

Contents

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| | | |
|---|-------|-------|
| 1. Metal Carbonyl as Carbon Monoxide Source for the Synthesis of Amide Compounds <i>Raghu Ningegowda</i> | | 1-6 |
| 2. Copper-Doped Tungsten Oxide (Cu-WO ₃): Synthesis, Photocatalytic Degradation of Dyes and Toxicological Evaluation <i>Preeti Mangala</i> | | 7-11 |
| 3. Effective Resume Writing Techniques: Strategies for Crafting Compelling Job Applications <i>Pragya Joshi and Shivank Tyagi</i> | | 12-15 |
| 4. Organizational Climate, Work Culture and Quality of Work Life <i>Vasudha M. C and Thejaswini M C</i> | | 16-28 |
| 5. Strategies of Social Media Influencers: Analysing Techniques for Audience Engagement <i>R Shweta Grace, Sanskriti Pandey, Leisha Nicole D'Souza and Kapil Arambam</i> | | 29-37 |
| 6. A Literature Review on the Impact of Work-Family Conflict on Workforce Health and the Role of Organization Support <i>Radhika R Kamath and Ashmitha D'Souza</i> | | 38-42 |
| 7. The Allure of Gold: Exploring the Popularity of Gold as an Investment Choice <i>Zeena Premila Lobo and Supritha Reddy.V</i> | | 43-47 |
| 8. A Study on Customer Level of Satisfaction on Cadbury Chocolate <i>Merin Joseph</i> | | 48-53 |
| 9. A Study on Employees Perception on Change in Retirement Age <i>Supritha Reddy.V and Radhika R. Kamath</i> | | 54-57 |

Metal Carbonyl as Carbon Monoxide Source for the Synthesis of Amide Compounds

Raghu Ningegowda*

Abstract

Facile transformation of Aryl/Heteroaryl Nonaflates into corresponding amides via Pd-catalyzed amino carbonylation using $\text{Mo}(\text{CO})_6$ as solid CO source under microwave enhanced condition is reported. The method was found to be tolerant with respect to a diverse range of electronically biased aryl/heteroaryl nonaflates and exceptional yields were obtained. The optimized protocol was further extended with respect to a diverse range of amines.

Key words: Amides, Amino carbonylation, Aryl/Heteroaryl Nonaflates, Palladium, Phenols.

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Copper-Doped Tungsten Oxide (Cu-WO₃): Synthesis, Photocatalytic Degradation of Dyes and Toxicological Evaluation

Preeti Mangala*

Abstract

The rapid photocatalytic degradation of industrial dyes has gained significant attention due to increasing environmental concerns related to water pollution. In this study, copper-incorporated tungsten oxide (Cu-WO₃) was synthesized and employed as a photocatalyst for the degradation of various industrial dyes under visible light irradiation. The catalytic efficiency of Cu-WO₃ was evaluated in terms of its ability to degrade dyes like methylene blue (MB), rhodamine B (RB), and methyl orange (MO). The degradation kinetics, photocatalytic activity, and stability of Cu-WO₃ were analysed, demonstrating excellent performance compared to pure WO₃. Furthermore, the toxicological effects of the treated water were investigated using an array of in vitro assays including cytotoxicity testing and genotoxicity analysis on human cell lines. The results showed that Cu-WO₃ is not only effective in dye degradation but also ensures the safety of the treated effluent for environmental release. This research highlights the potential of copper-modified tungsten oxide as a promising photocatalyst for wastewater treatment with minimal environmental toxicity.

Key words: Photocatalysis, Dye degradation, Tungsten oxide, Copper incorporation, Industrial dyes, Toxicological effects, Water treatment, Environmental safety, Toxicity assays, Visible light photocatalysis.

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Effective Resume Writing Techniques: Strategies for Crafting Compelling Job Applications

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Abstract

A well-crafted resume is a vital tool in today's job market, serving as a key document to help job seekers stand out among competitors. It concisely summarises a candidate's qualifications, skills, experiences, and achievements. The purpose of a resume is to catch the attention of hiring managers and convince them that the applicant is the ideal candidate for the job. This paper examines the fundamental techniques and strategies for writing an effective resume. It focuses on the core elements of a resume, including formatting, language usage, and customization to meet the demands of different industries. Additionally, the paper explores methods for highlighting professional achievements, skills, and qualifications in a way that maximizes an applicant's chances of standing out in a competitive job market. Through a review of existing literature and expert recommendations, the paper provides valuable insights into the evolving nature of resumes in the digital age, particularly the increasing importance of applicant tracking systems (ATS).

Key words: Resume writing, Resume formatting, Customization, Industry-specific resumes, Digital age resumes, Applicant Tracking Systems (ATS)

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Organizational Climate, Work Culture and Quality of Work Life

Vasudha M. C* and Thejaswini M C

Abstract

This article explores the link between organizational climate, work culture, and quality work life (QWL) in Indian work organizations. Based on data obtained from 156 Bangalore organizations, the research looks at how different aspects of organizational climate—ideological, psychological, and structural—affect the work climate and employee satisfaction. The research indicates that union memberships, level of centralization, and technology used are all important factors in determining organizational climate and work culture. In addition, the research identifies the variations between public and private sector organizations, refuting general assumptions of private sector working conditions being superior. The results indicate that greater levels of technology create more positive work environments, whereas left-wing union memberships are likely to have a negative effect on organizational climate. This study adds to a better comprehension of the role of organizational structure in shaping the well-being of employees and general performance, giving insight for policy formulation in work management and industrial relations.

