EMERGING TRENDS IN HUMAN RESOURCE MANAGEMENT

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This is to certify that this edited book entitled "**EMERGING TRENDS IN HUMAN RESOURCE MANAGEMENT**" bearing ISBN No. 978-81-965336-9-4 is refereed and published after due peer-review process.

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Exploring Moonlighting in the Information Technology Industry: A Conceptual Study

Dr. R.Padmaja*

Introduction

In the dynamic realm of the Information Technology (IT) sector, the phenomenon of moonlighting has emerged as a captivating subject of discussion. Moonlighting, defined as the practice of individuals taking on secondary work or projects alongside their primary employment, has gained traction, particularly within the IT domain. This chapter is dedicated to delving deep into the multifaceted world of moonlighting within the IT sector, seeking to unravel the diverse motivations, intricate challenges, and far-reaching implications of this dual career path.

The IT industry, known for its rapid evolution and insatiable demand for skilled professionals, has recently witnessed a notable upswing in moonlighting activities. Some IT practitioners engage in moonlighting to bolster their financial well-being, while others embark on this journey to explore personal passions and ignite their creative spirit. Irrespective of the catalyst, moonlighting prompts significant inquiries into its influence on individuals, organizations, and the broader industry.

This chapter aims to provide an exhaustive exploration of moonlighting in the IT sector, addressing key facets of this practice. It delves into the motivations propelling IT professionals to undertake secondary work, scrutinize the ethical and legal considerations entwined with moonlighting, and assess how it shapes the very fabric of the industry. The goal is to shed light on a phenomenon that holds profound implications for both individuals and the IT sector.

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Motivations and Driving Forces

Moonlighting in the IT sector is a multifaceted phenomenon with diverse motivations. IT professionals often undertake secondary work for various reasons. These motivations may include financial incentives, personal passions, skills diversification, and career advancement.

- **Financial Gains and Income Diversification:** One of the primary motivations for moonlighting is the desire to augment one's income. With the high demand for IT skills, professionals often find opportunities to take on additional projects or part-time roles, providing a substantial boost to their earnings. Sometimes, the dynamic and often volatile nature of the industry, characterized by rapid technological changes and potential job insecurity, compels IT professionals to seek supplementary income streams as a means of financial security.

- **Passion and Creativity:** Beyond financial considerations, moonlighting allows IT professionals to pursue their passions and unleash their creativity. In an industry known for its innovation and constant evolution, many professionals are drawn to moonlighting projects that align with their personal interests. These side endeavors may involve developing software applications, designing websites, or even contributing to open-source projects. The freedom to explore one's creative potential outside the constraints of their primary job is a driving force for moonlighters.

- **Skill Enhancement and Diversification:** The IT industry is marked by a rapidly changing technological landscape. Moonlighting provides an avenue for IT professionals to expand their skill sets and knowledge. By working on diverse projects, moonlighters can gain experience in new technologies and domains that they might not encounter in their primary job.

Ethical and Legal Considerations

Moonlighting in the IT sector raises several important ethical and legal considerations. IT professionals who engage in secondary work outside their primary employment must navigate a complex landscape of potential conflicts of interest and contractual obligations.

- **Conflict of Interest:** One of the primary ethical challenges of moonlighting in IT is managing potential conflicts of interest. When an IT professional takes on side projects or secondary employment in a similar domain, they may find themselves in situations where their interests and commitments collide. For example, a moonlighting developer could be working on a project that competes with their primary employer's products or services.

- **Confidentiality and Data Security:** The IT sector places a high premium on confidentiality and data security. IT professionals often have access to sensitive information, and moonlighting can pose risks to data integrity and privacy.

- **Legal Boundaries and Contractual Obligations:** The legal aspects of moonlighting are crucial. Employment contracts and company policies frequently contain clauses that address moonlighting. These contracts may explicitly prohibit or restrict moonlighting activities to protect the interests of the primary employer. Many IT employment contracts include non-compete clauses that restrict employees from engaging in any secondary work in the same industry. Violating these clauses can result in legal repercussions. IT professionals who sign NDAs with their primary employers and does moonlighting may experience legal actions.

Impact on The it Industry

- **Challenges to Employers:** Moonlighting can pose challenges to employers. It can lead to reduced employee focus and commitment to their primary job. Employees may become distracted by their side gigs, resulting in lower productivity and engagement in their main role. There can be conflicts of interest when employees work on projects in their moonlighting jobs that compete with or are related to their employer's business. This can create ethical dilemmas and potentially damage the employer's interests. Moonlighting employees may have access to sensitive data and systems in their primary job. This can pose security and confidentiality risks if the moonlighting work is not properly managed and protected.

- **Fostering Creativity and Innovation:** Moonlighting has the potential to enhance creativity and innovation in the IT sector. Many moonlighters use their secondary projects to explore new technologies, business ideas, or creative endeavors. Some employees use moonlighting as a launchpad for starting their own IT-related businesses, gaining valuable entrepreneurial experience that can benefit their careers and contribute to industry innovation.

- **Challenges to Employees:** Moonlighting can also introduce challenges, such as employee burnout and decreased job satisfaction. This can lead to a less motivated and productive IT workforce, which can have a negative impact on the industry's overall performance. Juggling multiple commitments may result in a decline in the quality of work on one or more projects. IT professionals may find it challenging to meet deadlines and deliver top-notch results when stretched too thin.

Current Era Observations Related to Moonlighting

- Many IT employees are now choosing to freelance or work on contract rather than accepting full-time jobs. This gives them the flexibility to take on multiple projects from different clients thus avoiding potential complications or conflicts.

- The gig economy encompasses platforms and marketplaces that connect individuals or businesses with freelancers or independent contractors. In the IT sector, platforms like Upwork, Freelancer, Toptal, and Fiverr have gained popularity. These platforms facilitate moonlighting. IT professionals can easily find short-term or freelance work on these platforms, allowing them to supplement their income by taking on additional projects. The gig economy offers a wide range of IT-related tasks, from coding and web development to cybersecurity and data analysis, providing opportunities for IT specialists with various skills. Freelancers on these platforms can work for clients from around the world, expanding their reach and potentially earning more than they would in a traditional job.

- Remote work has become a standard practice in the IT sector and beyond, which has several implications for moonlighting. Remote work allows IT professionals to manage their own schedules and work from any location with an internet connection. This autonomy facilitates moonlighting as they can allocate time for side projects more easily. Working remotely can make it more challenging for employers to monitor an employee's activities during working hours, potentially allowing for greater moonlighting discretion.

Brief Statistics Related to Moonlighting

- According to the survey conducted by ResumeBuilder in United States, a significant majority of individuals engaged in full-time remote or hybrid work, namely 79%, also have another employment. Furthermore, around one-third of these individuals are employed by more than one extra business. The phenomenon of inflation is shown to be a contributing factor in the employment of numerous occupations for around 37% of those engaged in full-time work. Approximately 66% of individuals engage in the act of diverting a significant portion of their working hours from their main employer to attend to tasks and responsibilities related to secondary professional commitments. A significant proportion of individuals, namely 59%, are now facing burnout.

- According to a recent research study conducted by the University of California, Berkeley, moonlighting can have a negative impact on employee productivity in their primary job. The study reveals that employees who engage in moonlighting activities are prone to experiencing distractions, fatigue, and reduced engagement with their primary job responsibilities.

- Based on a recent survey conducted by Randstad, it has been observed that there has been a notable rise of around 25% to 30% in moonlighting engagements within India's IT industry over the course of the previous three years. The current trend in the industry indicates a transition from an employer-centric market to a talent-centric market.

IT Industry Response to Moonlighting

The IT sector is exhibiting a varied response to the phenomenon of moonlighting. Certain firms are adopting a stringent approach towards moonlighting, but others exhibit a more permissive attitude.

Organisations that are adopting a stringent approach on moonlightingare including provisions into their employment agreements that clearly forbid workers from engaging in concurrent employment with another organisation without obtaining prior authorization. The use of employee monitoring software has become prevalent among some firms as a means to monitor employee behaviour and detect indications of moonlighting. The programme has the capability to monitor and record several aspects of employee activities, including email correspondence, internet browsing patterns, and keystrokes. The practise of performing comprehensive background checks on prospective employees has become more prevalent among some organisations, with the aim of detecting and addressing any possible conflicts of interest. This may include doing an inquiry into the employee's concurrent employment with other firms.

