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Influence of Factors on Customers using Online Food Ordering Applications: An Empirical Study

Syed Mohammed Abul Waseem¹, Dr. Reshma Nikhat²

Abstract

Online food delivery service providers are rapidly expanding their business in India. Food delivery services are available in India's metro and urban cities. The robust growth of internet users and technology triggered an online purchase. Customers can order food from different restaurants in a specific place, food distribution apps offer a variety of foods and dishes. Consumers can find the finest restaurant, quality food by viewing other consumer's online reviews and buy food easily with a single click on their mobile app. The study objective is to explore the impact of sales promotional strategies with online food ordering app users and factors affecting customer decision-making to purchase online food. The result shows that sales promotional strategies have a positive effect on customer satisfaction, and the research also indicates that time savings and convenience are key factors motivating customers to purchase food online.

Keywords: Consumer decision making, online food delivery applications, sales promotional strategies, Discounts, Premium

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COVID 19: Impact of lockdown in the Indian Economy

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Abstract

The overall number of cases and deaths recorded by COVID-19 is 23,077 as well as 718 by 24 April 2020 (Worldometer, 2020). This is a troubling scenario, as India will reach Stage 3 of COVID-19 transmission in a few days with a wide population. If no appropriate therapy or vaccination is used and if the epidemiological process is not completely known, it will be very difficult to stop the spread of this virus. Graphical representation of the effects on the Indian economy in the 21-day period is being carried out in this report. The decline in manufacturing and how unemployment in India is rising are seen here. Our result suggests that 21 days lock-down will have a huge impact in Indian economy. The non-performing assets will increase as unemployment increases, including retail loans (Sardar, Nadim, & Chattopadhyay, 2020). The paper also shows some of the remedial measures that must be taken care of so that there is a boost in the economy as soon as the lock down gets over. Honorable Prime Minister Narendra Modi will ponder deeply in the interest of protecting people from death before he can seek some political suggestions on expanding the lock down. (Jagannathan, 2020) But, there are no situations where the lockout stops suddenly and it has to be done in stages by keeping a balance between Covid 19 hotspots and economic needs. . Life itself is less relevant without livelihoods. Just as the right antidote to sickness is a healthy body, the right antidote to Covid-19 in the medium term is a healthy economy. (Jagannathan, 2020)

Keywords: COVID-19, Graphical review, Lock down, Hotspots, Unemployment, Livelihood

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IND AS& IGAAP FOR DEFINING ASSET BASED INDICATORS - A STUDY OF SELECT IT COMPANIES IN INDIA

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Abstract

INTRODUCTION: As a global reporting language, India is keen to adopt International Financial Reporting Standards (IFRS) and make it mandatory for its own domestic companies. As per the announcement by MCA and NACAS it becomes mandatory in India for the Indian Companies .In India IFRS was introduced through IND AS in a phased manner. When a new accounting standard is adopted by a country for reporting financial statement of its own domestic companies, it may have an impact on the quantitative features of financial statement specially for the asset portion of the financial report.

OBJECTIVES: To find out the impact of IND AS on the fixed asset indicators of Indian IT Companies.

METHODOLOGY: To attain the objectives considered top 15 IT Companies (based on Net Worth) in India at the adoption year i.e. 2015-16 &2016-2017.The conclusion of the study has been drawn by calculating the appropriate ratios on the specific indicators and independent t test at 5% level.

RESULT: The result of the study shows that there was no statistical evidence at 5% level of significance to prove that fixed assets indicators changed under mandatory adoption of IND AS by Indian IT Companies.

