

Editorial

This Issue of the Journal covers a wide range of topics. In the first paper, the author has made an attempt to understand how the stock market responds to the change in Advance Decline Ratio (ADR) during the Covid-19. Further, it investigates the existence of significant relationship between ADR and the S&P BSE Sensex and the impact during an over-buying and an over-selling condition. The paper concluded that, during the Pandemic the average daily ADR was 1.20, which means the number of stocks advanced is 1.2 times that of the number of stocks declining.

The second paper aimed to empirically analyse the effect of amalgamation on regional rural banks (RRBs) in India. The results revealed that return on equity increased significantly in the post-merger period. Hence, supporting the theories of value creation of mergers and acquisitions (M &A), the present research states that the profitability performance of regional rural banks in India increased marginally after the M&A exercise.

This next paper focuses on customer perception in terms of customer awareness of grievance redressal mechanisms in the banking sector. Banks being organisations of economic importance should make conscious efforts to establish secure service recovery culture. Developing a good complaint management system alone cannot serve the purpose of catering to the customers but making the customer aware of the various redressal avenues at their disposal is also necessary. The results of the study highlights that the customer awareness of redressal processes and mechanisms is low for external processes rather than internal processes of banks.

In the fourth paper, the authors made an attempt to examine the influence of mobile payment systems on unorganised retailing and further highlighting the factors influencing the consumers to accept or adopt the mobile payment system. This study also highlights the elements which play a role in shifting consumers from unorganised to organised retail through the Mobile Payment System. The study concludes that trust, privacy, and security issues are still restricting the user to adopt the online mode of payment

The next paper is a pioneering attempt by the authors to profile Indian users of organic skin care products. Demographic relationship with purchase intention was empirically tested. The findings revealed that personal income and education have significant influence on intention to buy organic beauty/skin-care products. Firms can develop effective marketing strategies for organic skin care products focusing on the key demographic influences by pondering over the results of this study.

The sixth paper explores the possibilities of any relationship shift in customer service and customer satisfaction within a new space of the young generation's involvement in buying traditional apparel in Odisha. The study found that service experience does not drive the customers' satisfaction, and the

marketing mix elements do not equally affect the service experience. The outcome of the study will guide marketers to revisit the roles of the marketing mix in dealing with overall consumer experience and satisfaction.

Internal marketing, focusing on information, education, development and motivation of its employees plays a pivotal role in the higher educational institutions. The results of factor analysis of the next paper portrayed that internal communication, internal market research, training and development, psychological factors, HR and rewards, sociological factors, empowerment and vision as the important factors being the constituents of IM practices in HEI's in India. The study recommended that the authorities in HEI's should pay additional emphasis on the aforesaid factors in order to boost faculties continued commitment levels and to create comprehensible and practical job as well as organizational objectives.

In the next paper, the authors tried to assess the factors which stimulate students' interest towards research. The influence of teacher's motivation and research infrastructure on students' attitude towards research is studied along with the mediation effect of career opportunity. The study observed that teacher's motivation and research infrastructure have no direct effect but has mediated effect on student's attitude. Hence, the policy makers should focus providing career opportunity to the students in research to ignite research attitude among them from the graduate level.

Optimal cost management becomes a central point to maintain the profitability due to sudden changes in technologies and tough global and domestic competition; moreover due to the Covid-19. In this, most companies focused on reducing employee cost by adopting various modes like salary cut, retrenchment, and restricted the perquisites. The ninth paper made an attempt to identify the pattern of employee cost in the Indian corporate sector during the last 15 years from 2005 to 2019. The study concludes that the Indian corporates have not yet adopted any consistent wage policy. Further, it is also attempted to provide insightful information for policymakers to lessen the attrition rate in the corporates by analyzing the employee cost component in cost structure.

The last paper of this issue highlights the current scenario of Indian telecom sector and examines its growth in the last three decades from 1991 to 2020. The study concludes that there has been a continuous increase in the subscriber base, overall teledensity in both rural and urban areas, number of broadband subscribers and internet subscribers. The share of the public sector has come down, while the share of the private sector has increased remarkably. The authors have recommended that the Indian government should make the regulatory and policy framework more adaptable to the fast-changing needs of the telecom sector.

To recognize and appreciate the contributions of academicians and researchers in the field of 'Commerce and Management', the Orissa Commerce Association has started conferring the 'Fellow Award' since 2019. A list of the OCA Fellow Members is being appended in this Issue.

Hope the readers will enjoy reading this Issue and encourage us to stride forward.

Dr. Malay Kumar Mohanty
(Managing Editor)