On the other hand, organisations that have a greater inclination towards accommodating moonlighting activities are providing employees with the permission to engage in moonlighting activities, subject to prior consent from their respective managers. Typically, the employee is required to submit a written request that delineates the nature of their moonlighting activities and elucidates the potential implications on their principal job responsibilities. These organisationsare prioritising the establishment of a culture that fosters trust and transparency, enabling employees to engage in open conversations with their supervisors on their moonlighting endeavours which aids in the identification and resolution of any conflicts of interest or problems.

Conclusion

The prevalence of moonlighting in the IT industry is undeniably on the rise, fueled by several factors, including the proliferation of remote work, the escalating demand for IT expertise, and the individual inclination to augment earnings and pursue personal interests.

Moonlighting can be a double-edged sword, offering the potential for increased income, greater flexibility, and opportunities for skill enhancement and personal growth. However, it may also give rise to conflicts of interest, disrupt the work-life balance, and diminish productivity in one's primary occupation.The responses of organizations within the IT sector to the phenomenon of moonlighting are multifaceted. While some adopt a rigorous stance to regulate and restrict moonlighting, others embrace a more permissive approach, focusing on trust and transparency within their work environments.

As the IT industry continues to evolve, moonlighting is likely to remain a dynamic and influential aspect of the sector. To navigate the challenges and opportunities it presents, both individuals and organizations must remain adaptable and responsive to the evolving landscape of work in the digital age. When managed effectively, moonlighting can contribute to the growth and vitality of the IT industry, offering professionals a platform to explore their passions and push the boundaries of innovation.

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Navigating the New Normal: Work-Life Balance during Work from Home

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Ms. Neeti Pareek[**]

Introduction

The COVID 19 Pandemic has acutely impacted organizations across the world in recent times. The general shift of the people from working in the office setup has changed as people have been forced to Work from Home (WFH), Golden defines WFH as a work method that comprises working away from a traditional corporate headquarters for a certain period and using technology as needed to complete tasks. (Weerarathnaet, al. 2022). Earlier, travelling to work was tough but now with people being at home, there are a fresh set of inconveniences and stresses. Organisations across have resorted to Work from Home. However, with the perks of being at home and working the general perception of employers is since the employee is working from home they can work for longer duration and this has harmed the Work Life Balance of employees. (Joshi & Gour 2020). Work Life Balance (WLB) is the extent to which one's perceived allocation of physical, mental, and emotional resources between the work and non-work domains matches one's expectations, personal and professional goals (Deshpande et, al. 2020). The concept of WFH and WLB have a very close connection and many past researches have emphasized that telecommuting or WFH had blurred the boundaries between work and life, and employees find it difficult to demarcate the boundaries and times of work and life, when WFH. This paper examines the Work Life Balance of the employees during remote work.

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Review of Literature

The Covid 19 pandemic has brought changes in the work styles and people who are ready to make this transition may find it easy to adjust to the new circumstances (Deshpande et.al, 2020)**.** WLB is about finding the right balance between work and life, and about feeling comfortable with both work and family commitments. When work life conflict reduces work life balance increases (Pandu, 2017). (Joshi & Gour, 2020), examined the problems faced by employees while working from home and their expectations towards a balanced work life, they indicated that WFH has proven to be advantageous for the employees during the phase of pandemic on the other side of it, employees who are working from home do face big challenges keeping a regular schedule is the main problem. (Irawan. A. 2020) reported that Working from home is responsible for the decline in employee productivity. There are many factors responsible for maintaining a healthy work life balance workplace support, supervisors support and work life balance policies significantly influence the attainment of work life balance (Uddin et.al, 2020). Organizational support, necessary internet equipment's and conducive home environment can exert positive influence on the work performance in the process of work from home (Kaldeen & Hassan,2020). (Weerarathna et.al,2022), indicated that supervisor's trust and support and individual workspace have a significant impact on the balance between work and life of software engineers. In a study done by (Shahid & Shareena,2020) comfortable space, quite environment and internet connectivity are important factors to work from home. In a study done by (Anand & Nain, 2022) they reported that the employees have a healthy work life balance during work from home in the COVID 19 Pandemic.

Research Gap

There have been number of studies on work life balance and work from home but most of the studies were based on IT or education sectors and no studies were done in the context of Jaipur. Therefore, there is a research gap on this regard. By conducting this research the researcher hopes to fill the existing research gap.

Objectives of Study

The research would aim to achieve the following objectives:

- To examine the WLB of employees during WFH.
- To determine the difference in WLB of employees based on the age, gender, marital status, employer status, type of industry.

Hypotheses of Study

H_0:   There is no impact of WFH on WLB of employees.

H_{01}:   There is no significant difference in the WLB of employees based on age, gender, marital status, employer status and type of industry.

Research Methodology

The data for the study was collected through questionnaires. The data was collected from 500 respondents who worked from home during the phase of pandemic. The data was collected from Education, I.T, Manufacturing, Banking and telecommunication sector employees. The collected data was analyzed using Multiple Regression technique.

Conceptual Composition of Study
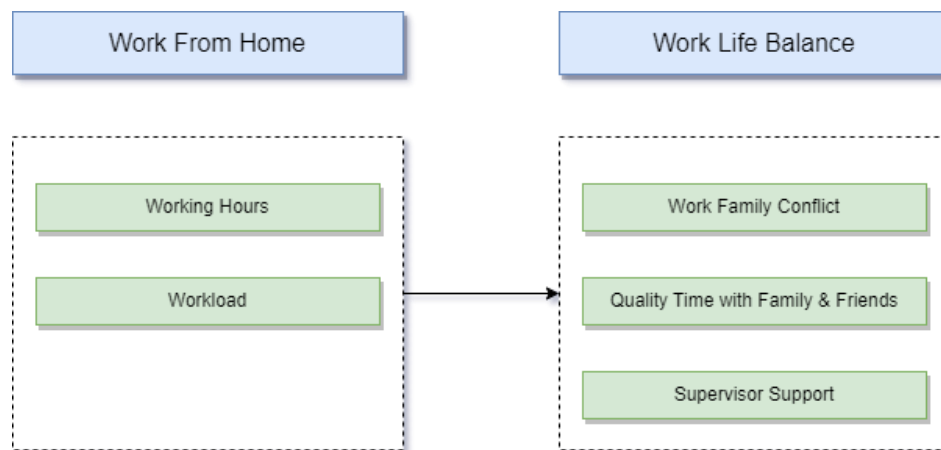
Figure 1: Proposed Model of Study

Theoretical Background

Work from Home

WFH is an alternate way of organizing task that may be defined as the work which can be performed from home (away from the traditional workplace such as factories or offices) and enables employees to access their labor activities through the use of information technology. It may be for a temporary period or for the long-term durations as an alternate to the traditional way of doing work.(International Labor Organization). WFH has various advantages and disadvantages. The advantages include spending more time with family, saves travelling time, saves company cost and disadvantages include lack of working facilities at home, more burden of family work, disturbance. (Kaldeen & Hassan, 2020).

- **Working Hours:** It refers to the number of hours and number of days worked by an employer. If the employee is asked to work for more hours and for more days then the days and hours agreed upon it will negatively affect his work life balance as the employee will not be able to concentrate on his family life. The nature of job has a significantly positive impact on the job satisfaction of the employee (Rahman, 2019), an employee who is satisfied from the job can maintain a positive work life balance.

- **Workload:** The workload in the organization can also affect the work life balance of the employees as excessive workload may lead to more stress which could have a negative impact on the health of the employee, thus, making it more difficult for the employee to spend time with the family. In a research done by (Kakkar. & Bhandari, 2016) on male and female employees it was found out that excessive workload negatively affects the work life balance of employees and especially female employees find it more difficult to balance their work life.

Work Life Balance

Work Life Balance is the extent to which one's perceived allocation of physical, mental, and emotional resources between the work and non-work domains matches one's expectations, personal and professional goals. (Deshpande et,al. 2020). It is the ability to effectively manage the juggling act between paid work and the other activities, that are important to people (Vimala et, al.2022) The COVID 19 pandemic has made it even more challenging for the organizations to maintain the work life balance of their employees as earlier the employees were required to completely work from home and now from home and office which is forcing the organizations to design new incentives to manage work life balance of employees.

