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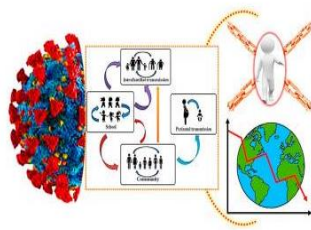
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COVID-19 AND ITS IMPACT ON GLOBAL ECONOMY

THEJAS KRISHNAN .M- I MBA

On March 11 2020, the novel Corona virus disease (COVID-19) was described as a pandemic by World Health Organization (WHO). Globally, the COVID-19 has not only affected the public health socially but also has rigorously affected economically. Substantial declines in income increase in unemployment, and distractions in the transportation, amenities, and industrial sectors are amongst the major concerns of the pandemic disease extenuation. Furthermore, the governments of most of the countries underestimated the menaces of COVID-19 spread and were typically responsive for the calamities in their respective countries. As outbreak of this pandemic is not likely to wane in the nearby future, preventive actions are prerequisite to prevent infection spread, save people lives and also to save the economic affluence.

Graphical abstract



<https://ars.els-cdn.com/content/image/1-s2.0-S2666351120300425-fx1.jpg>

IMPACT OF THE CORONAVIRUS PANDEMIC ON THE GLOBAL ECONOMY

A raging pandemic unleashed by a highly contagious COVID-19 virus has triggered unprecedented restrictions not only on the movement of people but also on a range of

economic activities, and the declaration of national emergencies in most countries in Europe and North America. Growing demand for urgent healthcare and rising death tolls were straining national healthcare systems. The pandemic is disrupting global supply chains and international trade. With nearly 100 countries closed national borders during the period, the movement of people and tourism flows have come to a screeching halt. Millions of workers in different countries are facing the bleak prospect of losing their jobs. The widespread agreement among economists was severe negative impacts on the global economy. Early estimates predicated that, should the virus become a global pandemic. Most major economies will lose at least 2.4 percent of the value their gross domestic product (GDP) over 2020, leading economists to already reduce their 2020 forecasts of global economic growth down from around 3.0 percent to 2.4 percent. To put this number in perspective, global GDP was estimated at around 86.6 trillion U.S. dollars in 2019 – meaning that just a 0.4 percent drop in economic growth amounts to almost 3.5 trillion U.S. dollars in lost economic output. However these predictions were made prior to COVID-19 becoming a global pandemic, and before the implementation of widespread restrictions on social contact to stop the spread of the virus.

Since the COVID-19 threat first emerged, economists have debated whether the shock to the global economy will be temporary or permanent. In the more optimistic



temporary shock view, the virus will eventually pass, and economic life can then largely go back to normal. Massive fiscal and monetary expansion programs in Western countries will keep the economy afloat in the interim with government balance sheets socialising the costs of economic hibernation. Government debt will be much higher in the aftermath. But incredibly low borrowing costs will keep this sustainable. The analysis by the UN Department of Economic and Social Affairs (DESA) said the COVID-19 pandemic is disrupting global supply chains and international trade. With nearly 100 countries closing national borders, the movement of people and tourism flows has come to a screeching halt. "Millions of workers in these countries were faced the bleak prospect of losing their jobs. Governments are considering and rolling out large stimulus packages to avert a sharp downturn of their economies which could potentially plunge the global economy into a deep recession. In the worst-case scenario, the world economy could contract by 0.9 percent in 2020," the DESA said, adding that the world economy had contracted by 1.7 per cent during the global financial crisis in 2009. It added that the contraction could be even higher if governments fail to provide income support and help boost consumer spending. The analysis noted that before the outbreak of the COVID-19, world output was expected to expand at a modest pace of 2.5 per cent in 2020.

The three important Economic impact of COVID-19 could affect the global economy through:

1. Direct impact on production: Production has already been substantially affected by the shutdown in global areas. Some other countries are also beginning to feel a direct impact as their authorities put in place similar measures. The slowdown or lockdown in many countries has effects on exporters to other countries. According to the World Bank even without new outbreaks of the disease, these areas will likely experience slow growth in the first half of 2020.

2. Supply chain and market disruption: Many manufacturing firms rely on imported intermediate inputs from China and other countries affected by the disease. Many companies also rely on sales in China to meet financial goals. The slowdown in economic activity and transportation restrictions in affected countries will likely have an impact on the production and profitability of specific global companies, particularly in manufacturing and in raw materials used in manufacturing.

