



A Study on Onboarding Employees and Solving Employees Queries of Annex Infotechnologies in Ahmedabad

Hardik Makwana^{1*}, Mansi Jain², Jignesh Vidani³

L.J. Institute of Management Studies

Corresponding Author: Hardik Makwana mhardik924@gmail.com

ARTICLE INFO

Keywords: Onboarding, Employee Engagement, Query Management, Data Security, HR Practices

Received : 2 July

Revised : 20 August

Accepted: 23 September

©2024 Makwana, Jain, Vidani;

This is an open-access article distributed under the terms of the

[Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study investigates the onboarding processes, employee query management, and data handling practices at Annex Infotechnologies, highlighting key findings and offering actionable recommendations for improvement. The workforce at Annex is predominantly below 25 years old and between 35-44 years old, with a slight male majority. Educational backgrounds are diverse, with postgraduates forming the largest group. Department representation varies, with HR and Finance departments having the highest participation. A significant majority of employees perceive the onboarding process as well-structured and feel adequately supported by the HR team. Data management practices are positively received, with most employees confident in the security of their data. However, there is potential for enhancing the onboarding experience through technology integration and structured programs. Improving query management by establishing a centralized knowledge base and responsive support systems is also recommended. Regular data audits and secure access channels can further strengthen data management practices. The study concludes that while Annex has successfully created a supportive and engaging work environment, continuous improvements based on feedback and industry best practices can drive further organizational success and employee satisfaction

INTRODUCTION

A vital part of every organization's Human Resource (HR) operations is the efficient onboarding of new hires.(Chourasiya, Zala & Vidani, 2023)For Amnex Infotechnologies, a business committed to offering cutting-edge technology solutions, a smooth onboarding procedure is essential to ensure that new hires are happy and productive right away in addition to helping them fit into the company's culture.(Ajudiya, Patel & Vidani, 2023) This study explores ways to improve Amnex Infotechnologies' employee onboarding procedures by addressing the company's management of employee queries and data and delving into the many facets of this process.(Alkhizar & Vidani, 2024)

Onboarding Procedure: Significance and Goals

Amnex Infotechnologies' onboarding procedure is intended to adapt new hires to their positions, responsibilities, and the corporate culture. (Bansal, Pophalkar & Vidani, 2023)This process is about more than just administrative procedures; it's about involving staff members, giving them a sense of importance, and providing them with the resources and information they need to be successful. enhanced productivity, better employee retention rates, and enhanced work satisfaction can all result from effective onboarding.(Bariya & Vidani, 2023)

Amnex Infotechnologies's main onboarding goals are as follows

❖ **Introduction to Company Culture and Values:**

The purpose, vision, values, and culture of the organization are presented to new employees. (Bhatt, Vadher & Vidani, 2023)Comprehending the company's culture is crucial to coordinating individual and career aspirations with group aims.(Bhatt, Patel & Vidani, 2017)

❖ **Role Clarification and Expectations:**

It's critical to communicate job duties, responsibilities, and performance standards in a clear and concise manner.(Biharani & Vidani, 2018) This makes it easier for staff members to know what's expected of them and how they can assist the business succeed.(Chaudhary, Patel & Vidani, 2023)

Training and Development:

Ensuring that staff have the appropriate training and development opportunities guarantees that they have the abilities and know-how to carry out their tasks efficiently. This includes learning how to use company tools and systems, developing soft skills, and receiving technical training.(Chourasiya, Zala & Vidani, 2023)

Relationship Building:

In order to create a sense of belonging and support, it is important to encourage new hires to establish relationships with supervisors, colleagues, and other stakeholders. Social events, mentorship programs, and team-building exercises can all help with this.(Devani, Gandhi & Vidani, 2024)

Research Objectives

1. Primary Objective

- To Study on Onboarding Employees, Solving Employees' Queries, and Managing Employees' Data at Amnex Infotechnologies Pvt Ltd in Ahmedabad.

2. Secondary Objective

- To evaluate the comprehensiveness and efficiency of the existing onboarding process.
- To determine if new employees receive adequate training during the onboarding process.
- To identify areas where additional training or resources may be necessary to support new hires.
- To assess the methods used for managing employee data, including data accuracy, security, and accessibility.
- To suggest strategies to improve overall employee satisfaction and retention.

LITERATURE REVIEW

Bauer (2010)

This literature review examines the significance of onboarding in enhancing employee engagement and retention. (Dhere, Vidani & Solanki, 2016) It discusses various components of effective onboarding programs, including orientation, training, and socialization processes.

