

MIJBR

MITS International Journal of Business Research

A Biannual Publication of MITS Research Centre in Management Science

Volume: 11

Issue: 2

July- Dec 2024

Editor-in-Chief: Dr. D. Pradeep Kumar

Professor, Department of Management Studies, Madanapalle Institute of Technology & Science

Madanapalle - 517325. Off: 08571280255 Extn. 50, Mob: 09100973283

Associate Editor: Dr. N. Seshadri

Assistant. Professor, Department of Management Studies, MITS, Madanapalle, Chittoor (Dist), AP, INDIA Mob: 9100973237

Editorial Board	Advisory Board
<p>Dr. D. Pradeep Kumar Professor, Department of Management Studies, MITS, Madanapalle, Chittoor (Dist), AP, INDIA.</p> <p>Dr. Nagy Henrietta Professor, Institute of Regional Economics and Rural Development, Szent István University, Gödöllő, HUNGARY.</p> <p>Dr. Srinivasan Pillay Professor in International Education, Department of Public Management and Economics, Durban University of Technology, Durban, SOUTH AFRICA.</p> <p>Dr. Choon-Yin Sam Head, Research and Planning, PSB Academy, SINGAPORE.</p> <p>Dr. P.V. Narasaiah Professor of Commerce, Sri Venkateswara University, Tirupati, A.P., INDIA.</p> <p>Dr. R. Thulasi Ram Naidu Professor & Head, Department of Humanities, MITS, Madanapalle, Chittoor (Dist), AP, INDIA.</p>	<p>Prof. L. Venugopal Reddy Former Chairman, The Andhra Pradesh State Council of Higher Education, Hyderabad, Telangana, INDIA.</p> <p>Dr. Ranjeet Nambudiri Associate Professor, IIM, Indore, INDIA.</p> <p>Prof. Cynthia Menezes Prabhu Professor, Dept. of Management Studies, Bangalore University, Bengaluru, Karnataka, INDIA.</p> <p>Dr. Udo Braendle Chair, Department of Business and Economics, American University in Dubai, DUBAI.</p> <p>Dr. N. Vijaya Bhaskar Choudary Secretary & Correspondent, MITS, Madanapalle, Chittoor (Dist), AP, INDIA.</p> <p>Dr. D. Pradeep Kumar Professor, Department of Management Studies, MITS, Madanapalle, Chittoor (Dist), AP, INDIA.</p>

<p>Disclaimer</p> <ul style="list-style-type: none"> • The Views expressed by Authors in MIJBR- MITS International Journal of Business Research are not necessarily be endorsed by the management. • It is an International Indexed Journal • Copy right © 2014. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic, photocopying, and recording. 	<ul style="list-style-type: none"> • ISSN No. 2349-1701 • All disputes are subjected to Madanapalle Jurisdiction only. • All correspondence relating to the journal may be addressed to: MIJBR- MITS International Journal of Business Research MITS Research Centre, Madanapalle Institute of Technology and Science, PB.No: 14, Kadiri Road, Angallu, Madanapalle-517 325, Chittoor Dt. A.P. India. Phone: +91-8571-280255, 280706 Fax: 08571-280433 www.mits. ac.in, E-mail: mijbr@mits.ac.in
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

EDITORIAL

Greetings to all the readers. Continuing the tradition of presenting the captivating research articles to the readers, this issue also covers certain thought-provoking papers in the contemporary business world.

Dr.Kamma Ramanjaneyulu & Dr. O. Ravi Sankar², in their article entitled on “IMPACT OF CONFIRMATION BIAS ON STOCK MARKET INVESTMENT DECISIONS: A STUDY IN KURNOOL DISTRICT, ANDHRA PRADESH”, the article study on confirmation bias, a cognitive tendency where individuals seek and interpret information that aligns with their preexisting beliefs, significantly influences investment decisions in the stock market. These bias leads investors to selectively gather and process data that supports their viewpoints while ignoring contradictory evidence, resulting in suboptimal financial decisions. This study explores how confirmation bias affects stock selection, portfolio diversification, risk assessment, and market reactions. It also examines its impact on investor behavior during market volatility and financial crises. Understanding this bias can help investors, financial advisors, and policymakers develop strategies to mitigate its adverse effects, leading to more rational investment decision-making. Confirmation bias, Behavioral finance, Stock market investments, Investor psychology, Market efficiency, Risk perception, Decision-making biases, financial decision-making.

Dr.Chowlam Sandeep Kumar& Mrs.M.Sulochana, Artificial Intelligence (AI), in their article entitled on article titled on and automation are transforming the landscape of Human Resources (HR), particularly in hiring and workforce management. As businesses in metropolitan cities adopt AI-driven tools, HR professionals are witnessing shifts in job roles, recruitment strategies, and workplace dynamics. AI-powered applicant tracking systems, chatbots, and predictive analytics are streamlining hiring processes, reducing bias, and enhancing efficiency. However, concerns over job displacement, data privacy, and the need for human oversight persist. This article explores the impact of AI and automation on HR jobs and hiring practices, examining both the opportunities and challenges in fast-evolving urban job markets.