3. Financial impact on firms and financial markets: Temporary disruptions of inputs and/or production might stress some firms, particularly those with inadequate liquidity. Traders in financial markets may or may not correctly anticipate or understand which firms might be vulnerable. The resulting rise in risk might reveal that one or more key financial market players have taken investment positions that are unprofitable under current conditions, further weakening trust in financial instruments and markets. A possible event would be a significant financial market disruption as participants become concerned about counterparty risk. The covid pandemic represents an unprecedented disruption to the global



economy and world trade, as production and consumption are scaled back across the globe. The IMF's January Outlook repeated such sentiments albeit with a small growth downgrade from its October figures because of a slower return to normal in leading emerging economies. Still, the combination of an almost constant growth rate of 6% in China, an easing of trade tensions and a presumed acceleration of major commodity-exporting countries was expected to push global growth in 2020 up

to 2.7 per cent, despite the continued weak growth performance of developed economies. Now that the Covid-19 shock has changed the scenario all forecasts for 2020 are being revised downward.

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DIGITAL MARKETING AND ENGAGEMENT

ELAVARASAN.N – I MBA

Digital Marketing also called online marketing is the promotions of brands to connect with potential customers using the internet and other forms of communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Essentially if a marketing campaign involves digital communication.

Digital marketing is an umbrella term for the marketing of products or services using the digital technologies mainly on internet but also including mobile phones display advertising and any other digital medium has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and marketing for their marketing.

Objectives:

The main purpose of this article is to recognize the usefulness of digital marketing in the competitive market.

To study the impact of digital marketing on consumers purchase.

Impact of technology on digital marketing:

The role of marketing professionals has been heavily affected by technology, adding responsibilities like social media management and digital advertising, while simplifying other tasks, including tactics like research, reporting and sharing information. It has created new marketing roles, like digital media marketing managers and social media marketing associates.

Managerial implications:

The Web can be an extremely useful tool for marketers in creating strong brands and gaining competitive advantages. To effectively utilize the advantages offered by the Internet, though, firms must adopt social media as a channel of providing information to customers; connecting with stakeholders; and, ultimately, generating.

Competitive pressure drives digital marketing efforts:

As revealed by our study, external competitive pressure plays the most prominent role in a firm's decision to utilize digital media for marketing purposes (56% of surveyed managers rated it as important or extremely important). Internal efficiency represents the second-most influential factor (49% of managers) driving firms to adopt digital marketing strategies, followed by the facilitation of top-down directives (13% of managers).

Digital media investments:

Marketers recognize the importance of digital marketing and thus invest significant financial resources in its development and implementation. No standard formula exists for determining how much a firm should invest in digital social media; several firm specific characteristics including internal digital infrastructure, and customer preferences affect investment decisions (Weinberg 2011).

A typology of digital media engagement:

Some have argued that investments in digital marketing evolve in parallel with



perceived benefits such that high levels of digital marketing usage are indicative of higher levels of digital interaction, and low levels of digital marketing usage indicate a more traditional Web presence. Therefore, digital marketing usage and perceived benefits are dimensional variables that may effectively capture a firm's digital engagement.

As revealed by our study, external competitive pressure plays the most prominent role in a firm's decision to utilize digital media for marketing purposes (56% of surveyed managers rated it as important or extremely important). Internal efficiency represents the second-most influential factor (49% of managers) driving firms to adopt digital marketing strategies, followed by the facilitation of top-down directives (13% of managers).



DIGITAL MARKETING IN RECENT ERA

AMRUTHA.I V – I MBA

Digital Marketing is also known as Online Marketing /Internet Marketing / Web Marketing is primarily used to promote businesses online on various online marketing platforms such as Google, Google's content delivery network, various social media platforms and so on. Use of media to engage with consumers through online channels such as, search engines, social media, email, and their websites to connect with current and prospective customers. This Article will through a light on DIGITAL MARKETING, its trend in past and present and its future in the globalized world. As marketing has become a very important tool for every industry to reach the consumer it's become very complex as to decide what the right medium for marketing is. As the world has modernized dramatically in the last decade digital media has reached every home and hence become a very important vehicle for marketing. This project will cover digital marketing and its future, pros and cons.

What is digital marketing?

