- **Relative importance of various sources of information for equity investment decisions: A demographic study of Indian Investors**

by *Meena Bhatia, Merlin Mythili Nelson*

Abstract: The purpose of this paper is to comprehend the relative importance of various sources of information that different groups of investors rely upon while making investment decisions. The paper puts forth the specific significance of certain sources that might help understand the investor psyche of the various investor groups. Questionnaire-based survey research was conducted and responses of 276 respondents were analysed using descriptive statistics and non-parametric tests. The study reveals that while women investors relied more on advice from family, friends, and stockbrokers; investors who worked within the financial investment sector, preferred personal knowledge of the company and analysis and investors who took greater risks, made higher investments and stayed longer holding their stocks relied more on analytical decision-making based on corporate reports. These findings emphasise the benefits of investor profiling according to the various demographics and how it can help investment advisory firms to approach different investor groups.

- **Influence of Performance Appraisal Dimensions on Employee Satisfaction: A study on Indian Higher Education Institutions**

by *Varsha Sharma, Reeta Singh, Priyanka Sihag, Mohit Kant Kaushik*

Abstract: The present study aims to identify performance appraisal (PA) dimensions for effective faculty performance evaluations. This research examined current appraisal trends by scrutinizing forms of PAs used in Indian higher education institutions. The Teaching workforce satisfaction associated with derived appraisal dimensions has also been assessed. A self-designed questionnaire is used in this study consisting of items on a seven-point Likert-type scale. The study used the survey method for private universities that includes 398 respondents. ANOVA was used for investigation purposes. The study derives out academic development (AD), student feedback (SF), training and development (TD), transparency (TRNS) as critical dimensions based on analyzing current appraisal trends and literature sources. Further, a panel discussion was arranged to know the rationale for the findings. This study's result will help develop an efficient PA system for academic staff to improve their efficiency in an educational institute.

- **The Impact of Instagram Influencers on Customers' Purchase Intention**

by *Shafig Al-Haddad, Mohammad Al Khasawneh, Esraa Odeh, Dana Alsarabi, Dana Barakat, Emily Sweis, Yara Batarseh*

Abstract: This research aims to examine the impact of Instagram influencers' characteristics on customer purchase intention, a quantitative approach was applied, where research data was collected through an online survey that was distributed on different social media platforms and filled by 395 people around Jordan. Data was tested and validated through "smart PLS" software. This research included seven hypotheses that were tested. Six of them were accepted, while one was rejected with no negative impact, meaning that one variable had an insignificant effect. The research hypotheses were built to suit the current framework and tested through a validation software in order to understand the importance of each element in the model in customers' purchase intention. Validation resulted in revealing the strength of each element, except for one element which showed an insignificant effect. An in-depth analysis of the research findings is presented and a number of recommendations are proposed.

- **Organizational Learning Factors Responsible for Achieving Business Excellence in IT Industry in India**

by *ASHUTOSH SHUKLA, Sunil Pandey, Ashish Mohan Dubey*

Abstract: Organisational learning could be a way to locate some of the best practices of a firm. An organisation is a repository of wide range of experiences,