Swathi S, Venkat Samyuktha Buddharaju, & KHK Prasad, in their article entitled on “Growing green: Strategies for sustainable agriculture and Resilient food Systems in India”. India's agriculture sector is at a crossroads, grappling with the twin challenges of ensuring food security and protecting the environment. With the pressures of climate change, water scarcity, and soil depletion, farming productivity is under threat, making it vital to embrace more sustainable practices. This paper highlights the potential of organic farming, agro ecology, and climate-smart agriculture in addressing these challenges. It emphasizes the importance of maintaining healthy soil, adopting efficient irrigation methods, and diversifying crops to build resilience. By combining traditional farming knowledge with modern innovations, we can create a more sustainable future for agriculture. Additionally, strong policy support, financial incentives, and market opportunities are key to encouraging farmers to adopt these practices. Drawing on successful examples from across India, the paper offers a vision for transforming agriculture into a more sustainable and fair system that ensures food security, supports rural livelihoods, and protects natural resources for future generations.

Mr.V.Venkata Rao, & Dr. CH.V. Rama Krishna Rao, in their article entitled on “Comparative Analysis of Non-Performing Assets (NPAs) in Indian Banking Sector: Trends and Performance Evaluation of Public and Private Sector Banks in India” the study examines the trends in Gross and Net Non-Performing Assets (NPAs) of selected private and public sector banks in India from 2020 to

2024. The analysis covers both public and private sector banks such as State Bank of India (SBI), and Punjab National Bank (PNB), Canara Bank, Indian Overseas Bank (IOB), Bank of Baroda (BoB), HDFC Bank, ICICI Bank, Axis Bank, Kotak Mahindra Bank and IndusInd Bank. The findings reveal that private sector banks generally maintain lower NPA ratios compared to public sector banks, indicating better asset quality management. HDFC Bank, for instance, consistently reported the lowest Gross and Net NPAs, while public sector banks like PNB and Indian Overseas Bank (IOB) showed higher variability and NPA levels. However, a declining trend in NPAs across most banks suggests improving financial health post-pandemic. The study employs statistical measures such as mean and standard deviation to assess variability and stability in NPA trends. The results highlight the need for stronger risk management practices in public sector banks to enhance asset quality and financial stability.

Dr. K. V. Geetha Devi, in her article intitled on “Determinates of Layoffs: An Empirical Study on Surviving Employees” the goal of the study is to examine employee behavior in the context of staff reductions while considering the current business environment of Ukrainian firms, which is undergoing transformation. The study's objective is to provide solutions to the issue of mass layoffs while considering the unique characteristics of the local labor market's growth. to establish a pattern for the interaction between employees who require assistance and the institutions that provide it. to identify the key phases for carrying out the employee layoff strategy, focusing on proposed actions and the areas of duty of authorized persons. System, graphical, and structural analysis are a few of the popular scientific methodologies utilized to solve this issue. We get the following outcomes: In the event of employee layoffs, it is expedient to implement the subjects of social and labor relations' behavior strategy; however, in times of change, careful consideration should be given to developing a strategy for employee layoffs so that the entire process is carried out. Rapid response strategy execution will make the employee laying off process as painless as possible for all parties involved: redundant employees will receive psychological support; the local community will lower the rate of unemployment in the area.

MIJBR / Vol. 11 / Issue 2 / July - Dec 2024		e-ISSN: 2394-4161	
		p-ISSN: 2349-1701	
MITS INTERNATIONAL JOURNAL OF BUSINESS RESEARCH			
Volume 11, Issue 2			
List of Papers			
S. No.	Title of the Paper	Author/s	P. No.
1.	Impact of confirmation bias on stock market investment decisions: a study in Kurnool district, Andhra Pradesh	Dr.Kamma Ramanjaneyulu ¹ Dr. O. Ravi Sankar ²	1-8
2.	The impact of ai and automation on hr jobs and hiring practices	Dr.chowlam sandeep kumar Mrs.m.sulochana ²	9-16
3.	Growing green: strategies for sustainable agriculture and resilient food systems in india	Swathi siruvuri Venkata samyuktha buddharaju Prasad khk	17-22
4.	Comparative Analysis of Non-Performing Assets (npas) in Indian Banking Sector: Trends and Performance Evaluation of Public and Private Sector Banks in India"	Mr. V. Venkata Rao ¹ Dr. Ch.V. Rama Krishna Rao ²	23-32
5	Determinates of Layoffs: An Empirical Study on Surviving Employees.	Dr. K .V Geetha devi,	32-44