Digital Marketing is the promoting of brands using all forms of digital advertising. This now includes Television, Radio, Internet, mobile and any other form of digital media. Digital Marketing is the practice of promoting products and services using digital distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner. While digital marketing does include many of the techniques and practices contained within the category of Internet Marketing, it extends beyond this by including other

channels with which to reach people that do not require the use of The Internet. As a result of this nonreliance on the Internet, the field of digital marketing includes a whole host of elements such as mobile phones, sms /mms, display / banner ads and digital outdoor. Previously seen as a stand-alone service in its own right, it is frequently being seen as a domain that can and does cover most, if not all, of the more traditional marketing areas such as Direct Marketing by providing the same method of communicating with an audience but in a digital fashion. Digital is now being broadened to support the "servicing" and "engagement" of customers.

THE FUTURE IS DIGITAL MARKETING

Marketing is undergoing a period of intense change, and there are several inflection points on the horizon which will have a transformational effect, so that by the middle of the next decade every facet of marketing will have been changed radically by the digital revolution. To date, the emergence of digital technology has caused great debate, and in some sectors has led to revolutionary change. While 'small advertising' such as classifiers and personals has moved online in a wholesale way, brand advertising has been affected in a more marginal way. Most innovation has been in the form of 'media firsts' finding new places to stick advertising. Until very recently there has been little progress in targeting. The proliferation of media has in some ways made demographic targeting easier. But it has done this at precisely the



same time that demographics have been declining in relevance as a predictor of consumer behaviour.

Pros of Digital Marketing

1. Brand Loyalty is Increased As a Result of Digital Marketing.
2. Digital Marketing Offers Instant Feedback.
3. Measurable and Trackable Results.

4. Digital Marketing Increases Engagements.

5. Brand Growth.

6. Improved Market Analysis.

Cons of Digital Marketing

1. Cut-throat Competition.
2. Concerns for Security and Privacy.
3. Time Consuming.
4. Digital Marketing Requires Digital Skills.



DIGITAL DEPENDENCY

R.ELANGO- I MBA

Digital dependency has grown overtime. We understand that internet became most crucial part of lives. Be it education, work, social media, business or entertainment, everything in digital today. As this necessity without internet no work cannot be done today's world. Digital is global networking system that has become essential one in every field. Digital technologies have advanced more rapidly than any innovation in our history, developing world population and transforming societies. By enhancing connectivity, financial services, access to trade and public services, medical services, etc...



Digital transformation in various fields:

1. E-commerce

One of the major digital transformation in recent years is e-commerce, where all the activities of buying or selling through online. As it created one of the biggest change in the modern world.

2. Education

In olden days learning education for people in rural areas is only a dream but now digital made it simple any person can learn anything from any part of the world. This shows that how technology have improved the education sector.

3. Cashless transactions

Banks are one of the most important financial services in olden years, where people have to wait too many hours to withdraw or deposit money. But the entire process is changed now where e-banking came into the cameo where all are doing transactions between people through mobile phones as it shows that how digital improved.

4. Advertising

Advertising is one of the important organ of an organization. Past years companies uses banners, notices, newspapers, T.V, radio , etc...but now all are social media marketing which covers all age people and less cost to run and attract more people .

MERITS

- ❖ In digital era there is no end for sharing and gathering information. we can share anything to the world.

❖ Communication is one of the important part of every human life. with the help of digital communication we can make relationship with any person from any different part of the world.

❖ There is no limit to the digital era ,where all the services like, etc... billing, bookings, medical services, payment services, organization meetings, education, etc ... are all comes under digital world transformation.

At the same time Digital dependency's overuse of the internet or electronics to the point that one's daily life is affected. It can

be divided into several different versions: phone dependency, social media dependency, and internet addiction.

The increasing rate of digital technologies around the world and the innovative attitude of the customers are pursuing organizations to adopt it to entertain global business. However the adoption of digital technologies needs a proper business models as well as other strategies that can facilitate this technology for businesses.

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CONSUMER BEHAVIOUR IN FMCG SECTOR

RAJPRABHU V – I MBA

In FMCG sector there has been severe competition between Multi-national Company National, and local players. Consumer is the king of any business. Understanding consumer needs and wants is important and foremost task of any marketers. Consumer satisfaction is a judgement made by the consumers. Consumer behaviour can also be defined as those acts of consumers directly involved in obtained using and disposing of economic goods and services, including the decision processes that preceded and determine these acts. The goods are produced only to meet the needs of consumer. So that the analysis of consumer behaviour is one of the foundations on which future marketing is depend. So, research did this survey in Erode city. Consumers have wide variety of choices in the cake product and they were influenced by many factors both internal and external. Brand loyalty was determined by several distinct psychological processes of the consumers.

