

## EDITORIAL



As the world has started seeing light at the end of the long tunnel, as the Corona pandemic is waning off and vaccines have brought in the much needed cheer for humanity, it is time for businesses' across the world to rejoice. With lot of hope and positive outlook, *Applied Management Perspectives (AMP)*, the Management Research Journal, from the 'School of Management Studies' at 'Presidency University, Bengaluru', brings you the second edition of our bi-annual open access E-journal.



In our continuous pursuit to nurture and promote high-quality original research in the applied areas of Management & Business, the Journal has sought original and innovative theoretical, methodological and empirical research related to various facets of business. We are happy to receive a number of articles from the authors in a variety of disciplines. The journal committee along with the help of blind peer-review recommendations and after iterative corrections from the authors, here we are presenting to you, the selected set of eight papers and one book review for the joy of your reading.

As expected, keeping with the times, many authors have written about how businesses can successfully tide over the pandemic crisis and also the importance of digital technologies in the current and future times. The first paper talks about the role of digital technologies in overcoming the challenges faced by the Human Resources function of the Organizations. The second paper also deals with the HR function and the relationship between human resource practices and employees' perception of strategic organizational change in Aviation Industry.

Self-Help Groups (SHGs) are non-government organizations (NGOs) with anti-poverty agenda involving a maximum of 20 people. The third paper highlights the problems faced by the women of Self-Help Groups during pandemic COVID-19 and how these women from SHGs became a part to fight against Corona virus in India. The fourth paper deals with digital contents and marketing influencers and their role in customer attention.

The next paper helps to understand the application of applied management trends to improve individual and group perception of control and business growth management approaches. The next paper is Association between Socio Demographic Variables and Social media: A Descriptive Study on Retail Clothing Online Marketing in Bangalore. The following paper is a study on Consumer Sensitivity to Price and User Ratings, in Male Apparels with Comparative Study on Bangalore and Paris. The next case study takes us through the hostile takeover of Mind tree and L&T and the process of creating value for the organizations. In the perspectives section, the first

paper is of interest to academicians as the focus is on the importance of interpersonal skills for students and the role of universities in developing the same. The following paper is on role and analysis of SWAYAM e-learning MOOC courses in Business education sector in India.

This edition also includes a book review on a book which discusses the important steps of data cleaning, data exploration and data visualization - ‘*Data Science in Marketing Analysis*’ written by Mirza Rahim Baig, Gururajan Govindan, and Vishwesh Ravi Shrimali.

We express our heartfelt thanks to all the authors for their scholarly contributions and also wish to get the same patronage from all the authors and researchers, for the subsequent issues of the Journal.

With earnest gratitude and profound thanks we would like to acknowledge the continuous guidance of Mr. Nissar Ahmed, Chancellor, Dr. D. Subhakar, Vice Chancellor, Dr. Muddu Vinay, Pro Vice-Chancellor, Dr. Beeran Moidin B M, Registrar, Mr. Mrinmoy Biswas, Registrar (Accreditation & Corporate Relations), Dr. C. S Ramesh, Dean – R & I, Presidency University for their continuous encouragement and motivation.

We wish to thank the Editor-in-Chief, Dr. Gunjeet Kaur, Dean, School of Management, for her guidance and untiring support, in ensuring that the issue sees the light of the day.

We are ever thankful to the Managing Editor, Dr. Krishna Kumar, who have been a pillar of strength and motivation, all through the journey. We also express our sincere gratitude to Dr. Akhila Udupa, HOD, School of Management for supporting us all through.

Last but not the least, our most humble gratitude to the Associate editors’ Dr. Mohammed Imrozuddin & Dr. Deepika Krishnan, website editor Dr. K N Seshadri, Web Development Team – Dr. Kunal Saxena & Mr. Mohammed Nadeem for their timely support and help.

*‘Never stop learning, because life never stops teaching’ - Unknown*

Best Regards.

### ***Editors***

***Dr. Pratika Mishra***  
***Professor-School of Management***

***Dr. Chithambar Gupta V***  
***Associate Professor-School of Management***