CONCLUSION: The conclusion of the research states that IND AS convergence in India will bring some “Intangible effect” rather than “material effect” for reporting fixed assets as well as Total assets

Keywords: IFRS,IND AS, IGAAP, Independent t test, Indian IT Companies

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E-commerce Adoption for supply chain management in Indian Apparel industry and manufacturers

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Abstract

E commerce made supply chain management (SCM) technically viable unleashed the practice of supply chain management. The Indian apparel industry, due to its own characteristics, has not utilized E commerce for SCM as widely as it could have. The purpose of this exploratory study is to increase understanding of the for adoption of E commerce in supply chain management within Indian apparel industry, and to test the value supply chain structure and company strategies in explaining E commerce adoption. Mail and email survey were conducted to collect the data. Simple and regression and ANOVA is used for test hypothesis. The result confirmed with the literature that perceived E commerce characteristics and organizations characterize influence the E commerce adoption level although not every factor of these two groups.

Keywords: E commerce, Supply chain management, Apparel industry, Innovation adaption

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Identifying the factors related to Occupational Stress in Pandemic Period: A Study among the Administrative employees of Hospitals in Kolkata

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Abstract

Occupational stress is psychological stress related to one's job. Job stress can increase when workloads are excessive or too low. It emerges when workers do not feel supported by supervisors or coworkers, feel as if they have little control over work processes, or find that their efforts on the job are incommensurate with the job's rewards. Occupational stress is a concern for employees in this pandemic period because stressful job conditions are related to employees' emotional well-being, physical health, and job performance. Administrative employees of the hospital are entrusted with the responsibility of efficient functioning of support services of the hospital. The present study aims to identify the factors relating to occupational stress among the administrative employees of hospitals of Kolkata. Identifying the factors related to Occupational Stress in Pandemic Period will help the hospital management to come up with appropriate measures to motivate the employees.

A survey will be conducted among administrative employees working in different hospitals of Kolkata. A simple random method of sampling will be employed for the conducting study. A self-administered questionnaire will be used for conducting interview (after taking ethical consent from the appropriate authority) of the study subjects for identifying the factors related to occupational stress. The questionnaire will be developed after doing appropriate literature reviews and further it will be validated. Relevant Statistical tools will be applied to analyse the collected primary data.

Keywords: Psychological, Stress, Incommensurate, Occupational, Hospital, Management

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A Study on the Pivots made by Indian Startups during Covid19

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Abstract

Covid19 crisis has affected the world in many ways. The greatest impact has been on the economy and businesses across the globe. India is one of the most affected countries in this pandemic. Major industries and businesses have been affected especially small businesses & startups which are finding difficult to sustain amidst this critical situation. Fund crunch and low demand has forced most startup to shut their operations. Despite this uncertain situation, there are a number of startups who have opted to pivot and covert this adversity into new business opportunity.

The study analyses the pivots done by a number of Indian startups and how pivoting has helped not only to survive during this crisis but also find new opportunities of innovation and growth. According to a recent survey on 250 startups by NASSCOM suggests that 54% of Indian startups are searching for new areas to pivot. The study examines that the startups are not only changing their product verticals but some are willing to change their entire business model to leverage opportunities into growing sectors like healthcare, edtech, AI etc.

Keywords: Business Model, Covid19, Pivot, Startups

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WORK FROM HOME DURING COVID 19 ERA: EMPLOYEES PERCEPTUAL STUDY IN KOLKATA

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&
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Abstract

COVID 19 pandemic has enforced the concept WORK FROM HOME (WFH) into an officially mandated, stringent enforced act of rules. Now, WFH in new Normal concept is emerging from all the domains of various sectors like IT, ITES to event teaching. The concept of WFH is very much new to majority of the employees, as the COVID 19 has forced and bound almost 99 percent of the employees of all the sectors to WFH for the first time in the history of the society. As the employees are going through some experiences of new environment, this research paper mainly attempts to find out the experience and perception of the employees in working from home when compared to working in office scenarios. The study also witnesses that willingness to work from home is entirely dependent on presence of their children at home, comfortable space at home, good internet connectivity. The study reveals respondents are also of opinion that even if they are ready to work from home they do not enjoy to work from home.

