



Editorial

The structure of the labour markets across the world has changed at a rapid pace. There is a dearth in our understanding of its structure and relevant policy measures to analyse the changing processes. Our current theoretical understanding does not explain the responses to these structural changes as required. There's all at once - high unemployment with increasing unfilled jobs, rising productivity with stagnant wages despite moderate inflation and reduced mobility across social classes despite rising economic growth. A drastic change in the structure of the population across major economies of the world is adding flare to the labour market conditions. Along with the changes in the structure of demography and economic conditions, the technological revolution and widening of individual choice resulting in dynamic structure of workforces across the world is giving birth to a new work order.

With the manifestation of Globalisation, Collaboration and Automation, there are active adjustments being made every minute in the way the world operates. The very composition of employment will soon be dismantled as more and more dependable technologies are made accessible to the global population until ultimately, machines take up the place of most of the world's workers. With diminishing barriers, expanding adaptability and wider exchanges and possibilities, the world is coming together as one big market. With the right skills and experience, the possibilities of growth are magnificent in the global open economy. However, the failure to acquire the right skills and expertise would lead to a great abyss of inequality. Physical mobility of labour has been the biggest barrier for many across the world and has resulted in extreme conditions in the labour market.

There has always been a concern regarding unemployment as a result of substituting capital for labour at all stage technological advancement. However, it has never been clear about how the conditions in the labour market would change since the way technology changes and the results thereafter are never so easily predictable. This has always been the case ever since the industrial revolution. The focus cannot only be on the economy but has to

include the cultural, political, historical aspects, as well as the social well-being needed to manage the transition. The research articles in this edition of *Ushus - Journal of Business and Management* hence focus mostly on the New work order and its hopes and challenges. The first article, however, deals to check the effect of psychological attributes at the workplace.

The paper titled The effect of gender and work experience on psychological attributes at the workplace is authored by Shruthi Shivashankar, Ipseeta Mitra, Aditya Prakash and Dr Neeraj Panwar. Psychological attribute, the authors argue that it can influence the work environment in both a positive and negative manner. One of the perceived positive psychological attributes at the workplace is work locus of control, which describes whether employees reason out internal or external factors as the reason behind their actions and decisions. This might be leading to aggression and violence at the workplace and thereby their personal growth might get influenced.

The second paper titled Informal enterprise for establishing deviant ideology by Tanvi Goyal and Dr Padmini Ram tries to understand the act of leveraging informal mechanisms to initiate the process of establishing deviant, non-conformist ideologies. The study intends to trace the form of ideological deviance, undertaken with the aim to re-establish the structural norms. The study has recognized Ragi Kana, a sustainable living Sunday Santhe, to trace the existence of the proposed mechanisms.

The third paper titled Impact of colours on the FMCG packaging on consumer buying behaviour is authored by Saraniya.M.C, Kaushik Bhide, HusnaThaj and Dr FezeenaKhadir. Interestingly this study explains how colour influences the buying behaviour of the consumers. Different colours have different emotions associated with them. Warm colours tend to increase arousal than cool colours and colour is an important factor as far as branding is considered. The packaging colours of products speak for the product itself and different products have stereotypical colours associated with it.

The fourth study titled Unheard voices in the trans-himalayan politics – Tibetan reincarnation and the larger political goal of CCP is authored by Wangchuk Thinley. The study focuses on the unique

tradition of the reincarnation system of Tibetan Buddhism since the 11th century and the role of China. The first part dealt with the four schools of Tibetan Buddhism. The second part has examined the role of CCP in Tibetan reincarnation through its state-approved religious laws. The third part understands China's cultural assimilation policy in Tibet.

The fifth study titled A study on the factors influencing online purchase by Dr Sunitha Vincent looked at the millennial way of thinking and way of purchasing. The study has checked how in business it is difficult to advertise a specific item with ease and effectively to achieve in the worldwide market. The article aims to examine the online buying behaviours of consumers and the factors influencing the consumer behaviour.

It is evident that we are more dependent on technology today. The technological revolution is expected to do away with this difficulty and few say that this would unify the labour market conditions in many sectors across the world as more 'virtual global workers' emerge. With that comes the accompanied changes in language and culture of a place. Though there hasn't been concrete evidence to confidently draw on any conclusion, it has been a topic of interest for many in the field. Every research paper in this issue, therefore, attempts to identify lapses and suggest policy strategies that help to promote peace, democracy, and harmony in the conduct of ethical business and human practices. Authors also provide prospective extensions of the research ideas discussed in the articles. We thank each article contributor, the editorial team and the University who reposed trust in us to make this issue happen.

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