- **Work-family Interference:** When the demands of job interferes with the demands of the family it gives rise to work family conflict. Major reasons for work family conflict are work-family interference (Pandu,2017). Generally, work-family conflict reduces work-life balance of employees.

- **Quality time with Family and Friends:** It is very important for every employee to spend quality time with family and friends even when they work from home as it helps to boost their Work Life Balance (Irawan, 2020).

- **Supervisors Support:** It determines the extent to which the superiors value their subordinates and help them in clearing their work related doubts. According to a study done by (Irawan, 2020) By doing Work from Home, many employees feel comfortable in their work, they reveal that by doing work at home, they do not feel supervised directly by managers as they usually get in the office, which helps them to work in a pressure free environment thus helps to improve their work life balance.

Data Analysis and Interpretation

Based on the objectives of the study an analysis has been made for the primary data collected. The collected data have been tested using multiple regression technique. Based on the findings of the study, interpretations and conclusions are arrived.

Table 1: Descriptive Analysis of Demographic Profile of Respondents

Characteristics	Category	Percentage
Age	21-30	35.8
	31-40	38.4
	41-50	22
	51-60	3.8
Gender	Male	54.6
	Female	45.4
Marital Status	Single	23.8
	Married	75.4
	Widowed	0.8
Employer Status	Public	17.4
	Private	74.4
	Entrepreneur	8.2
Type of Industry	Telecommunication	14.4
	Education	17.6
	Manufacturing	15.6
	Banking	20.2
	I.T	29.6
Work from home in Covid 19	Yes	85.4
	No	14.6

Source: Self Compiled

The demographic profile of the respondents of this study is given in table 1, accordingly 35.8% were within 21-30 years of age category, 38.4% of them were within 31-40 years of age category and 22% of them were within 41-50 years of age category. Out of the total participants 54.6% were male and 45.4% were female and 75.4% were married. 74.4% of the respondents were private sector employees and 29.6% belonged to I.T sector.

Table 2: Descriptive Analysis- Factors Affecting Work Life Balance

Questions	Options	% of Responses
Job Family Interference	Always	4.4
	Often	9
	Sometimes	28.4
	Rarely	13.4
	Never	30.2
Missed quality time with family and friends	Always	3.2
	Often	9
	Sometimes	33
	Rarely	8
	Never	33
Family unable to spend time	Always	2.8
	Often	8.8
	Sometimes	35.6
	Rarely	7.4
	Never	30.8

Supervisors support	Always	40.2
	Often	28.2
	Sometimes	11.4
	Rarely	2.6
	Never	2.4
Reach to supervisor	Always	38.4
	Often	27.2
	Sometimes	13.2
	Rarely	3.4
	Never	3.2

Source: Self Compiled

The table 2 above shows the descriptive statistics of work life balance of employees, accordingly out of the total respondents 30.2 % agreed that the demands of job and family never interfered with each other. 33% of the respondents said that they sometime missed quality time with their friends and family and on the other hand, 33% said that they never missed quality time with their friends and family. 35.6% of the respondents said that sometimes their family was unable to spend time with them. Out of the total respondents 40.2% agreed that there supervisor support was always available to them and 38.4% agreed that it was always easy to reach to their supervisor.

Table 3: Descriptive Analysis- Status of Work from Home

Questions	Options	% of Responses
Worked a week	Always	4.4
	Often	7.2
	Sometimes	16.2
	Rarely	11
	Never	46
Workload increased	Always	6.4
	Often	14.4
	Sometimes	39.2
	Rarely	9.2
	Never	16.2
Worked a day	Always	1.8
	Often	4.8
	Sometimes	5.2
	Rarely	6.2
	Never	67.4
Felt tired or depressed because of work	Always	3.4
	Often	11.4
	Sometimes	29
	Rarely	11.4
	Never	30.2

Difficult to switch from work	Always	2.8
	Often	8
	Sometimes	20.2
	Rarely	10.8
	Never	43.6

Source: Self Compiled

The table 3 above shows the descriptive statistics of the time and workload during work from home according to the survey 46% said that they never worked for more than 6 days a week. Out of the total respondents 39.2% agreed that their workload has increased as they work from home, 67.4% of them said that they never worked for more than 12 hours in a day, 29% said that they sometimes felt tired or depressed because of work whereas 30.2% responded that they never felt tired or depressed. Further, the study found out that 43.6% of the respondents never found it difficult to switch from work once the day is over.

Work in office
Work in hybrid mode
Work from home

29%
18.4%
52.6%
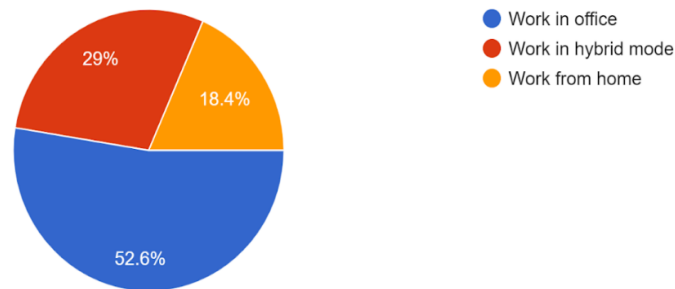
Figure 2: Preference of Employees

Source: SPSS V22

Based on the survey about 52.6% of the employees preferred to work in office.

Results of Regression Analysis

Table 4: ANOVAª:

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.195	6	14.032	34.816	.000ᵇ
	Residual	149.532	371	.403		
	Total	233.727	377			
a. Dependent Variable: work life balance						
b. Predictors: (Constant), work from home, your gender, Employer status, Type of Industry, Marital Status, your age?						

Source: SPSSV22

The results to Anova is shown in Table 4, as the p-value of Anova is .000 which is less than 5% level of significance we reject null hypothesis so we can say that the independent variables (work from home, age, gender, marital status, employer status and type of industry) jointly affects the dependent variable work life balance.

Table 5: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.599	.282		5.663	.000		
	your age?	-.026	.053	-.024	-.481	.631	.671	1.491
	your gender	.056	.067	.036	.844	.399	.961	1.041
	Marital Status	-.034	.086	-.020	-.395	.693	.686	1.458
	Employer status	-.071	.079	-.038	-.910	.364	.978	1.023
	Type of Industry	.094	.022	.190	4.336	.000	.894	1.119
	work from home	.539	.040	.581	13.56	.000	.940	1.063
a. Dependent Variable: work life balance								

Source: SPSSV22

The p-value of the independent variables is shown in Table5as the p- value of age, gender, marital status and employer status is more than 0.05 so we can say that it does not affect work life balance and as the p-value of type of industry and work life balance is less than 0.05 so we can say that type of industry and work from home affects the work life balance of the employees.

Table 6: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.600[a]	.360	.350	.635	1.903
a. Predictors: (Constant), work from home, your gender, Employer status, Type of Industry, Marital Status, your age?					
b. Dependent Variable: work life balance					

Source: SPSSV22

Table 6 above shows the model summary as the value of R is .600 so it can be interpreted that there is a correlation between the dependent and independent variables. The value of R square is 0.360 which means model formed is able to explain 36% variance of the dependent variable. The unexplained variance is 64%. As the value of Durbin -Watson test is 1.903 which is less than 2 so it can be interpreted that the residuals for consecutive observations is positively auto correlated.

Regression Equation

Work Life Balance= 1.599+.056+.094+.539-.026-.034-.071

It can be interpreted from the above equation that work from home has the highest impact on work life balance as its B value is .539.

Discussion and Conclusion

The results of the study have shown that there is a positive impact of work from home on the work life balance of the employees as they were able to spend quality time with family and friends which could help them to release stress from work, their supervisors were supportive to them when they work from home. The results of the analysis also showed that the work life balance of the employees is affected depending on the type of industry they work in. The work life balance of I.T sector employees is affected the most. The employees want to work in office rather than working from home in the current scenario.