Keywords: COVID 19, Employees Perception, Work from Home

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ANTECEDENTS OF HATE SPEECH IN THE WORLD OF DIGITAL MEDIA

Trisha Marik¹, Dr. Tapash Ranjan Saha²

Abstract

Hate Speech in oxford Dictionary “Abusive or threatening speech or writing that express prejudice against a particular group, especially on the basis of race, religion or sexual orientation”. Hate Speech refers to the use of aggressive, offensive, violent language. In the context of today’s digital era, it becomes enormous difficult/challenging to detect hate speech on social media. . The content involving hateful messages may range from “kick” to “kill” and could target anyone regardless of their status, identity, location and so forth. Even when hate speech is not substantial into a hate-motivated crime, the repercussion is realized – victims are cyber bullied, labeled, and exposed to negative stereotyping. The overall consequences of online hate can be the degradation of individuals or groups of individuals, as a community if the propagation of hate speech is not identified and controlled in the due course of time, it leads to the mental disorders (depression) at individual (micro) level to violent riots at societal (macro) level. With the revolution of virtual media the freedom of expression has been changing. Cross boundaries and cross jurisdiction most uncomfortable using in internet/virtual media, no geographical boundaries are required there. It’s extremely difficult to control in virtual world. The steadily growing body of social media content, the amount of online hate speech is also widely increasing. While hate speech itself is not new, hate speech detection's is a recent area. Detecting hate speech has become an important part for analyzing public sentiment of a group of users towards another group, and for discouraging associated wrongful activities.

Keyword: Sexism, religion, gender, racism, hate speech

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FDI in SAARC and ASEAN Economies: Policy, Trends and Impact

Soumali Bose¹

Abstract

The South Asian region has been one of the fastest growing regions in the world in recent years. Overall, the FDI environment has undergone a sea change in South Asian countries during the 1990s, and more so in recent years. Analyses of literature concerning FDI inflows to this region reveal that there has been an increasing trend of FDI into South Asian countries. Thus, accelerating the economic reform process and making their economies politically stable would go a long way towards making South Asia an attractive destination for FDI. Review of Literature on FDI inflows to different sectors shows that FDI is largely domestic market oriented in India and Pakistan, whereas it is concentrated in a few export-oriented industries in Sri Lanka and Bangladesh. As far as ASEAN economies are concerned, they remain a major destination of global foreign direct investment (FDI) receiving around 16 percent of the world FDI among developing economies. Foreign MNEs continued to strengthen their footprint in the region in manufacturing, finance, infrastructure and other services. ASEAN companies also continued to export and make new investments in the region, pushing up both intra-regional investment and the region's share of FDI in ASEAN. In this context, this research work will examine the trends and patterns of FDI inflows to ASEAN Economies both at macro level and sectoral level for. Also the research intends to study causal relationship of FDI with economic growth, domestic investment and exports (both in merchandise and services) in ASEAN Countries. Also a detailed comparative analysis of FDI Trends between SAARC and ASEAN is very much required to have a holistic view of the two largest regional economic groups in Developing Asia. Comparative analysis of broad economic framework and foreign investment policies of SAARC and ASEAN Nations is also crucial to understand the trends and patterns of FDI flows.

Keywords: FDI, ASEAN, SAARC, MNEs, Policy, Trends

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STREET CHILDREN IN INDIA: A STUDY ON THEIR ACCESS TO HEALTH AND EDUCATION

Ajit Kumar Raha¹

Abstract

Street life is a challenge for survival, even for adults, and is yet more difficult for children. They live within the city but are unable to take advantage of the comforts of urban life. This study focused primarily on access to health and education in street children from 6 to 18 years old in the Indian metropolises of Mumbai and Kolkata. The study also aimed to assess the role of social work interventions in ensuring the rights of street children. A combination of quantitative and qualitative research methodologies was used. Convenience sampling was used to recruit 100 children. Data were collected on a one-to-one basis through semi-structured interview schedules and by non-participant observation. Findings revealed that extreme poverty was the primary cause for the increasing numbers of street children. Lack of awareness among illiterate parents regarding educational opportunities kept most children away from school attendance. Factors such as lack of an educational ambience at home made it difficult for the children to work on their lessons outside the premises of the institution. It was evident that those living with their parents had better access to health care facilities than did those living on their own; however, nongovernmental organizations made significant efforts to redress this imbalance, setting up health check-up camps at regular intervals. Although exposure to harsh reality at an early age had resulted in a premature loss of innocence in most, making them sometimes difficult to work with, the nongovernmental organizations were striving to ensure child participation and the growth of individual identity. The interventionists therefore focused on developing a rights-based approach, rather than a charitable one.

