

Curriculum Vitae

Dr. Jamal Abdul Nasir Ansari

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Assistant Professor

Department of Commerce and Business Management

Integral University, **Lucknow, India**

Google Scholar Profile

	All	Since 2018
Citations	851	851
h-index	8	8
i10-index	8	8

Link: <https://scholar.google.co.in/citations?user=olzmPEEAAA&hl=en> (G.Scholar)

<https://www.scopus.com/authid/detail.uri?authorId=57216617988> (Scopus)

Academic Background

<i>Exam Passed</i>	<i>Years</i>	<i>University/Board</i>	<i>Subject</i>	<i>%</i>	<i>Division</i>
PhD	2020	Aligarh Muslim University Aligarh (India)	HR	Awarded	Awarded
NET	2014,2019	University Grant Commission (UGC) (India)	Commerce	Qualified	Qualified
M.Com (Accounting & Finance)	2013	Aligarh Muslim University Aligarh (India)	Finance & Accountancy	69.0%	First
B.Com (Hons)	2011	V.B.S.P. University, Jaunpur (U.P.) (India)	Accountancy	60.0%	First
Intermediate	2008	U.P. Board Allahabad (India)	Science Stream	57.0%	Second
High School	2006	U.P. Board Allahabad (India)	Science Stream	65.0%	First

Employment Chronicle/ Experiences Teaching

- Working as **Assistant Professor** in department of Commerce and Business Management, Integral University Lucknow w.e.f. 16/08/2023 –till date.
- Worked as **Assistant Professor** in Mittal School of Business, Lovely Professional University, Phagwara, Punjab w.e.f. 04/07/2022 –30/04/2023.
- Worked as **Guest faculty** in the School of Commerce and Management, Babasaheb Bhimrao Ambedkar University (A Central University) Lucknow w.e.f. 10/08/2018-30/06/2022. This appointment is purely temporary in nature.
- Worked as **Guest faculty** in Department of Commerce, Shibli National (P.G.) College Azamgarh from 18/09/2015 –03/05/2016.
- Worked as **PGT (Commerce)** at Ziauddin Khan Memorial Sr. Sec School (Affiliated to C.B.S.E New Delhi) Badharia, Azamgarh from 14/01/2014 – 19/09/2015.

Courses/Classes Taught

- *PG Classes:* Principles of Management, Advertising and Sales Management, Accounting, Cost Accounting and Management Accounting
- *UG Classes:* Financial Accounting, Business Statistics, Company Law, Research Methodology, Principles of Marketing, Business Environment, Direct Tax laws, Management, Accounting, Cost Accounting and Indirect taxes

Specialization

- HRM, OB and Accountancy

Research Publication /Working Paper/Research Project

- [Nasir Ansari, J.A.](#) and [Irfan, S.](#) (2023), "Corporate social responsibility and employee engagement: the mediating role of personal environmental norms and employee green behavior", *Social Responsibility Journal*, Vol. 19 No. 9, pp. 1728-1748. <https://doi.org/10.1108/SRJ-03-2022-0153> **Q1, Scopus and ABDC(B)**
- **Ansari, J. A., & Azhar, M. (2022).** Predicting Selfie-Posting Behavior through Self-Esteem, Narcissism and Exhibitionism among Indian Young Youth. *Journal of Content, Community & Communication*, 15(8). doi:10.31620/JCCC.06.22/03 ISSN 2709-670X **Q3, Scopus**
- **Ansari, J. A., & Khan, N. A. (2020).** Exploring the role of social media in collaborative learning the new domain of learning. *Smart Learning Environments*, 7(1). ISSN 2196-7091 **Scopus**
- **Ansari, J. A. N. (2020).** Driving Employee Engagement through Five Personality Traits: An Exploratory Study. *Metamorphosis*, 19(2), 94-105. ISSN 0972-6225 **UGC-Care-1**
- **Ansari, J. A., Khatoon, A., & Bharadwaj, S. (2018).** Social Media users in India: A Futuristic Approach. *International Journal of Research and Analytical Reviews*, 5(4), 762-765. ISSN 2348-1269 **UGC Approved**
- **Ansari, J. A., & Khan, N. A. (2019).** Faculty Member Usage of Social Media and Mobile Devices in Higher Education Institution. *International Journal of Advance and Innovative Research*, 6(1), 17-27 ISSN 2394-7780 **UGC Approved**
- **Arwab, M., Ansari, J. A., Azhar, M. M., & Ali, M. A. (2022).** Exploring the influence of training and development on employee's performance: Empirical evidence from the Indian tourism industry. *Management Science Letters*, 12. <https://doi.org/10.5267/j.msl.2021.10.004>
- **Ansari, J. A., Azhar, M., & Akhtar, M. J. (2022).** The spread of Misinformation on social media: An insightful countermeasure to restrict. *Studies in Economics and Business Relations*, 3(1). ISSN 2709-670X
- *Exploring the mental health consequences of the students of intensive e-gaming: A study of selected private universities' students (2023)* submitted to Integral University Lucknow.