The study would like to recommend that as the Covid 19 Pandemic has brought a change in the working patterns. The organizations should design new ways to help employees balance their work life as it will help to create a satisfied workforce and a satisfied workforce acts as an asset to the organization.

Limitations of Study

The limitations of the study arethat the study is based on the data collected during the COVID 19 Pandemic. The scope of the study is limited to the geographical boundaries of Rajasthan. The research may be affected by perception and biasness of employees as the data is collected through questionnaires.

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Recent Trends in Marketing Strategy in Banking Sector

Dr. (CA) Nikhar Goyal*

Introduction

Keeping cash industry is one of the principal fundamental industries which contact the existences of millions of people. This division has a critical impact in success of the economy. Its advantage is unique both in friendly and monetary place of see. The flourishing of any economy relies upon its sound keeping cash framework.

The historical backdrop of Indian Keeping cash can be isolated into three stages:

- Stage I (1786-1969)- Basic phase of dealing with a record in India when various little banks were set up

- Stage II (1969-1991)- Nationalization, regularization and development

- Stage III (1991 onwards)- Progression and its outcome

Till stage II Elevating was not viewed as investor's compartment of tea. Yet, subsequently on i.e., with changes in stage III Banks had understood that the administrations they are serving isn't substantial. Thus, they got to put complement on its elevating to make the client careful around the organizations promoted by them and to win their accept that the administrations they are giving is far off more unrivaled than their rivals. Accordingly, vast majority of the dealing with a record instruct are by and by putting complement on exhibiting to draw in progressively current clients and to hold the current ones.

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A fitting meaning of bank advancing is given by S. Kuppuswami inside the taking after words, "Creation and transport of financial organizations sensible to meet the client's expect at an advantage to the bank". This definition perceives the essential should satisfy clients, the significance of both the creation and movement points of view of bank organizations and key advantage manner of thinking.

Advancing goes about as a scaffold which has an effect in diminishing the fissure among lender and client. Earlier Banks didn't draw in costs on advancing yet by and by Banks have understood that no bank can expect to prevail without placing extensive theory in its advancing. At show, it has been able to be astoundingly questionable because of the changing examples of industry, extending contest and the money related systems. To beat these difficulties banks are thinking of unused and imaginative organizations, routinely inside the market.

It was late in 1950's that advertising in keeping cash Industry created inside the West. Its advancement was inside the state of publicizing and advancement idea. Advancing came into Indian banks inside the last part of the 1950's not inside the type of exhibiting idea but rather inside the states of advancing and progression idea. In a little while it was understood that advancing transcends advancing and benevolence. Till 1950's it was perceived that work force offering was excessive.

After nationalization of 14 significant banks in 1969, Keeping cash Structure in India is currently not the first class safeguard of not many Mechanical houses or exchange families and has turned into a terribly fundamental instrument of financial changes. Financier's after nationalization awakened from their astonishing restriction and ended up set in an extremely cutthroat and rapidly changing climate with contest becoming limit step by step.

The in the first place significant stage inside the heading of displaying was begun by the State Bank of India in 1972, when it perceives itself on the reason of major publicize sections, secluding the clients on the reason of activity and cut out four significant segments. They are business and association segment, little enterprises and little exchange part, agriculture piece and individual and advantage dealing with a record segment. The cutting edge definitive framework embodied the standard yet the presence of an association generally relies on the satisfaction of clients' requirements. The brand name of the perceived arrangement was client presentation.

It pointed at:

- Having an amount to see of clients' necessities.
- Get together the distinguished necessities inside the most ideal way.
- conspicuous confirmation of likely clients, and
- Directing activities at the branches on the reason of cut out market section instep of work wise.

Nowadays banks are focusing strongly on building long haul relationship with their clients and in this manner getting unused clients. Banks now days are arranging and outlining its plans according to the clients by performing statistical surveying. Since Banks have unmistakable classifications of clients being it mechanical clients, being it little exchange course people, being it people of particular age bunch and so forth mindset of each course of client is unmistakable from one another. So banks likewise should attract every one of the clients free of their experience.

Every one of the strategies of Exhibiting is used so that in the end they actuated the people to work with explicit bank. To frame and keep a client infers doing everything so that individuals might want to do exchange and continue to do it with the particular bank rather than with the contenders. It can't stay in business in case it doesn't attract and hold adequate clients, no things how beneficially it works.

Why Bank Marketing Necessary?

Earlier Displaying was not viewed as broker's glass of tea. Yet, subsequently on banks had understood that the organizations they are giving aren't indisputable. In this way, they must be emphasis on its elevating to make the clients careful around the nature of their administrations and to convince them to profit them. Different motivations behind why banks are giving due importance to advertising is recorded underneath:

- To make and win progressively clients and to hold them through effective client care.

- To overcome the merciless contest inside the Keeping cash Industry

- To broaden care around courses of action of banks

- Happening to the innovation

- Section of different private and open banks

- Expanded benefit consciousness of the banks

- To build a positive image of the bank

- To augment guidance and urbanization

- To meet the creating wants of the clients

- As the organizations publicized is elusive in this way, it is important to shape the people aware of the organizations through its showcasing

Because of the over reasons banks are focusing on advertising of it organizations, as the presence of the bank has no regard without the presence of the client.

Recent Trends in Marketing Strategies of Banks

Earlier, Banks were viewed as the holders of money, which changed their part as the creators of money. These days, the extent of banks has seen greatly. By and by the banks are viewed as purveyor of asset for the total country. A sound dealing with a record structure is the existence blood of any making economy as it mirrors the development of the economy.

Out of absolute number of populace in India, just 47% Indians hold ledgers while 88% of families approach cell phones. Seeing this, it very well may be inferred that there's a more than adequate degree for the development of banking area. Thus, it requires sound and creative advertising procedures to catch the undiscovered market.

Pursuing directions have been seen inside the techniques if banks as of late:

- Showcasing came into Indian banks in late 1950 not inside the of showcasing idea yet inside the of publicizing and advancement idea. Prior, a little consideration was given to promoting when contrasted with today.

- Banks are turning out to be increasingly more high level by utilizing innovation at it best. Portable banking is the requirement for now. Especially helpful for customers lack opportunity and energy to by and by visit the banks. It is furthermore for the banks since it the expense of offering types of assistance to the clients. Likewise specialist organizations are progressively utilizing the intricacy to their upheld portable financial administrations to draw in new clients and hold old ones.

- Prior banks didn't engage high spending plan for showcasing its administrations. Yet, presently a day's banks save a significant piece of their spending plan for promoting. Promoting use has seen the gigantic development in most recent couple of years as the level of all out financial use is expanded.

- With other correspondence channels cost expanding and the better outcomes accomplished when email is joined with additional conventional channels, the significance of gathering (and utilizing) email addresses has never been more significant.

- Because of expanded utilization of innovative bases has expanded the functional effectiveness of Indian banks. By 2009, for all intents and purposes every one of the banks had embraced the Web and most had sites Advertiser said e-bulletins were the principal type of Web promoting.

- Today purchaser is the lord of the market. The assumptions for purchasers are expanding step by step. With the expansion in the training of the customers,

they are currently requesting increasingly more worth added administrations and prepared to pay premium for it.

- Rather than creating accounts however many as could be expected under the circumstances, banks will zero in on the potential worth relationship including the probability of commitment and maintenance.

- Prior banks utilized just publicizing and individual offering to advance its administration. Be that as it may, presently Virtual entertainment is a useful asset for showcasing the financial administrations. Facebook, utilized by 76% of banks. Is the well known among different online entertainment outlets, trailed by twitter at 37%? The most for utilizing Web-based Entertainment is mass-reach and fewer ventures.