The customer satisfaction is a key area for improving business performance of the company. The company needs to change their plan and strategy for attract the consumer based on the needs, preference and buying pattern. The customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. The challenge of identifying the consumer satisfaction is key elements in their company performance in term of profit and loss. In this research paper

explains the consumer behaviour in FMGC for choosing the product for purchasing.

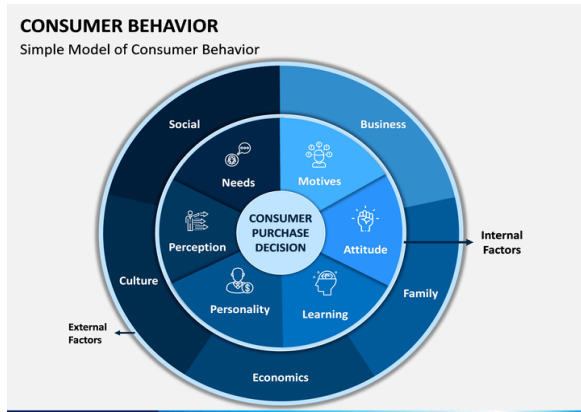
Kaveh Peighambari (2016). This article reviewed recent scholarly research on consumer behaviour published in the international journals in this field. It explained and evaluated the evolution of consumer behaviour literature.

The consumers choices are different dimensions like financial, psychological, sociological and some other factors so there is a wider scope for consumer research and analysing, identifying the needs and buying behaviour. Academic community as well as business firms has undertaken a lot of researches in the field of consumer behaviour in different ways. The consumers are from different segments therefore the firms are very much interested in studying their behaviours segments wise. As for as the cake are concerned, the consumers may change their brand loyalty frequently because various new brands are coming very often in every day. Without analysing the consumer preference, the firm producing the products for sales totally waste of time and money. The present study would help the dealer to know the satisfaction of the respondents toward.

In business world, many brands of products are produced and marketed by a single manufacture. The decision whether to buy or not depends only on the basis of consumer motives. Modern market is consumer oriented and now the consumer is the decisive force. Hence, it is inevitable to have a thorough study on customers“



attitudes and preference towards Britannia products and also the research world reveals the result about satisfaction level and consumer preference towards Britannia products under study area.



Source: www.sketchbubble.com

The consumer satisfaction plays major role in success of the product in the business market. Industries need to attract the consumer by advertisement and they need to concentrate more on natural ingredients

to attract more customers for sale. The company has to focus on its distribution channel, networking and marketing strategies in the market. Increase some flavours to improve cake as tasty to attract young generation.

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GENDER EQUALITY AND ECONOMIC GROWTH

THEERTHA K P- I MBA

Gender equality is a critical component of societal progress. It reflects basic rights that do not need any economic justification. This reflected in the explicit inclusion of gender related development objectives in the Millennium Development Goals (MDGs). Yet it is also the case that gender equality has broad and positive implications for economic and social development. A significant reduction in maternal mortality remains elusive and the MDG that specifically aims to promote gender equality and empower women will not be achieved at current rates of progress, especially in Africa and South East Asia. To deliver the MDGs, including MDG3 (promote Gender Equality and Empower Women) and its supporting targets, it is also critical to raise the level of debate and achieve visibility for gender equality through strong factual evidence, as well as effective communication.

The report sets out the available evidence on how greater gender equality in the developing world could enhance economic growth-using DFID's eight key factors for economic growth as a framework for prioritizing and organizing the evidence. These factors-human capitals, physical capital, the rule of law, competitive markets, macroeconomic stability, and infrastructure, openness to trade and investment and increased agricultural productivity-can be thought of as the most important conditions which are likely to ensure that strong economic performance will be established itself and endure within any given country. It also sets out how the achievement of the MDGs relating to

gender equality will help secured achievement of the other MDGs and presents a menu of strategy of policy options.

Gender equality can have significant impacts on growth

This research finds critical evidence linking improving gender equality to many key factors for economic growth drawn from a huge literature on the links between gender and development objectives. Gender equality can contribute significantly to economic growth through increasing the stock of human capital, physical capital , market competitiveness and agricultural productivity.