Research Experience: Since 2016 (7th Year)

- Actively engaged in research activities since 2016
- Command on primary research

Achievement/Membership

1. Qualified the **UGC-NET** Test (June 2014).
2. Qualified **NTA-NET** Test (June 2019).
3. Recipient of the UGC Non-Net fellowship for Research (2016)
4. A lifetime member of the *Indian Academicians and Research Association (IARA)* bearing membership no: M/M-730. **India**
5. Editorial member of *Journal of human resource management* a science publishing group

Workshops/Conferences/Seminars/Webinars Attained

- Participated in One Day Workshop on "Effective Communication Skills" at V.M. Hall A.M.U. Aligarh on 23rd March 2013
- Participated in the two-day training programme on "Capacity Building Programme on Continuous and Comprehensive Evaluation (CCE)" organized by Ziauddin Khan

- Memorial Ser. Sec School Badharia Azamgarh U.P. India on 24-25th March 2014.
- Presented a Research paper in National Conference on “Role of Social Media in Society Transformation: Issues and Challenges: Social Media and Communication in India” held at Department of Sociology, Lucknow University, Lucknow India on 25-26 March, 2017.
 - Presented a Research Paper in National Seminar on “Cashless Economy: Opportunities and Challenges” held at Department of Commerce, Aligarh Muslim University Aligarh 202002 India on 29th April 2017.
 - Participated in One Day Seminars on “E-Resources & E-Access for Study, Teaching & Research” at Maulana Azad Library A.M.U. Aligarh on 12th August 2017.
 - Participated in 7 Days Workshop on “Research Methodology & Data Analysis at Footwear Design & Development Institute (*Ministry of Commerce & Industry, Govt. of India*) Jodhpur Rajasthan on 22rd Feb-28th Feb 2018.
 - Attained 15 Days *Continuing Medical Education (CME)* “Health Conclave 2018” held at Atal Bihari Vajpayee Scientific Convention Centre, KGMU, Lucknow, on 5th October - 20th October 2018.
 - Participated in two-week Faculty Development Programme on “Managing online classes and cooperative MOOCs” sponsored by *MHRD PMMMNMTT* held at Ramanujan College University of Delhi from 20th April-6th May 2020.
 - Attained in Webinar on Covid-19 “Management of Frozen World & Melting Economies” held at Department of Commerce, AMU, Aligarh from 1st May -13th May 2020.
 - Participated in Virtual seminar on “Challenges and opportunities in entrepreneurship and business startups held at Footwear Design & Development Institute (*Ministry of Commerce & Industry, Govt. of India*) Jodhpur Rajasthan on 9th May 2020.
 - Attained online workshop on quality research and scholarly publication using Scopus and Mandalay held at faculty of social science AMU, Aligarh on 19th May 2020.
 - Participated in a national level online seminar on Research Methodology & SPSS sponsored under UGC Paramarsh scheme held at Shri Sant Gajanan Mahavidyalaya, Kharda Ahmednagar on 8th -9th June 2020.
 - Participated in Online and Entrepreneurship in India online quiz held at MKCE IIC, M Kumarasamy College of Engineering, Karur Tamilnadu on 7th May 2020.
 - Participated in 5 days online Faculty Development Programme (FDP) held at Department of Commerce, Tezpur University Assam on 11th -15th May 2020.
 - Serve as an organizer and judge article presentation webinar held at Department of Rural

Management, Babasaheb Bhimrao Ambedkar University (A central university) Lucknow on 27th May 2020.