Conclusion

With the expanded contest and mindfulness about the financial areas, clients are currently becoming over requesting about the administrations advertised. New and recent fads are being seen now days. Banks have additionally understood that social channels should be utilized contrastingly in monetary administrations than with retail or other industry verticals. Instead of endeavoring to 'companions' of our brands, online entertainment has been utilized most successfully for client support (Twitter) and for the advancement of wide based advertising drives. No correspondence channel is 'free'. While email could seem an undeniably less expensive channel to use for arriving at clients, the absence of clear focusing on and message improvement might demonstrate exorbitant as customer's quit future correspondences or basically overlook email messages. I would say inside the financial business, email has not demonstrated to be as great of a trade for channels like regular postal mail as it has been a decent enhancement for further developed results. With yields on stores down, bank clients will go to common assets and other high yielding monetary administrations amazingly. The declining nature of client administrations has likewise come in for sharp analysis by the clients and press. This requires a reorientation towards advancing administrations and preparing stores. There could be for impressive skill and market arranged banking in our country. Market-situated financial will require another culture: a restrained, proficient, and serious labor supply; workers prepared for particular administrations; specific branches; solid showcasing association totally unique forceful selling; measuring up to new client's assumptions; and savvy and effective administrations.

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Exploring Relationship Marketing Attributes and their Effect on Customer Loyalty: A Study of Indian DTH Services

Dr. Bharti Shukla[*]
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Introduction

In today's competitive age, it is very important to have customer loyalty, if the brand or an organization wants to sustain in the market for the long run. As the competitive environment becomes more turbulent, the most important issue the sellers facing is no longer to provide excellent, good quality products or services, but also to keep loyal customers who will contribute long-term profit to organizations (Tseng, 2007). A loyal customer can benefit the organization in more than one way. In the past few years, a lot of research has taken place on relationship marketing, and it shows that this helps an organization to reduce cost, rise in the market share and profitability. Research has shown that the cost of serving one loyal customer is five to six times less than the cost of attracting and serving one new customer (Ndubuisi, 2003; Rosenberg and Czepiel, 1983).

The concept of relationship marketing emerged within the broad areas of service marketing and industrial marketing (Christopher et al., 1991; Lindgreen et al., 2004). This is used by the organizations to maintain, enhance and attract the relationship with the customers and helps the organization in building up of the loyal customers for the brand. The organization should work on making such attractive

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strategies for their products or services that it helps them win the customers that stays loyal to them. Brand loyalty is basically favoritism towards a specific brand because of its products or services that attracts the consumer to them every time they think of purchasing it. It is the commitment made by the consumer for repurchase of that specific product or services. It is the customers' emotionally charged decision to purchase a specific brand again and again (Daniel, Kannan & Kumaran, 2015). Singh and Sir Deshmukh (2000) suggested that customer loyalty is rapidly becoming, "the marketplace currency of the twenty-first century". This is a commonly held view in the academic field (Seth et al., 2005; Venkateswaran, 2003; Duffy, 1998; Kandampully, 1998) which advocates the need for businesses to adopt a customer-centric vision.

DTH Services

DTH services are new technology for broadcasting of television signals to the television. This is service product. This industry has grown tremendously in the last few years. The competition in this area is very high as there are 7 different brand options available to the consumer namely:

- Airtel

- Tata Sky

- Videocon D2H

- Dish Tv

- Digital T.V.

The competition is very high, and the brands should make sure that they are providing with the best services in order to retain their customers.

DTH services were first proposed in India in 1996, however due to worries about breach of confidentiality and national security, the government withheld its approval. Even as Rupert Murdoch's Indian Sky Broadcasting (Isky B), which was poised to introduce its DTH services in India, the government imposed a ban in 1997. In 2000, DTH was finally permitted. The new regulation mandated that all operators establish earth stations in India within a year of receiving their licence. The number of DTH licences available is not limited (Sutha and Jayanthi, 2013).

DTH is characterized as the use of a small dish in a single residence to receive satellite television. DTH is a satellite television service in which several channels are digitally compressed, encrypted, and broadcast from high-powered satellites. Direct access to the programmes is available at the homes. Installing a tiny dish antenna in the right places is necessary for this kind of reception. DTH transmission doesn't involve any commercial middlemen; each user connects directly to the DTH operator. To receive the multiplexed signals and show them on a television, a digital receiver (set-top box) is necessary.

As of December 2015, there were seven major DTH service providers in India, with 84.80 million subscriber homes registered, of which 55.98 million had active subscriptions. the public sector D.D. direct plus held by Prasar Bharti, the private DTH operators Dish TV (a Zee TV subsidiary), Tata Sky, Videocon D2H, Sun Network in ownership of "Sun direct DTH," "Reliance Digital T.V.," "Airtel Digital T.V.," and "Sun direct DTH" (TRAI, Performance Indicators Report, 2015).

Elements of DTH

The important elements that are required in the Direct to Home satellite system are:

- Programming source

- Receiver

- Satellite

- Dish

- Broadcast center.

The service provider asks the satellite to lease the Ku-band transponders for the DTH services. The audio-video data signal is converted into the digital form by the encoder and then these signals are mixes by the multiplexer. Then at the consumers home there will be small dish antenna and set top boxes which will then make it possible for the viewer to view different channels.

Relationship Marketing with Respect to DTH Services

In DTH services, the brand sustainability and customer loyalty depend on the services that are provided by them. Whenever the consumer faces any problem with the services, they want quick solutions to it. Here, the employees play a very important role as to help the consumers with the quick services and if there is any problem then convince and making them understand about the issue patiently. For any brand it is very important to maintain their employee and consumer relations which helps them to maintain the consumer loyalty and helps the brand on the long-term period. This helps the brand on the ground level.

DTH vs Cables

- **Broadcasting Technology**

These cable operators use coaxial cable for transmitting the television signals from receiving office to the consumer's house. While DTH as the name suggests is the direct to home services, in which the dish is installed at the rooftop of the consumer's house.

- **Picture Quality**

As the cable operators use coaxial cable, which covers a lot of households, the picture quality for the cable is quite low as it gets contorted. On the other hand, the quality of the DTH is very good.

- **Weather Effect**

When the weather is bad the DTH services gets disturbed. This mostly happens when the weather is cloudy or its raining. The cable operators have the upper hand in this situation as the weather doesn't affect their signals.

- **Monopoly**

The DTH services consumers have the advantage of choosing from different brands. There are 7 major brands that provide the DTH services. If the consumers faces any problem with the current brand, then they can switch onto the other brand very easily. When it comes to the cable operator they have the monopolistic market, in a single area or a city only one cable operator operates.

- **Advanced Features**

In the DTH services, the consumers enjoy different features such as video on demand, interactive T.V., etc. While the cable operators do not provide with an of these facilities. So, because of all these extra features the DTH services provider provides better facility which the consumers are enjoying.

- **Cost Effectiveness**

The cable operators cost as compared to the DTH cost are much more consumer- friendly. In cable connections, majority of the channels are added while the DTH packages are costly as the channels can be customized according to the consumer need.

Literature Review

With the increasing awareness among the customers about the power and the position they wield, it becomes quite important for the organizations to form and change their marketing strategy accordingly.

Customer Loyalty

Customer loyalty is directly proportionate to the relationship marketing tactics. Therefore, to foster the customer loyalty the companies have started to pay attention to the issues of trust, long term relationships, service quality and brand image.It also discovered the elements that considerably explain the impact of relationship marketing antecedents/tactics on customer loyalty, which is the most important factor for service providers to keep their customers. Through efficient relationship marketing methods, you can expand your consumer base. (Gupta, 2015)

The data revealed that R.M. should be regarded as a strategy if a bank wishes to attain a high degree of client loyalty. In other words, banks must make ongoing efforts to properly manage their customer relationships since the way they establish and maintain these relationships has an impact on customer loyalty. Banks, in particular, must take the required steps to increase their competence, as competence was proven to be a major driver of customer loyalty in this study. This backs up previous research by Parasuraman et al. (1988) and Ndubuisi and Wah (2005), which found competence to be a crucial factor determining customer satisfaction and loyalty in service offers. (Anabila, 2012).

Customer Trust

It was speculated that; service operators need regular improvisation of pricing and image positioning strategies which are required in the rural setting to avoid customer turnover. Brand equity was influenced significantly by brand awareness, perceived quality, and brand affiliation. Strong brand associations, which promote a competitively compelling and distinct brand position, may help customers remember the service operators in a flattering perspective. (Shukla, 2020)

To investigate relationship marketing elements such as customer trust, customer commitment, and interpersonal relationships, quality of communication and service plays a key role in the building of customer trust. (Aka, 2016)

Long Term Relationships

Customers are more likely to continue in business when business owners are concerned about their well-being and ensure that high-quality items and services are available to suit their requirements and desires. (Aka, 2016)

Customer Satisfaction

According to his research the customers are fully satisfied with a satisfaction rate of 70% as mostly all the customers shifted from the analogue CATV subscription, in which there were a very few additional services provided. (R., The Customer Perception and Usage Pattern of DTH Services in Kerala, 2016).