Keywords: Street children, rights, social intervention, health, education, India

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A Summary Review of literature on Emotional Labour in the Service

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Abstract

Emotional labour refers to “the management of feeling to create a publicly observable facial and bodily display”. (Arlie Hochschild, 1979) Emotional Labour is what happens within the workplace and is a form of emotion management that is required in course of buyer-seller interaction. Several emotion regulation theories clearly show that emotional labour is the outcome of two antecedent i.e. situational factors and individual factors. A thorough research has been carried out on the situational factors, but very few researches have been conducted to analyse how important are the individual factors in the emotion regulation process. The concept of emotional labour will become more clear and defined if the individual characteristics are placed in the emotional framework and its outcome is evaluated and analysed. Individuals behave differently in different situations. Some are more emotional some are less, some are better at regulating their emotions while others find it difficult, some get stressed easily while others are good enough to handle stress. Emotional labour is mostly witnessed in the service industries where the service providers and service receivers come in direct contact with each other for the service delivery process. Service providers deliver their services in both favourable and unfavourable circumstances. Under favourable circumstances emotional labour results in less exhaustion and more job satisfaction. Moreover if a service provider’s personality or traits fit the job requirements, it can be assumed that he/she will experience more “emotional harmony” than “emotional exhaustion”. If there is lack of fit between a service provider’s personality and job requirements, then he/she will probably experience more negative consequences of emotional labour that will result in emotional exhaustion, stress and job dissatisfaction. Researchers have conducted thorough research on EL on different service sectors like airline, bank, police force, front office jobs and to a little extent on nurses and doctors of mental patients. A research on healthcare professionals comprising of the doctors, nurses and administrative unit, as a whole has not been conducted so far. A study on the same has become quite essential in present social structure.

Keywords: Emotional labour, individual characteristics, healthcare professionals

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A STUDY ON TRAVEL-TOURISM AND HOSPITALITY BUSINESS DURING PRE AND POST COVID-19 PANDEMIC PERIOD AND ITS IMPACT ON GST

Bishnu Pada Das¹, Dr. Pranam Dhar²

Abstract

Now all over the world facing a biggest problem as-well-as international crisis on Covid-19 pandemic situation and presently millions of people around the world are also facing financial insecurity with job losses. The problems are also faced by the total travel- tourism and hospitality related business and industry as well. The some of the related business are like transportation- airlines, car rental, water transport, coach services and railway. Accommodation- hotels, shared accommodation, hostels, camping, bed and breakfast, cruises, farm houses, time share accommodation. Food and beverages- restaurants, caterings, bar& cafes, night clubs. Entertainments- casino, shopping. Other services- financial services, travel agents, tour operators, online travel agencies, educational etc. The concepts of travel and tourism are very closely linked, both the travel industry and the tourism industry with hospitality have significant overlap. Tourism is generally regarded as the act of travelling to a different location, for either business or pleasure purposes. The industry was flourishing day by day, but was put to nearly an end due to the lockdown phases because of pandemic. Government of various countries was doing enough along the years to boost the tourism and hospitality business around the world, but now the setback is felt well. GST is a non-discriminatory tax, and its effect is felt across verticals. Cost reduction and abolishment of cascading taxes was the prior objective of it, and stands true for the tourism and hospitality industry as well. In this paper we tried to highlight the revenue generation and its impact on GST during pre and post pandemic period across the world and how the industries laid themselves in a logged position due to the break of the pandemic disease.

Keywords: Travel and Tourism, Hospitality, GST, Covid-19, Pre & Post Pandemic, financial crisis.

