (22 IT and 26 Pharmaceutical) companies for the time period of 10 years (2009-2018). The paper has used modified Public's Value Added Intellectual Coefficient (VAICTM) as a proxy to measure intellectual capital. In order to analyse the robustness, correlation and multiple regression technique has been applied. The results of this study indicates that overall intellectual capital, human capital, relational capital and capital employed has a significant impact on financial performance. Also, innovation capital and process capital have no significant relationship with firms' financial performance. The results are helpful for managers, policymakers, government, and investors so that they can properly manage and regulate the intellectual capital of their organization. Study also shows that inclusion of relational capital, process capital and innovation capital in VAICTM model increases the explanatory power of the model.

Keywords: *Human Capital, Intellectual Capital, India, M-VAIC, Structural Capital*

Social Media Advertising: The Changing Landscape of Advertising Industry

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Abstract: The adoption and integration of Social media Platforms by the companies in their promotion channels. has greatly altered the advertising Industry. Seeing the influential impact of social media advertisements, this paper has proposed a conceptual advertising model which examines the impact of advertising content such as Informativeness, Entertainment, Credibility, Interactivity, Intrusiveness, Personalization and Incentives on Social Media Advertising Value and further see the impact of Social media advertising value on Attitude towards Social Media Advertisements. Data has been collected from 457 activesocial media through a self-designed questionnaire. All the adapted scales have been used for collecting responses which have been validated through Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) and then path analysis has been deployed for examining the formulated hypothesis on the proposed relationships between the predictors and outcome variables. The results show that all the Independent Variables such as Informativeness, Entertainment, Credibility, Interactivity, Intrusiveness, Personalisation and Incentives had a significant impact on Social Media Advertising Value, which further had a strong and significant impact on Attitude Towards Social Media Advertising. This paper theoretically adds to the advertising literature and practically will benefit the companies engaging consumers on these new advertising avenues, in knowing the essential features of social media ads in order to positively influence them which will also help in gaining long term customer relationships and edging competitive advantage.

Keywords: *Social Media; Informativeness; Entertainment; Credibility; Personalisation; Intrusiveness; Incentives; Interactivity; Social Media Advertising Value; Attitude Towards Social Media Advertisements*

Issues of Indian Banking Sector and Priority Sector Credit: An Empirical Analysis

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Abstract: A paramount role is played by commercial banks in the dispensation of financial resources for economic activities. Towering Non-Performing Assets (NPA) is becoming a matter of concern for the banking industry of India. Many studies have found the root of this problem in the credit extended for the priority sector. Many developing and developed economies have utilized directed credit schemes or priority sector lending (PSL) to channelize funds at concessional interest rates for certain specified sectors which are important for the balanced growth of the concerned economy. Thus, the present study aims to examine the relationship between NPA and priority sector lending (PSL). The study has used proportion of PSL in total loan portfolio of banks as the major determiner of NPA, while controlling for certain other bank-specific factors influencing the predicted variable, NPA. The Indian banking sector, including 46 commercial banks, has been studied for a time period of 14 years (2005-2018). The conclusions have been drawn applying static panel regression models. The findings have revealed that contrary to expectations, PSL bears a negative impact over NPA. As expected profitability is having a negative influence on GNPA, which implies that highly profitable banks face less of NPA issue. As per

the results shown highly capitalized banks are expected to have relatively more of bad loans. Similarly, income diversification and size have shown a positive association with GNPA ratio. As per various published by RBI most of the loan defaulters topping the list of NPA are actually corporate borrowers. Hence banking institutions should be encouraged to lend more to these specified sectors so as to ensure regular growth and development of the particular sectors. However, proper monitoring of the financed projects and loan repayment should also be taken care of in order to safeguard lending banks from the issue of problem loans.

Keywords: *Directed credit; Indian banking sector; Non-performing assets; Panel data; Priority sector*