- Participated in 2 days “Online workshop on Data Science vs Data Analytics” held at faculty of social science AMU, Aligarh from 1st-2nd June 2020.
- Participated in 3 days national seminar of the financial implication of Covid-19 on India with special reference to Punjab held at Gujranwala Guru Nanak Khalsa College Ludhiana on 3rd -5th June 2020
- Participated in 1-week Faculty Development Programme (FDP) on “E-Content Development in teaching” held department of Commerce, Sant Gadge Baba Amravati University, Amravati Mumbai on 4th -10th June 2020.
- Participated in Online FDP on skills for librarianship held LIS Academy & NCSI NET foundation Bengaluru, India on 16th May-21th June 2020.
- Participated in 7 days online international faculty development programme(FDP) “Contemporary issues, Assessment, Collaboration, Research and Publication” held at Mohammad Ali Jauhar University, Rampur (UP) INDIA on 15th -21th June 2020.
- Participated in one week Faculty Development Programme (FDP) on G Suit and allied tools in Education, teaching & e contents development held at Sant Gadge Baba Amravati University, Amravati on 29th June 2020-4th July 2020.
- Attained a mediation and moderation analysis with hands-on training workshop organised by the JV Edutech on 1st July 2020.
- Participated in 5 days **ATAL** Faculty Development Programme (FDP) on Data Analytics in Business Research held at Baba Bhimrao Ambedkar University, Lucknow on 29th January 2021 -2nd Feb 2021.
- Participated in two weeks **ICSSR** Sponsored Online Capacity Building Programme (CBP) for Social Science Faculty organized by Centre for Development Studies Thiruvananthapuram Kerala India from 26th July 2021 to 6th August 2021.
- Participated in Summer Research Capacity Development Programme (SRCDP-2021) jointly organized by University of Buraimi, **Oman** and Modern College of Business and Science, Muscat, **Oman** India from 7th August 2021 to 13th August 2021.
- Participated in 5 days **ATAL** Faculty Development Programme (FDP) on Data Analytics in Business Research held at Baba Bhimrao Ambedkar University, Lucknow on 25th October 2021 to 29th October 2021.
- Participated in 5 days **ATAL** Faculty Development Programme (FDP) on Structural equation modeling and Artificial Neural Network and Management Research held at

Jamia Hamdard, New Delhi on 7th Dec 2021 to 11th Dec. 2021.

Research Supervision to Post Graduate and Graduate Students

<i>Dissertation</i>	<i>Awarded</i>	<i>In Progress</i>	<i>Total</i>
MBA	06	00	06
BBA (IBM)	04	00	04

Extra-Curricular Activities

- Participating in Football tournament at VM Hall A.M.U. Aligarh India.

Refereeing

- Reviewer- Telematics and Informatics Report, ISSN: 2772-5030 **Netharland**
<https://www.sciencedirect.com/journal/telematics-and-informatics-reports/about/editorial-board>
- Reviewer- International Journal of Hospitality Management, ISSN: 0278-4319 **Netharland**
[International Journal of Hospitality Management / ScienceDirect.com by Elsevier](https://www.sciencedirect.com/journal/international-journal-of-hospitality-management)

Computer/Software Skills

1. Command on SPSS 26
2. Command on MS office Package
3. Command on AMOS 26
4. Command on Google Packages

Title of PhD Thesis

Impact of Social Media on Employee Engagement in Indian Context

Link: <https://shodhganga.inflibnet.ac.in/handle/10603/369737>

Supervision

Prof. Nawab Ali Khan (Ex- Chairman and Dean), Department of Commerce, Aligarh Muslim University Aligarh 202002 (India)