In metropolitan areas, respondents were satisfied with DTH service provider call center accessibility 24 hours a day, 7 days a week, while approximately 20% were unsatisfied with call center redressal that took more than 24 hours. In terms of unhappiness, this component has the largest percentage. In rural areas, the majority of respondents were content with DTH service provider call center accessibility 24 hours a day, 7 days a week, but they were disappointed with the toll-free number provided to make calls without incurring any expenses. (Kaur, 2017)

Service Quality

Consumer awareness and expectations are growing, making it more difficult to meet them. The client will always choose great quality for a lower price. Only

packages with a lot of features and are reasonably priced will sell. The ultimate winner will not be a pure DTH provider, but rather a convergent provider that provides all-in-one services to the value-conscious, price-conscious Indian consumer. (R., Growth of DTH Service as a Major , 2015).

Value Added Services

Telecommunications sectors are today's significant corporations and fierce competitors, so it's critical to examine customer loyalty to the company's brand. Price, customer satisfaction, corporate image, and network quality are major factors that influence customer brand loyalty, but there are some other factors that have a significant impact on loyalty, such as value added services, compensation for poor services, new offers from other brands, recommendations from friends to use another brand, and inner zeal to check out other brands' services, all of which are examined in this study. (Bhardwaj, 2020)

When it comes to attracting of new customers, value added services are being used. This has been a key strategy which is used by the leading service providers in order to attract new customers. (Padma, 2019)

Based on the literature review following objective and hypothesis are taken:

Hypotheses

H$_1$:   Customer loyalty program positively affect the customer value.

Objectives of the Study

- To study relationship between brand-centric parameters and customer loyalty in the DTH services context.

- To explore and analyze the association of trust and customer satisfaction with loyalty intent concerning the DTH services.

Research Methodology

In this research, the data has been collected from both sources which helps in providing useful and valid information about the research.

- **Primary Data:** Primary data is collected through a well-structured questionnaire which was prepared for collection the desired samples.

- **Secondary Data:** This has been collected from the thorough reading and analysis of journals, articles, websites and research papers.

Research Design

This research is descriptive in nature.

Sampling Technique: Convenience Sampling

Sample Size: 185

Research Tool: SPSS

Data Collection and Analysis

- **Age**

Count of Age
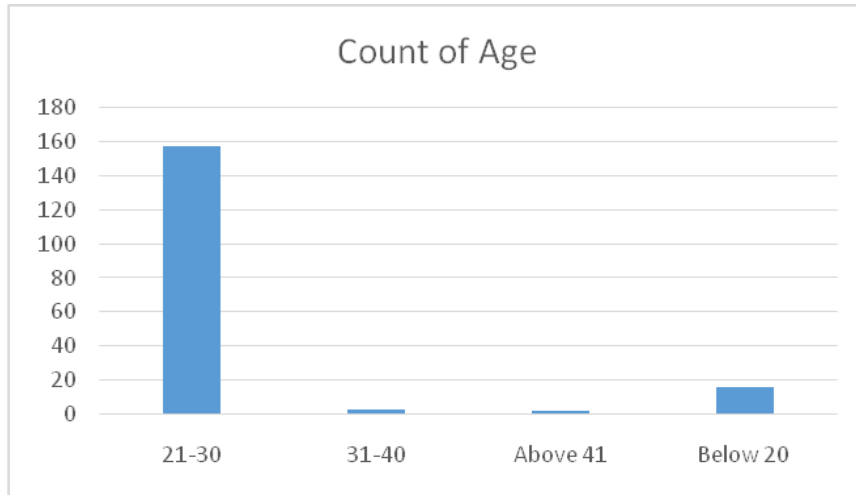
Interpretation

Majority of the audience belongs to the Gen-Z, i.e. aged between 21-30.

DTH Service used

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TATA PLAY	73	39.5	39.5	39.5
	DISH TV	38	20.5	20.5	60.0
	AIRTEL	30	16.2	16.2	76.2
	VIDEOCON	8	4.3	4.3	80.5
	OTHERS	5	2.7	2.7	83.2
	Amazon fire tv	1	.5	.5	83.8
	Amazon prime, Netflix	1	.5	.5	84.3
	Jio fibre	2	1.1	1.1	85.4
	Den	15	8.1	8.1	93.5
	Free Dish	1	.5	.5	94
	Hathway	2	1.1	1.1	95.1
	Jio Tv	4	2.1	2.1	97.2
	Tata Sky	5	2.8	2.8	100.0
	Total	185	100.0	100.0	

Interpretation

From the above data it can be seen that 39.5% use TATA PLAY, 20.5% use DISH TV while 16.2% use AIRTEL. Also, it can be seen that 2.8% people still refer TATA PLAY as TATA SKY. Also, it can be seen that 2.8% people still refer TATA PLAY as TATA SKY.

Service quality, tariffs and installation charge of all other DTH services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	26	14.1	14.3	14.3
	2.0	25	13.5	13.7	28.0
	3.0	58	31.4	31.9	59.9
	4.0	35	18.9	19.2	79.1
	5.0	41	20.9	20.9	100.0
Total		185	100.0		

Interpretation

From the above data it can be seen that out of all the respondents 20.9% people are fully aware while 18.9%of them are quite aware which leads to 39.9%of people being aware of the service quality,tariffs and installation charges.

Add on services provided by your DTH Service
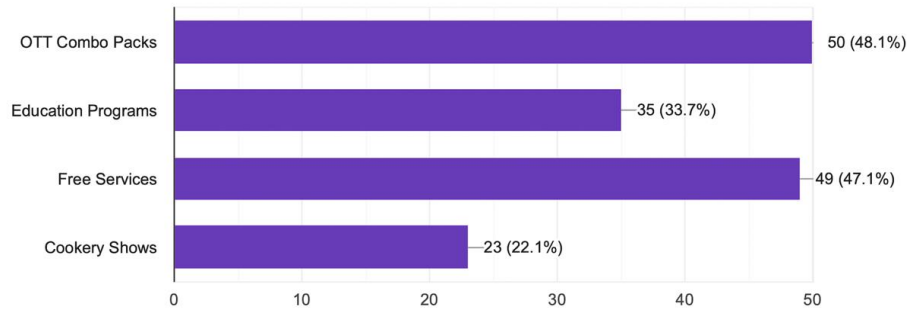
Interpretation

It is ascertained that a major chunk of the audience (48%) prefer OTT combo packs followed by 47% who prefer free services.

DTH Connection Comparison
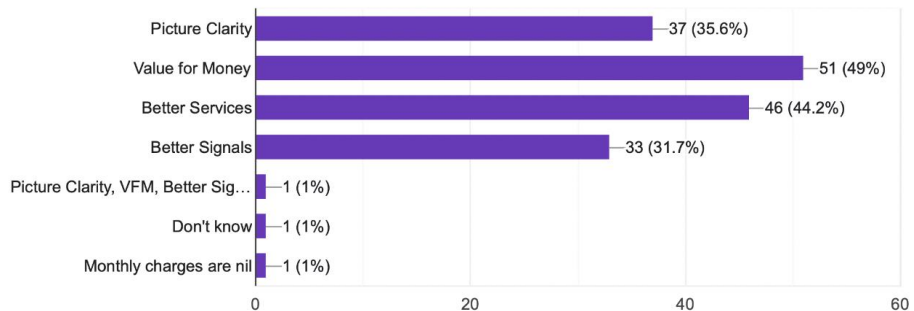
Interpretation

It has been ascertained from the above given graph that about 49% respondents believe their DTH provider provides them with better value for money proportion.

Rate the Subscription Services offered by DTH Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	1	.5	.5	.5
	2.0	14	7.6	7.6	8.1
	3.0	61	33.0	33.0	41.1
	4.0	81	43.8	43.8	84.9
	5.0	28	15.1	15.1	100.0
	Total	185	100.0	100.0	

Interpretation

From the above data we can see the maximum of the DTH services provide with the free subscription services i.e.,43.8% of the people are satisfied while 15.1% of the people think that their DTH service providers think that the services are good enough. While 33% of the people are still in confusion if they are satisfied by the services or not.