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DOES CONSUMERS ARE INFORMATION PRONE?-AN EMPIRICAL EVIDENCE FROM THE PERSPECTIVE OF SOCIAL E-SHOPPING

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Abstract

The evolution of social commerce websites especially social shopping communities assists the users to share and interchange product information. In the recent years, there is a rise in social e-shopping and users' intention to shop through SNSs by obtaining information is on the trend. Therefore, this particular study aims to examine how purchase intention of consumers is influenced by consumer self-confidence about information acquisition through information seeking in Social Networking Sites (SNSs). To determine this purpose, the questionnaire is framed and it is administered to consumers in online mode. Out of 620 responses, a valid sample of 560 is taken for further analysis. The study used statistical tools such as SPSS, Process Macro, and AMOS to find out the mediating effect. Finally, the results show that the purchase intention of consumers is influenced by both consumer self-confidence about information acquisition and information seeking in SNSs. The direct effects of the relationships are also found to be positive and significant. The findings, implications and future research are delineated and recommended.

Keywords: Social commerce, purchase intention, social networking sites, information seeking, consumer self-confidence.

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A Study of Institutional Mechanisms supporting Microfinance in India with special reference to the role of NABARD and SIDBI

Amit Kumar Dutta¹

Abstract

Access to micro credit for the poor through Microfinance has received worldwide popularity especially in poor and developing countries. Institutional mechanisms play an important role in ensuring availability of credit. In the Indian context, the institutional mechanisms supporting the formal banking system is well structured. For Microfinance Institutions, the supporting institutional mechanisms can be divided into two parts – formal institutions and semi-formal institutions. The formal institution consists of Regional Rural Banks, Cooperative Societies, Commercial Banks, Housing Finance Institutions, National Bank for Agriculture and Rural Development, Rural Development Banks, Land Development Banks and Cooperative Banks, Cooperative Structures, the Urban Cooperative Banks or Urban Credit Cooperative Societies. Among the Institutions supporting Microfinance in our country, the role of NABARD and SIDBI are extremely significant. The present paper discusses the role of both these institutions in supporting Microfinance in India to ensure availability of credit to the poor. The paper is based on secondary data collected from books and journals.

Keywords: Institutional, Mechanisms, Microfinance, NABARD, SIDBI, Significant

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Development of Positioning Taxonomy for a Tourist Destination Jammu, India

Dr. Natasha Saqib¹

Abstract

Positioning strategies designed by organizations for the destinations might fail when implemented if they are designed from the organization's perspective and not from the consumers' perspective. The present study is an attempt in this direction. It develops a positioning taxonomy for a tourist destination by measuring the perception and satisfactions of consumers of the tourism product of Jammu, India and identifies potential niche markets that could be used in the development of the destination's positioning strategy. Self-completion questionnaires were distributed to tourists visiting the region. Data from 250 completed questionnaires were analyzed quantitatively. Results indicate two positioning strategies for the tourist destination -, natural attractions and cultural attractions. Also two possible niche markets are identified that can inform the development of the destination's positioning strategy-religious tourism, cultural tourism and nature based tourism.

Key words: Customer perception, Cultural tourism, Destination image, Destination positioning, Nature based tourism, Positioning taxonomy, Tourist destination

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NEUROMARKETING: AN INVESTIGATION OF CONCEPTUAL ORIGIN AND ETHICAL STANDPOINT

Anju Dwivedi¹, Dr. Jigar Desai²

Abstract

Why do consumers tend to like what they like? Why do they have a special preference or unexplained affection towards a brand/product? Neuromarketing tends to cater to such questions. It is a branch of science which deals with technologies like FMRI (Functional Magnetic Resonance Imaging) to understand why consumers make decisions they make. The research paper thus cynosures on how Neuromarketing has, over the years, played a very important role and continues to do so. Also, companies practicing Neuromarketing, and how they have been doing it, has been studied upon. The paper also talks about the ethical perspective to Neuromarketing and how it may cause a threat to consumer's privacy. The data for the same has been collected through secondary research, i.e., Books, Journals, Web, Newspapers and Articles. The research is all about what neuromarketing has done for years and how it has revolutionized the market, and how it is continuing to do so.