References

	1	2	3
Name	Prof. Nawab Ali khan (Ex-Chairman, and Dean)	Prof. Abbas Ali Mahdi (Vice –Chancellor)	Professor Neeraj kaushik
Affiliation	Department of Commerce Aligarh Muslim University(AMU) Aligarh 202002 U.P. (India)	Era University, Lucknow U.P. (India)	Business Administration National Institute of Technology (NIT) Kurukshetra, Haryana (India)
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Personal Profile

Father's Name : Mr. Hasan Raza (Businessman)

Mother's Name : Mrs. Sajeeda Khatoon (Family Manager)

Date of Birth : 12th April 1990

Sex : Male

Blood Group : A⁺

Marital Status : Married

Nationality : Indian

Language Known : Urdu, English, Hindi

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Valid up to 17th July 2024

Permanent/
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SCOPUS : <https://www.scopus.com/authid/detail.uri?authorId=57216617988>

G. Scholar : <https://scholar.google.co.in/citations?user=olzmPEEAAA&hl=en>

ResearchGate : [Jamal Abdul Nasir Ansari \(researchgate.net\)](https://www.researchgate.net/profile/Jamal-Abdul-Nasir-Ansari)

Declaration

I clarify that all the information given above is right to the best of my knowledge.

Date:

Place: Lucknow (**India**)

NOTE: Please guide me. I am always ready to learn.

Dr. Jamal Abdul Nasir Ansari

Corporate social responsibility and employee engagement: the mediating role of personal environmental norms and employee green behavior

Jamal Abdul Nasir Ansari and Saba Irfan

Abstract

Purpose – This paper aims to investigate the influence of corporate social responsibility (CSR) on employee engagement (EE) through mediating effect of personal environmental norms (PEN) and employee green behavior (EGB).

Design/methodology/approach – The proposed model was validated using 360 employees data from manufacturing and service industries.

Findings – The findings confirmed that CSR is the positive and significant driver of EE. The results also demonstrated PEN and green employee behavior partly mediate this relationship.

Practical implications – The finding of this study enriches the existing literature and social outcomes of CSR. Theoretical and practical contributions have been discussed in detail.

Originality/value – The study demonstrates CSR is significantly related to EE, mediated via PEN and EGB, highlighting the necessity for micro-level CSR research. To the best of the authors' knowledge, this is the first and foremost empirical research that establishes the mediating effects of PEN and EGB between CSR and EE in the Indian context.

Keywords Corporate social responsibility, Employee engagement, Personal environmental norms, Employee green behavior, SEM, Mediation

Paper type Research paper

Jamal Abdul Nasir Ansari is based at the Mittal School of Business, Lovely Professional University, Phagwara, India. Saba Irfan is based at the Faculty of Commerce, Aligarh Muslim University, Aligarh, India.

Introduction

Corporate social responsibility (CSR) is a “context-specific organizational activities and policies that take into consideration stakeholders’ expectations and the triple bottom line of economic, social, and environmental performance” (Aguinis, 2011, p. 855). It remains an embryonic and challenging concept. Over the past decades, CSR is an inescapable priority for business executives, and it is a crucial component of corporate competitive advantage and long-term sustainability (Porter and Kramer, 2011). Employees are the main collaborator of CSR, considered as ahead of curve, and are the main contributors in the organizations. The report confirmed that only 13% of employees engaged across the world. Employee engagement (EE) across the globe is a foremost concern for organizations. Only the USA lost US\$450bn to US\$550bn due to lower productivity from the disengaged employee (Gallup, 2013). Work is not only a single source of satisfaction in the life-subjective well is also somehow affecting. One of the personal sustainability plans in which more than 500,000 employees voluntarily partake in CSR activities, resulted in 35,000 new business solutions that benefited both the planet and the organization (Glavas, 2016). The latest report on world EE level has been published highlighting that employee who

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Essentially, the authors are highly indebted to Prof. Nawab Ali Khan Ex-Chairman and Ex-Dean, Department of Commerce, Aligarh Muslim University, Aligarh India for his irreplaceable supervision and for providing indispensable knowledge throughout the way to accomplish this research work. They specially thank him unequivocally, not only for the remarkable academic support but also for showing multiple dimensions of the research work.