Rate the After Sales Service Support of DTH Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	1	.5	.5	.5
	2.0	13	7.0	7.0	7.6
	3.0	65	35.1	35.1	42.7
	4.0	70	37.8	37.8	80.5
	5.0	36	19.5	19.5	100.0
	Total	185	100.0	100.0	

Interpretation

From the above data we can see that 57.3% of the respondents are satisfied by the after sales services i.e.,37.8% people are satisfied while 19.5%are fully satisfied.

On the scale of 1-5, how likely are you to recommend this to your friends, colleagues etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	1	.5	.5	.5
	2.0	9	4.9	4.9	5.4
	3.0	35	18.9	18.9	24.3
	4.0	71	38.4	38.4	62.7
	5.0	69	37.3	37.3	100.0
	Total	185	100.0	100.0	

Interpretation

From the above data we can see that 75.7% of the people will recommend their DTH Services to their friends, colleagues and the people who are close to them while 18.9% of the people are in doubt of what they are going to do i.e., they are neither fully satisfied by the services nor fully dissatisfied by it.

Does your DTH cable operator organize the loyalty programme to enhance the customer value.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	91	49.2	49.2	49.2
	NO	40	21.6	21.6	70.8
	MAYBE	54	29.2	29.2	100.0
	Total	185	100.0	100.0	

Interpretation

From the above data we can see that 49.2% of the people say that the companies whose services they are using organizes the loyalty programs continuously. While 21.6% of the people are saying that their companies do not organize the loyalty programs. Also 29.2%people are not even aware if the companies organizes the loyalty programs or not.

How likely are you to use the services provided by your DTH on long term basis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	6	3.2	3.2	3.2
	2.0	7	3.8	3.8	7.0
	3.0	56	30.3	30.3	37.3
	4.0	55	29.7	29.7	67.0
	5.0	61	33.0	33.0	100.0
	Total	185	100.0	100.0	

Interpretation

Here in the data, we can see that 62.7% i.e., 29.7% of the people will use the same services whereas 33% of the people will surely use the current services if they buy the DTH services in future. Also, we can see that 30.3% of the people are still confused about their service providers.

Will you use the current services if you buy a new connection in future?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	68	36.8	36.8	36.8
	NO	41	22.2	22.2	58.9
	MAYBE	76	41.1	41.1	100.0
	Total	185	100.0	100.0	

Interpretation

It was ascertained that about 41% of the audience were unsure about whether or not they would be continuing with their existing services along with 36% people who strictly would prefer using their existing services.

How likely are you to use the services if the charges incurred by them is higher than the other DTH service providers?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	15	8.1	8.1	8.1
	2.0	29	15.7	15.7	23.8
	3.0	60	32.4	32.4	56.2
	4.0	50	27.0	27.0	83.2
	5.0	31	16.8	16.8	100.0
	Total	185	100.0	100.0	

Interpretation

We can see that 16.8% of the people are surely willing to pay higher price for the same company while 27% are willing to pay more money for their respective brands. Also, 32.4% are still in doubt whether they will want to pay for it or not.

On the scale of 1-5 how satisfied are you from your current DTH services?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	1	.5	.5	.5
	2.0	11	5.9	5.9	6.5
	3.0	50	27.0	27.0	33.5
	4.0	82	44.3	44.3	77.8
	5.0	41	22.2	22.2	100.0
	Total	185	100.0	100.0	

Interpretation

From the above data we can see that 22.3% of the customers are fully satisfied while 44.3% are satisfied by their current DTH providers. Thus, this tells us that the DTH providers are taking necessary steps in order to maintain customer loyalty.

Hypotheses Testing

H₁: Customer loyalty program positively affect the customer value.

With the below mentioned table it is clear that the loyalty program run by OTT operators enhances customer value. So the hypotheses accepted and showed that loyalty program run by OTT operators positively affected customer value.

Model Summary

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.573[a]	.328	.287	.7277

	Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	42.228	10	4.223	7.974	.000[b]
	Residual	86.323	163	.530		
	Total	128.552	173			

- Dependent Variable: Does your DTH cable operator organize the loyalty programme to enhance the customer value.

- Predictors: (Constant), on the scale of 1-5 how 2 are you from your current DTH services?

Will you use the current services if you buy a new connection in future? Are you aware with the service quality, tariffs and installation charge of all other DTH services?

Are the services provided by your operator has been a worthwhile experience?

How likely are you to use the services if the charges incurred by them is higher than the other DTH service providers?

How would you rate your satisfaction from your DTH service provider?

How do you rate the After Sales Service Support of DTH Services?

How likely are you to use the services provided by your DTH on long term basis?

How do you rate the Subscription Services offered by DTH Services

On the scale of 1-5, how likely are you to recommend this to your friends, colleagues etc.

As the significance value is less than 0.05 it is considered that null hypothesis H1 is true that Customer loyalty program positively affect the customer value.

Findings and Future Implication

During the research it is found that People are still unaware off the fact that Tata sky has changed into the Tata paly. Also, the addition of OTT services plays a major role in the customer attraction as people prefer takin this add on to their services. It is also seen maximum Users are satisfied with the services provided by their current services providers. With the help of study it is clear that the user want the full value of their money. They either want the free services or some additional services, which will satisfy their wants to the fullest utilization of their value. The

companies must aim at advertising their services better as we can see that even after the initiatives taken by the Tata play there are still people who are not updated about the fact, and we can also see that still while talking about it most people still uses Tata sky instead of Tata play. The second thing which should be done is the cost for adding addition channels should be reduced. When the customer wants to add any other channel which is not included in the pack the cost for them is very high. Also the companies should continuously work on adding on the extra benefits that continuously helps in increasing the customer loyalty towards the company.

Conclusion

This study has shown that relationship marketing strategies have an effect on DTH service user loyalty. In order to cultivate devoted customers, researchers and strategists should pay particular attention to issues of trust, long-term relationships and service quality, and brand image. The most important aspect for service providers to keep their customer base through successful relationship marketing strategies has also been highlighted as the factors that significantly describe the impact of relationship marketing antecedents/tactics on customer loyalty. In order to maintain a positive relationship between a mobile user and a DTH service provider that results in a profitable relationship, researchers and practitioners are focusing on relationship marketing aspects and client loyalty. The study's findings offer crucial support for managers in charge of relationship marketing strategies. Understanding how effective relationship marketing strategies are from the consumer's point of view is useful for marketers. Additionally, it is crucial for service providers to understand the value of loyal clients and strong relationships for successful business operations. Higher relationship quality may result in greater customer loyalty, which boosts vendor profits. This study will be helpful to researchers and practitioners in developing relationship marketing and customer loyalty tactics. Such moderating impacts may be the subject of fruitful future research projects.

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Contemporary Practices of Human Resources Management with the Implications of Artificial Intelligence

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Introduction

The enjoyment of every successful organization is based on the employer's unique characteristics and advantages of practicing human resource management which are vast. The retainment of capital knowledge is necessary for the productivity and responsibility of the organizations that are specific to change fast and remain constant in technology. This can be attained only by engaging the employees who attract them and retaining the employees who have high skills, and emotional intelligence, and are adaptive to the organization's activities that are attached to the practices of human resource management. The effectiveness of the organization is achieved by the input and effort level of the individual employee. The character or nature of employees will have a major impact on the productivity level of the organization which has led to the monitoring of employees by the leaders of the organization.

Effective organizations mainly concentrate on helping employees gain self-confidence and enhancing the skills of human resources. A few qualities of employees namely talent, Dedication, Knowledge and motivation play a vital role in the effectiveness of the organization. Authority, Power, Status, and people are some of the systems of organization that also represent the various forms of human resource

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management. Artificial intelligence is considered a key driving force in the transformation of contemporary human practices into digital format. It is considered a powerful tool for the adoption and implementation of innovative tools that are required for the successful running of the business. The tools of artificial intelligence help in making decisions better and increase the efficiency and productivity of the employee's performance in the organization. Artificial intelligence is also used to monitor the performance and skills that are required by the employees. The tools of artificial intelligence help in the personalization of training and development of the employee based on the individual talent and skill of the employee along with the styles of learning. Chatbots, Artificial neural networks, Robots, Cloud computing, and big data are some of the techniques and tools of artificial intelligence that play a major role in the implementation of these technologies with human resource management. The implementation of technology in human resource practices has shown a steady development in the areas of recruitment, selection, up-skilling the talent, and development of the employees enhancing the performance of the employees. The balancing of work by the employees also impacts human resource management.