Keywords: Neuromarketing, Ethics, Revolution, FMRI.

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Perception on Socio Economic Impact of Self Help Group participation by Tribal Women in Nagaland

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Abstract

The present study was conducted in four districts of Nagaland *viz.*, Wokha, Mon, Phek and Dimapur districts of Nagaland. All together a total of 360 respondents were selected by following, multistage random sampling method. The perception of the sampled SHGs participants on social and economic impact was analyzed by collecting the opinion of the respondents covering various social and economic issues on five-point rating scale. From the study it was found out that, majority of the sampled respondents were included under medium level of perception for all the social, economic and overall categories of impact which is 256 (71.11%), 243 (67.50%) and 248 (68.89%) respectively. It was found out that there was a positive and significant association between all the three personal variables *viz.*, age of the respondent, year of experience in SHGs and educational qualification towards overall perception score.

Keywords: Nagaland, Women, Self Help Groups, Perception

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IMPACT ON THE GLOBAL FASHION ECONOMY POST COVID -19

Tamoghna Mandal¹

Abstract

A massive outbreak of a new virus across the globe also known to be named COVID-19, has crippled the whole world along with the global economy and disturbed the existence of several economic and physical sustainability. The disease was first identified in last year December 2019 in Wuhan, China and swiftly brought fear and devastation which naturally began to upsurge the global economy to its maximum. Since then, the disease has spread more than 199 countries and territories currently infecting over 10 lakh individuals (number will vary). Few associations related to Indian artisans and handicrafts are facing surmountable cancellation of orders. Shut down of retail shops, closure of orders, freezing of payments, cancellation of orders has created a sudden shock and plummeted sales and exports ratio. The fatalities from this disease are a rising concern, so are the number of fashion and textile sectors which are closed down and thousands of good young fashion professionals have to leave their job as the company are dried up with their capitals and profits. These young designers are living without been paid over months. Given the huge number of fatalities and sustained risk of further global spread, the World Health Organization (WHO) declared the disease a pandemic on 11 March 2020. This chapter will study the effect and contingencies the virus had created so far across the world and how the Global Economy along with the Fashion and Textile Industry has been affected so far, and what precautionary steps it can take in the future from now to keep measure for all variant consumers.

Keywords: Impact,Covid-19, GDP, Depreciation, Multi challenged, Position, Contingency plans

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A Study on Technostress in Contemporary Situation

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Technostress is conceptually defined as any form of ICT that induces stress over the user striving effective communication while interacting in numerous technological platforms/ gadgets for a substantial span of time. Today, technology merges the professional and personal boundaries during pandemic and post-pandemic period, which disrupts work-life balance bearing counterproductive results. Furthermore, its impact has grown manifold when effective electronic-communication is considered for imparting education through technology. The challenge of inadequate training, cost and fund allocation, unidentified strategies, skill deficit and lacking collaborative approaches in the teaching fraternity makes it quite difficult for an educator to cope-up with sudden challenge to undergo the teaching trends in new normal. The past and recent researches in this burgeoning area have shown relationships with job satisfaction, employee performance, work load, behavioral stress and aspects of work-family conflict. Interestingly, education technology (Ed-Tech) strives to connect and streamline pedagogy, educational policy makers, technology developers, market and consumers. Moreover, in doing so it causes technostress, which leaves an indelible mark on educators and system until both stress creators and appropriate strategies are properly addressed. Keeping these aforesaid avenues, the present research study will focus on aspects of language and communication skills, which causes and impacts Technostress among female school educators in accordance with digital communication perspective in the pandemic and post-pandemic scenarios. Also, intends to explore the challenges of communication for women educators as they juggle through myriad technological tools and role conflict in work from home (WFH) conditions culminating into technostress at large.

Keywords: Technostress, Stress, School Educator, Communication, Pandemic, Language, ICT.

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