RESEARCH

Open Access



Exploring the role of social media in collaborative learning the new domain of learning

Jamal Abdul Nasir Ansari* and Nawab Ali Khan

* Correspondence: jnasir4@gmail.com;
jnasir.rs@amu.ac.in
Department of Commerce, Aligarh Muslim University, Aligarh 202002, India

Abstract

This study is an attempt to examine the application and usefulness of social media and mobile devices in transferring the resources and interaction with academicians in higher education institutions across the boundary wall, a hitherto unexplained area of research. This empirical study is based on the survey of 360 students of a university in eastern India, cognising students' perception on social media and mobile devices through collaborative learning, interactivity with peers, teachers and its significant impact on students' academic performance. A latent variance-based structural equation model approach was followed for measurement and instrument validation. The study revealed that online social media used for collaborative learning had a significant impact on interactivity with peers, teachers and online knowledge sharing behaviour.

Additionally, interactivity with teachers, peers, and online knowledge sharing behaviour has seen a significant impact on students' engagement which consequently has a significant impact on students' academic performance. Grounded to this finding, it would be valuable to mention that use of online social media for collaborative learning facilitate students to be more creative, dynamic and research-oriented. It is purely a domain of knowledge.

Keywords: Students, Social media, Higher education, Faculty members, University, SEM

Introduction

The explosion of Information and Communication Technology (ICT) has led to an increase in the volume and smoothness in transferring course contents, which further stimulates the appeasement of Digital Learning Communities (DLCs). The millennium and naughtiness age bracket were Information Technology (IT) centric on web space where individual and geopolitical disperse learners accomplished their e-learning goals. The Educause Center for Applied Research [ECAR] (2012) surveyed students in higher education mentioned that students are pouring the acceptance of mobile computing devices (cellphones, smartphones, and tablet) in Higher Education Institutions (HEIs), roughly 67% surveyed students accepted that mobile devices and social media play a vital role in their academic performance and career enhancement. Mobile devices and social media provide excellent educational e-learning opportunities to the students for academic collaboration, accessing in course contents, and tutors despite the physical

Driving Employee Engagement Through Five Personality Traits: An Exploratory Study

Metamorphosis
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DOI: 10.1177/09726225211007247
journals.sagepub.com/home/met



Jamal Abdul Nasir Ansari¹ 

Abstract

An attempt has been tried to explore the personality factors in predicting employee engagement among the middle-level employees in the IT industry. Based on an empirical investigation of 383 middle-level employees working in IT firms, the researcher cognizes their perception of various personality-related factors *extraversion*, *agreeableness*, *conscientiousness*, *neuroticism*, and *openness to experience*. The present study was exploratory in nature. A variance-based structural equation model (SEM) approach was adopted for the measurement of the model. The study confirmed that personality-related factors *extraversion*, *conscientiousness*, *neuroticism*, and *openness to experience* significantly related to employee engagement. In addition to this *extraversion*, *conscientiousness*, *neuroticism*, *openness to experience* significantly predicted employee engagement, contrary, the insignificant effect was seen of *agreeableness* on employee engagement. Grounded to this study, it is strongly recommended that individual possess the *extraversion*, *neuroticism*, *openness to experience*, and *conscientiousness* qualities seen to be more engaged in their job while *agreeableness* person is seen to be less engaged. The corporate entity herein suggested that to keep the talented and valuable employees, must strategically think about these factors. To the best of my belief, this is the first and foremost article that address the personality-related factors in predicting employee engagement in the Indian context.