Reviews of Literature

Kenechukwu O Okeyika, Victor C. Iberto, Austin I. Okere, Boniface Umoh (2023), the efficient and fair way of screening. The resumes of the call candidates are considered the biggest challenge in the acquisition of human resources. The analysis of current challenges of human resource management practices determines and progress of using artificial intelligence in the process of recruitment and evaluates the benefits and disadvantages of it by implying the theory of grounded approach. The advancement of specialized systems of artificial intelligence has brought significant changes in human resource marketing: advertising, industrial, and healthcare sectors.

Akansha Mer, Amarpreet Singh Virdi (2023), there has been a paradigm shift in the practice of human resource management and the significant role of artificial intelligence in it. To overcome the effect of the COVID nineteen, many organizations have. Organizations have shown interest in the adoption of artificial intelligence in human resource management. The positive effects of artificial intelligence have shown steady development in the contemporary practices of human resource management, such as recruitment selection, career and development performance, and upskilling the talent of employees. The tools of artificial intelligence such as data mining, Natural language processing, and intelligent robots. Machine learning is implied in the human resource practices of the organization.

Yuegang Song, Ruibing Wu (2021); the article says that optimization of the procedures and reducing the workload of human resource management increases the efficiency and performance of the work. The article says that optimization of the procedures and reducing the workload of human resource management increases the

efficiency and performance of the work. The CC Neural network-based model of the human resource management system is built up by the techniques and tools of deep learning algorithms. The simulation of the matter is done based on the comparison with other models which proves it to be the fastest. Cloud computing, Big data, or the other tools that are gradually applied to the various fields and areas of human resource management. Adoption of these technologies provides innovative possibilities for the development of human resource management.

Raghda Abdulsaoud Ahmed Younis, Heba Mohamed Adel (2020), the relationship between the strategies of artificial intelligence, Creativity human resource management, and quality of knowledge sharing plays a vital role in the performance of the artificial intelligence-powered business. The innovative work behavior of the employees has a direct impact on the effective performance of the employees both at the individual level and organizational level. The findings suggest that strategies of artificial intelligence show a positive effect on knowledge-sharing quality and human resource management creativity, which affects the other two factors. This shows that all three support each other in improving the performance of the organization.

Florence Adhiambo Adero, Wilson OsitoOdiyo (2020), the article says framing the strategies makes the performance of the organization more effective. The gathering of data and summarizing it plays a major role in the practices of human resource management and the effectiveness of the organization. The effectiveness of the organization is achieved by the electronic employees who are the Right person for the right job and initiate the contemporary practice of human resource management in managing the employees of the organization. Helps in achieving the goals of the organization and acquiring the resources for the sustainable development of the organization.

Automation of Artificial Intelligence

The technology of automation in Artificial intelligence is also known as intelligent automation. It allows the organization to enlarge the workforce with the implementation of this digital technology in streamlining the process of business. It also plays a vital role in dealing with the skills and talent of labor and releasing the employees from the repetitive task force, which leads to focusing on other strategic work. There are three major components of automation and artificial intelligence. They are intelligent automation, automation of business workflow, and robotic process automation. These components are integrated thus creating a solution for the importance of business and transformation of technology. The process of intelligent automation is done by analyzing the data used in machine learning and algorithms sorting them as structured and unstructured data. It can predict future policies related to the implications of technology in human resource management and its practices. The decision-making engine of artificial intelligence is known as intelligent automation.

- **Business Process Management**

    Business process management is otherwise known as business workflow automation. It helps in the automation of workflow by providing higher movement and consistence growth in the process of business. This component of artificial intelligence is implemented in almost all industries, which helps streamline the process of human resource management, in improvisation of the interactions and employing engagement in work.

- **Robotic Process Automation**

    This is the last component of artificial intelligence. It is utilized in the automation of tools of artificial intelligence, such as robots and chatbots. It is also used in extracting data and filling out forms in the workplace. The organization can handle these more complex tasks with the application of chatbots in them.

- **Contemporary Practices of Human Resource Management**

    The contemporary practice of human resource management. is the merging of the traditional method of management with the strategy related to that of the corporate sector and focusing on the development of the organization. The strategies for contemporary practices are developed today and are essential and executive or implemented by considering the values of the system and following them to attain sustainability in the business environment. The traditional method is more focused on the hiring of employees, Compensation, and communication among them, Contemporary practices, on the other hand, are mainly focused on the responsibilities of the management, such as acquisition training and development, maintenance, and optimization of resource allocation.

Contemporary Management

    This is the process of managing the practices of human resource management in the organization by adopting an approach that is modern and it plays a major role in functions of planning, decision-making, and controlling. The utilization of technology is one of the most prominent characteristics of contemporary management. Technology along with innovation helps in tracking the performance of the employees, streamlining the workflow of the employees, and enhancing the productivity of work or job. Contemporary management is more decentralized than the traditional approach of management. It increases the independence of the employees by fostering innovation and motivation and retaining employees.

An Organization with Artificial Intelligence

    Artificial intelligence is implemented in all areas of the organization, such as marketing sales, purchases, and the human resource department. Its main worker job is to automate tasks, improve the analysis of data, and help in smart decision-making more quickly. There are top emerging tools of artificial intelligence in the organization

which include chatbots, Machine learning, Natural language processing, and deep learning. It is also used to identify cybercrime, which has now become more evident in the organization, and detect the threats and risks faced by them. Implementation of policies by ensuring the tools of artificial intelligence are secured and used in the organization.

Objectives

- To acquire artificial intelligence and utilize it to increase the growth and efficiency of the organization.

- To ensure the easy availability of resources accessing data more quickly, proper payroll and compliance

- To ensure the recruitment training and motivation and health and safety of the employees with the application of advanced technologies.

- To manage the workforce of the company efficiently and effectively.

- To achieve the objectives or goals of the company such as integration of team, employee training and development, motivating, and retaining them in the organization.

Methodology

The study is carried on with the conceptual basis and is dependent on the data collected from secondary sources. The performance of the employees and other functions of human resource management has been monitored with the utilization of digital technologies which has been evident with the methodology adopted in collecting the data. The major sources of secondary data are paper publications, newspapers, magazines, articles, journals, the internet, websites, and other sources.

Findings and Results

- Integration of artificial intelligence in human resource management helps in streamlining. The process of functioning increases efficiency, creating innovative opportunities, and solving problems in the organization.

- Technological advancements have led to an increase in the ability of artificial intelligence in human resources management in the areas of talent acquisition, Performance management, of the employees, and also the engagement of employees with work and by retailing them in the organization.

- There is a significant growth in the investment of the tools of artificial intelligence and its application in human resource technologies, which also enables the sustainability of companies.

- The human resource practices are managed to buy the techniques of artificial intelligence in completing tasks on a timely basis and efficient way.

- Artificial intelligence plays a major role in revolutionizing human resource practices by filtering enormous data, providing insights, and making predictions for the sustainability of the business.

- Artificial intelligence helps in reducing and eliminating bias in the process of recruitment and optimizing the performance of the employees.

Conclusion

Artificial intelligence transforms the industry of human resources and access a potential resource in bridging the gap between the employees and the management by improving the overall performance of the employees and the organization as a whole. The skills and talent of the employees are identified in the organization and the implication of this technological process enables the sustainability and development of the company. The tools of artificial intelligence namely chatbots, Robots, Machine learning, Deep learning, and artificial neural network helps in providing efficient and accessible processes in the functions of human resource management and its practices. It helps identify the trends and patterns by predicting the outcomes of the future enhancement of the organization and the employees. To summarize, the technology of artificial intelligence and human resource management acts as an agent for collaborating and fostering the work of the employees, by making it productive and efficient.

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