1.Gender equality will enhance human capital

More educated women can undertake and encourage higher value economic activity.Countries are rarely wealthy if they have poor gender equality in education. With the exceptions of resorce Omen, Bahrain, Saudiarabia ,no country has achieved both GDP per capita of our \$ 10000 and a ratio of girls to boys in primary education of less than 90%.Economic growth since 1960 would probably have been appreciably higher in Sub-Saharan Africa, Middle East and North Africa and Latin America had those regions matched levels of gender equality in education in East Asia and the Pacific. Estimates of the loss of growth due to gender inequality in education range from 0.38 per cent per annum in Sub-Saharan Africa to 0.81 per cent per annum in South Asia. This accounts for between 11 and 41 per cent of



the growth difference between these regions and East Asia and the Pacific (Klasen and Lamanna, 2008).

2. Gender equality fosters higher labour productivity

Improving gender equality can make labour markets more competitive. Gender inequality in education has fallen in most developing regions. Yet, as gaps in inequality in education have narrowed, the importance of gender inequality in employment has increased. Narrowing the education gap further will not bring benefits if the additional educated women are not able to access productive employment. The loss of economic growth in Middle East and North Africa (MENA) in the 1990s from gender inequality in employment was around four times as large as that from inequality in education.

3. Enhanced gender equality attracts investment in physical capital

The incentive to undertake any investment is determined by the expected rate of return on the investment. A more productive workforce, through greater equality in employment and education, increases expected rates of return, which in turn attracts investment and promotes growth.

New investment not only increases growth directly, it is also necessary for economies to adopt higher-productivity technologies such as those used by manufacturers in East Asia.

4. Gender discrimination is inefficient and lowers agricultural productivity

Gender discrimination can act as a barrier to improving agricultural productivity. Unequal distributions of resources, including credit extension, labour and fertilizer, create inefficiencies such as significantly lower yields and subsequently lower profits which, evidence suggests, significantly reduce incomes in some countries. This is especially true for those countries such as in sub-Saharan Africa where agriculture represents a large proportion of the total economy and where a high number of women participate in the sector.

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INTERNATIONAL GLOBAL SERVICES

BIBIN BENNY-I MBA

The foundation of logistics function is based mainly on Transportation by Road, Rail, and Air & Sea. Maritime trade has existed since times immemorial. History is replete with the major maritime routes that connected continents across the globe and enabled trade between them. Harbors and waterways have flourished in strategic locations in all countries attracting trade and commerce.



Global trade is dependant 80% on sea route than air route, simply for the fact that air route is far more expensive and is used only in case of light weight cargo, perishable cargo, and priority shipments or in other conditions where shipping would not be possible.

Shipping trade is characterized by shipping companies who own vessels and specialize in the transportation of certain types of cargo like General Cargo, Containerized cargo, bulk commodities carriers, oil

tankers, gas tankers, OD cargo carriers, etc. Normally the so called mother vessels ply on the main shipping route across the continents traveling through Pacific or Atlantic oceans and calling on countries from point to point.

Mother vessels are bigger vessels with higher cargo carrying capacity. Some of the main routes normally traversed by mother vessels are the Far East to Europe and Mediterranean, Europe to America East Coast and the Gulf of Mexico, Far East Australia to South Africa, Intra Asia, Asia to the Middle East, and Europe to South Africa, etc. The schedules in detail are announced in advance for each of the vessels. The feeder vessels carry cargo from individual ports in nearby countries which discharge the cargo at the port of calling to be transshipped on to the main vessel.

Thus for example, a cargo originating in India bound for South Africa may follow the route where cargo reaches one of the ports in Ceylon or Dubai even Singapore in some cases and travels right up to Europe where in is further transshipped on another vessel bound to South Africa. Like wise the global shipping trade lanes have certain gateways and lanes which they operate and



in turn are fed and supported by feeder lanes and vessels.

Shipping liner announces schedules of the vessels a few months in advance. Freight forwarding agents book space on the vessels either based on estimates or based on their pipeline orders. Depending upon the volume that the forwarder is able to give and patronize shipping lines, they get to bargain and negotiate for better rates. In general cargo, the shipments are made in FCL Containers.

FCL stands for Full Container Load. FCLs come in two sizes called 20 feet and 40 feet

containers which refers to the length of the container. Each container has fixed dimension and weight carrying capacity. FCL Containers are provided by shipping lines to the freight forwarders who stuff the cargo and get the cargo sealed after customs inspection which is then picked up and loaded on the ship at the port.

Some of the major international shipping lines dominated world shipping trade is P&A, Nedlloyd, Maersk, Hapag Lloyd, American President Lines, Evergreen, NYK, HanJin, Cosco, CSCL etc



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