Keywords

Personality, employee engagement, EFA, CFA

Introduction

Personality has been demarcated as the individual's way of thinking, sentiment, and attitudinal behaviour together with the psychological mechanism (Nichols et al., 2008).¹ In the past few decades, researches were seen on dysfunctional and attitudinal behaviour on role stress and employees intention to quit the jobs^{2–7} (Mayende & Musenze, 2014; Treglown, Zivkov, Zarola, & Furnham, 2018) although the majority of the studies confronted with the phenomena role stress and personality factors were significant predictors of burnout among the employees. The finding of the meta-analysis of 114 samples confirmed that personality traits explained 48.10% variance in employee engagement, 19.60% variance in conscientiousness, 14.10% variance in extraversion, whereas other dimensions (neuroticism, agreeableness, and openness to experience) least important.⁸ The result of 1,050 working

adults applying hierarchal multiple regression identified that extraversion, conscientiousness, and agreeableness, and openness to experience significantly predicted the engagement level.⁹ Employee engagement has been accompanied to performance, retention, and organizational effectiveness (Saks, 2006; Mone & London, 2018).

Certainly, the low level of employee engagement leads to several bad consequences financial loss, loss in productivity. Disengaged employees cost US business firms up to \$550 billion annually (Gallup, 2016). Engaged employees produce extensively better outcomes, more likely to remain with their organizations, healthier, and less frequency to quit (Harter, 2020). Hence, it is a matter of complexities how to craft, trigger employee engagement at the workplace in order to improve organizational effectiveness. To encounters this, researchers across the globe explored several means and intrusion by which to ameliorate engagement such as transformational leadership (Breevaart et al.,

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PREDICTING SELFIE-POSTING BEHAVIOR THROUGH SELF-ESTEEM, NARCISSISM AND EXHIBITIONISM AMONG INDIAN YOUNG YOUTH

Dr Jamal Abdul Nasir Ansari

Assistant Professor, Mittal School of Business, Lovely Professional University, Punjab

Mohd Azhar

Research Scholar, Department of Commerce, Aligarh Muslim University, Aligarh, 202002
azharqamar@gmail.com

ABSTRACT

The phenomenon of taking and sharing selfies on social networking sites (SNSs) has become pervasive in everyday life. This empirical study was carried out to investigate significant predictors of selfie-posting behavior. A web-based survey was conducted on social media users geographically located in Lucknow (India). A total of 1073 social media users participated in the survey. Structural Equation Modelling (SEM), an interdependence technique, was employed for the measurement and the structural relationship among the latent factors. The study confirmed that self-esteem and narcissism are significant predictors of selfie-posting behavior. However, exhibitionism is not a significant predictor of selfie-posting behavior. Moreover, self-esteem is also a significant predictor of narcissism. The findings of the present study underline that Facebook (26.3) per cent was a top platform for groupies selfie posting; similarly, WhatsApp (25.8) per cent was noted as the top platform for individual selfie posting.

Keywords: Selfie-Posting Behavior, Exhibitionism, Self-Esteem, Narcissism, SEM

Introduction

Facebook, Twitter, Instagram, and Snapchat are the most popular and frequently used social networking sites among young people (Perloff, 2014). Their widespread availability has enthralled billions of people worldwide (McCrorry et al., 2020). Many have become accustomed to social media and spend a significant portion of their daily lives on these platforms (Rideout et al., 2010; Sample, 2019; Sharma et al., 2022a). Far-flinging connectedness and easy communication through smartphones and tablets have multiplied the popularity of social networking sites (Valkenburg et al., 2006; Sawyer, 2011; Sharma, 2021). Individuals can now create their profiles and exchange information and photos with other members on social networks (Stefanone et al., 2011). According to a report published by Statista Research Department, over 3.6 billion people used social media in 2020, which is expected to rise to nearly 4.41 billion by 2025 (Statista, 2021). The report further states that internet users spend an average of 144 minutes every day on social media (Statista, 2021). This whopping number shows the increasing popularity and widespread adaptability of social media sites globally. In common parlance, young people

aged 18-29 are the highest social media users, and hence selfies are rampant at this stage. Previous research has shown that young women take and post more selfies on social media than men (Biolcati, 2019).