Key words: Organizational climate, work culture, quality of work life, union affiliation, technology, public vs. private sector, industrial relations.

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Strategies of Social Media Influencers: Analysing Techniques for Audience Engagement

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Abstract

This study explores the strategies employed by social media influencers to affect their audience's behaviour & attitudes. Using a positivist approach & content analysis method, we have analysed a sample of social media posts from top influencers on Instagram. Our findings reveal key tactics, such as social proof, authority, & reciprocity, which significantly impact audience engagement & decision-making. Social proof was evident through testimonials & follower counts, while authority was established via endorsements & expertise displays.

Reciprocity was created through giveaways & exclusive content. These insights contribute to the understanding of digital influence, highlighting the effectiveness of these strategies in increasing engagement. The study's implications are significant for marketers looking to leverage influencer partnerships & for policymakers aiming to regulate influencer practices.

This research provides a foundation for further investigation into the psychological mechanisms of social media influence across different platforms & demographics.

Key words: Content analysis, social media influencers, audience behaviour, audience attitudes, positivist approach, content analysis

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A Literature Review on the Impact of Work-Family Conflict on Workforce Health and the Role of Organization Support

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Abstract

Work-family conflict has become an increasingly significant issue, as employees struggle to balance the demands of both their professional and personal lives. This conflict can lead to negative outcomes, not only affecting workforce health but also impacting organizational performance. Employees across various sectors experience challenges related to work-to-family and family-to-work conflicts, which can contribute to stress, burnout, and decreased productivity. In light of the changing work environment, organizations must prioritize addressing the needs of their workforce to mitigate these issues. Organizational support plays a critical role in this process by helping employees navigate work-family conflicts. It is defined as the degree to which employees perceive that their organization values their contributions, cares for their well-being, and supports their socio-emotional needs. Organizational support has been shown to reduce absenteeism, increase job satisfaction, enhance organizational citizenship behavior, and improve overall performance. Factors such as organizational fairness, working conditions, HR practices, leadership, and management communication also influence the level of support employees feel. By fostering a supportive environment, organizations can strengthen employees' commitment to their roles and the organization, which, in turn, can help alleviate the negative impacts of work-family conflict on workforce health. This paper aims to explore how work-family conflict impacts workforce health and the essential role of organizational support in mitigating these effects.

Key words: Organisational Support, work-family conflict, family-to-work conflict, workforce health.

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The Allure of Gold: Exploring the Popularity of Gold as an Investment Choice

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Abstract

Gold has been a symbol of wealth, power, and cultural significance throughout human history, from ancient Egyptian artifacts to its role as a stabilizing economic asset in modern times. Its unique chemical properties, including resistance to corrosion, malleability, and conductivity, make it invaluable across diverse applications, including jewelry, technology, and art. This study delves into the perspectives of individuals, investors, and nations on gold. From an individual's point of view, particularly in cultures like India, gold symbolizes status, tradition, and financial security. Investors value gold as a safe-haven asset, a hedge against inflation, and a tool for portfolio diversification, leveraging instruments such as ETFs and derivatives. For nations, gold plays a pivotal role in monetary policy, currency stabilization, and as a strategic reserve asset during economic crises. A survey will complement this analysis by exploring why people invest in gold, considering emotional, cultural, and financial motivations. By examining the historical, cultural, and economic importance of gold alongside contemporary views, the study aims to highlight its enduring relevance in global society and its multifaceted impact across personal, financial, and national domains.

Key words: Gold, Cultural Significance, Investment, Inflation, Historical value, Estimated value.

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A Study on Customer Level of Satisfaction on Cadbury Chocolate

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Abstract

The present study is based on the satisfaction of Cadbury chocolates among customer. The study mainly concentrated on the buying behaviour of the customer. The Marketing management of Cadbury chocolate has helped the brand create a place in the hearts of Indian customers. Consumers from every stratum of society are enjoying products. The sample survey of 50 respondents was undertaken to find out the customer level of satisfaction on Cadbury Chocolate.

Key words: Cadbury chocolates, Marketing Management, stratum, buying behaviour, satisfaction.

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A Study on Employees Perception on Change in Retirement Age

Supritha Reddy.V and Radhika R. Kamath*

Abstract

The recent controversy surrounding the alleged increase in the retirement age of central government employees in India sparked widespread debate and concern. Social media posts and unofficial reports suggested a rise in the retirement age from 60 to 62 or 65 years, citing reasons such as rising life expectancy, the need for experienced personnel, and financial sustainability of pension schemes. However, the Press Information Bureau (PIB) swiftly debunked these claims, clarifying that the government had made no such decision.

This article examines the implications of increasing the retirement age, considering economic, social, and workforce dynamics. It explores the mixed reactions from employees, policymakers, and job seekers, highlighting concerns about delayed promotions, job market stagnation, and financial security for aging workers. Furthermore, the discussion extends to global trends in retirement policies, comparing India's stance with countries that have adopted similar measures to address demographic and economic challenges.

By analysing the potential benefits and drawbacks of increasing the retirement age, this article aims to provide a well-rounded perspective on whether such a policy shift is necessary, feasible, and sustainable in the Indian context. It also underscores the critical need for fact-checking and media literacy in the digital era to prevent misinformation from influencing public perception and policy discussions.

Key words: Retirement Age, Workforce Dynamics, Financial Security, Employment Opportunities.

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