A selfie is a self-portrait photograph shot with a digital camera or a smartphone and shared on social networking sites (Moreau, 2015). Taking selfies and groupies and publishing them on social media has become a popular online activity (Wang et al., 2017). According to previous studies, selfies and groupies are the most popular photographs shared on social media among young people (Hu et al., 2014; Jang et al., 2015). This domain of knowledge has gained scholarly attention in recent years. Still, selfie-posting behavior is an emerging topic in academia. The majority of selfie research talked about selfies and individual differences (Qiu et al., 2015). Previous studies on selfies focused on the phenomenon as a personality trait (Qiu et al., 2015) or a set of self-regulatory behaviours used to satisfy narcissism (Barry et al., 2017) or seek peer recognition (Chua & Chang, 2016). Scholars have shown that men post a selfie on social networking sites (SNSs) according to the conventional standard of masculinity

Exploring the influence of training and development on employee's performance: Empirical evidence from the Indian tourism industry

Mohd Arwab^{a*}, Jamal Abdul Nasir Ansari^a, Mohd Azhar^a and Mohd Ashraf Ali^a

^aAligarh Muslim University, India

CHRONICLE

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Employee Performance

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Benefits from Training

Support for Training

Contextual Performance

Task Performance

Adaptive Performance

Travel and Tourism

ABSTRACT

The aim of this paper is to explore the influence of training and development on employee's performance through different dimensions. Moreover, this study proposes a model in the area of human resource development to be used for testing and improving the performance of employees in the Indian travel and tourism sector. An integrated model was developed highlighting the relationship between the training and development and employee performance. Using the sample of 146 employees, structural equation modelling (SEM) was employed to validate the hypothesized relationship by evaluating the responses of employees working in the Indian travel agencies. The findings of this study demonstrate a strong relationship between training and development and employee performance in the travel industry and also can be used by managers and HR professionals for organizing exclusive training programs for improving employee's performance based on the dimensions used in this paper. The present study provides an empirical and theoretical explanation of different dimensions associated with training and development and employee performance, especially in the Indian tourism industry.

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1. Introduction

Human capital is the engine of organisational growth and a catalyst for economic development for every country. Human resource development has a vital role in stimulating human capital within an organisation (Manresa et al., 2019). Training and development mainly constitute the broader realm of human resource development practices, which is considered the most influential factor in improving employee performance (Mcdowall & Saunders, 2010). Training and development programs are prominent activities within organisations to make employees competent, boost motivation, retention, awareness from emerging tools and techniques, and market's ebbs and flow. Training is a source of learning; learning is the act of approaching new things which were not explored earlier and enrich existing skills to achieve targeted organisational goals (Luntley, 2008). According to (Aguinis & Kraiger, 2009), "Training activities can also be beneficial regarding other outcomes at both the individual and team level (e.g., attitudes, motivation, and empowerment)". According to Swanson and Holton (2001) connoted training and development as "a process of systematically developing work-related knowledge and expertise in people for the purpose of improving performance". Besides that, various authors also described the training to acquire and improve skills, knowledge, behaviour, and attitude by employees to perform their assigned work effectively (Goldstein, 1980; Tannenbaum, 1992; Latham, 2011; Noe, 2018). Employees are the backbone of an organisation, and organisational performance depends upon their expertise. Employee performance is not a static phenomenon; instead, it fluctuates by external factors, i.e., training and education. In addition to that, "training may enable consistency in performance across conditions" (Aguinis & Kraiger, 2009); performance consistency may result in the form of upgrading trainees' self-efficacy or self-management abilities. In

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The spread of Misinformation on social media: An insightful countermeasure to restrict

Jamal Abdul Nasir Ansari¹, Mohd Azhar², Mohd Junaid Akhtar³

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Abstract: The term misinformation on social media has got significant attention in public sermons over the last few decades. This research article explores the growing tendency of misinformation on social media, how it influences people and prescribes insightful measures to counter the spreading of misinformation on social media. Systematic Literature Review (SLR) was employed on the three databases; Google Scholar; Scopus, Web of Science, following keywords; "misinformation", "disinformation", and "social media". A total of 34 articles were finally found suitable for the study. This study confirmed that self-motive and election campaigns are the major causes of misinformation on social media. This study manifested that machines can detect fake news to some extent but cannot be relied upon solely. Human intervention is equally important in identifying misinformation. Moreover, an efficient conceptual model has been proposed to counter the misinformation spread on social media.

Keywords: Misinformation, Disinformation, Social Media, Fake News, Countermeasure

1. Introduction

The emersion of social media as a strong medium of information has torn down all the barriers of physical boundaries and squeezed the whole world into a tiny space (Koo *et al.*, 2011; Chung *et al.*, 2012; Choi, 2013). Creating, spreading and getting the information is no longer a herculean task as it used to be in the past (Koo *et al.*, 2011). This phenomenon has made social media one of the most popular platforms for information diffusion (Shu *et al.*, 2020) that has got widespread recognition and lot of scholarly attention in the recent past (Collins *et al.*, 2020). In the last few years, the spread and pervasive use of social media has grown simultaneously worldwide and has become the modus operandi of the 21st century (Lange-Faria & Elliot, 2012). As technological advancement brings comfort and ease with it, at the same time; it causes distrust and distress too. The excess information on social media is becoming one of the leading causes of chaos and pandemonium among the masses (Collins *et al.*, 2020). Most of the information on social media is dubious and intended to mislead (Zhang & Ghorbani, 2020). Social media is flooded with fake news, misleading information, doctored videos, tempered facts and rumours. It was found in a survey conducted by statista that around 52% of users encounter fake news on a daily basis (Ahuja & Kumar, 2020). The rapid diffusion of misinformation is shaking human cognizance and making the decision-making process more cumbersome.

Rumours are one of the consistent features of social life. As a sense-modality progression, it could work as an anti-stress oxidant and help people grip with the unfamiliar situation (Wood, 2018). Social

FACULTY MEMBER USAGE OF SOCIAL MEDIA AND MOBILE DEVICES IN HIGHER EDUCATION INSTITUTION

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ABSTRACT

Social media has rarely studied in the academic literature and little known about its antecedents and consequences. The keen purpose of this study is to explore how social media are being used by faculty members in a higher education institution, utilizing its advantages and its usefulness for teaching style. A survey was conducted on the faculty members in two different Indian central universities (Aligarh Muslim University, Aligarh and Jamia Millia Islamia, New Delhi). For the sake of this study, a random survey method was designed to collect the data of the faculty members. 400 questionnaires sent through the mail and a link on social media but only 305 responses correctly recorded. Descriptive statistics were applied to ascertain the results. The study revealed that faculty members are not statistically significantly correlated with social media advantages and social media teaching style. In addition, this research also has shown a lot of useful finding which has been discussed in finding section.

Keywords: Social media, Internet, Mobile Devices, Faculty Members, Teaching, Web 2.0

INTRODUCTION

The social media platform, the practical means of internet-based sophisticated communication technology that provides useful information (Manca & Ranieri, 2013). At the launching era, social media viewed only as a medium of socializing tools (Madge, Meek, Wellens & Hooley, 2009) but later on its adoption and usage reached to worldwide in different fields, i.e., Law (Lakhani, 2013) Business (Li et al., 2014). The epoch of advanced technology, the adoption of social media and mobile devices might also be seen in the educational industry (Sanchez et al., 2014; Westerberg & Butler, 2010). Social media has become the subject matter of higher educational research (Manca & Ranieri, 2016b) and its adoption for teaching has gradually triggered (Seaman & Tinti-Kane, 2013).

Several studies recently have highlighted positive feedback on social media for teaching-learning motives in higher education research (Munoz & Towner, 2009) boasting learner motivation (Chen et al., 2011) and enhancing pupils positive outlook towards their courses (Mazer et al., 2007). This Generation Z is more technologically oriented and depleted their whole time on the computer, video game, chatting, cell phone and other electronic gadgets of this digital era (Prensky, 2001).