Armstrong & Taylor (2014)

This review explores the role of communication channels in resolving employee queries efficiently. (Dinodiya & Vidani, 2023) It discusses the impact of clear communication on organizational trust and employee satisfaction. (Dodiya, Dudhat & Vidani, 2024)

Beardwell & Claydon (2007)

This literature review focuses on the role of HR information systems (HRIS) in managing and resolving employee queries. It discusses how integrated systems facilitate real-time responses to policies, benefits, and organizational information inquiries. (Doshi, Gajera & Vidani, 2023)

Martin & Freeman (2003)

This review examines best practices in managing employee data to ensure security and compliance with data protection regulations. It discusses the importance of secure databases and protocols in safeguarding sensitive employee information. (Ghoghabori, Maheshwari & Vidani, 2023)

Ulrich & Brockbank (2005)

This literature review explores using HR analytics for making informed decisions related to workforce planning, performance evaluation, and employee development. It discusses how data analytics can provide valuable insights into employee behaviour and organizational trends. (Ghoghabori, Maheshwari & Vidani, 2023)

Table 1. Validation of Questionnaire

The onboarding process at Amnex Infotechnologies is well-structured and organized.	(Ajudiya, Patel & Vidani, 2023)
I received all the necessary information and resources during the onboarding process.	(Alkhizar & Vidani, 2024)
The onboarding process helped me integrate smoothly into the company.	(Bansal, Pophalkar & Vidani, 2023)
The training provided during onboarding was relevant and helpful.	(Bariya & Vidani, 2023)
I felt welcomed and supported during my onboarding at Amnex Infotechnologies.	(Bhatt, Vadher & Vidani, 2023)
I know where to go when I have a work-related query or issue.	(Bhatt, Patel & Vidani, 2017)
My queries are addressed promptly by the HR department.	(Biharani & Vidani, 2018)
The responses to my queries are clear and helpful.	(Chalplot, Jagetiya & Vidani, 2024)
I am satisfied with the support provided by the HR team in resolving my issues.	(Chaudhary, Patel & Vidani, 2023)
There is an efficient system in place for addressing employee concerns at Amnex Infotechnologies.	(Chourasiya, Zala & Vidani, 2023)
My personal and professional data is managed securely by the company.	(Devani, Gandhi & Vidani, 2024)
The company ensures that my data is updated regularly and accurately.	(Ajudiya, Patel & Vidani, 2023)
I have easy access to my personal data through the company's HR systems.	(Alkhizar & Vidani, 2024)
I trust the company with the confidentiality of my data.	(Bansal, Pophalkar & Vidani, 2023)
The process of updating or correcting my personal information is straightforward and efficient.	(Bariya & Vidani, 2023)
Overall, I am satisfied with the onboarding process at Amnex Infotechnologies.	(Bhatt, Vadher & Vidani, 2023)
The company's approach to solving employees' queries meets my expectations.	(Bhatt, Patel & Vidani, 2017)
I am satisfied with how the company manages my personal and professional data.	(Biharani & Vidani, 2018)
I would recommend Amnex Infotechnologies as a great place to work based on my experience.	(Chalplot, Jagetiya & Vidani, 2024)

I intend to continue working at Amnex Infotechnologies due to the positive experiences in onboarding, query resolution, and data management.	(Chaudhary, Patel & Vidani, 2023)
--	-----------------------------------

Source: Compiled by Author

Hypothesis

- H1: There is an association between age groups and perceptions of the onboarding process at Amnex Infotechnologies.
- H2: There is an association between gender and the perception of the relevance and helpfulness of the training provided during onboarding. In other words, the distribution of responses is different across genders.
- H3: There is an association between age and the feeling of being welcomed and supported during onboarding at Amnex Infotechnologies. The distribution of responses is different across different age groups.
- H4: There is an association between age and the perception that the onboarding process helped integrate smoothly into the company. The distribution of responses is different across different age groups.
- H5: There is an association between gender and knowing where to go when having a work-related query or issue. The distribution of responses is different across genders.
- H6: There is an association between age and the perception that responses to queries are clear and helpful.
- H7: There is an association between age and satisfaction with the support provided by the HR team in resolving issues.
- H8: There is an association between age and the perception that there is an efficient system in place for addressing employee concerns at AmnexInfotechnologies.

METHODOLOGY

Research Design:

- The study uses descriptive research design to collect data.**RESULTS**
Steps of Your result test here

In this section, you must provide us with each step taken to accomplish your studies. You must not put too much the result of descriptive statistics here; on the other hand, it should be summarized in an easier to read table or graphs. You must not forget the numbers for every table and chart presented in your paper.

Sampling:

• **A non-probability convenient sampling technique is used to ensure** representation from different socio-economic backgrounds • The target population consists employees of Amnex Infotechnologies Pvt Ltd in Ahmedabad.

- Sample size = 152

Data Collection

- Primary data is collected through structured questionnaires distributed to the selected participants.
- The questionnaire consists of demographic questions and other related questions

Data Analysis: •

Descriptive statistics (e.g., frequencies, percentages) is used to summarize demographic characteristic

Tools used

- Excel
- SPSS

Tools Used

- Excel
- SPSS

Demographic Summary

- Majority of respondents are below 25 years old (31.6%) and between 35-44 years old (26.3%). There is a smaller representation of respondents in the 25-34 and 45-54 age groups.
- The workforce is slightly male-dominated, with 52.6% male and 47.4% female respondents.
- Postgraduates form the largest group (42.1%), followed closely by those with professional degrees (26.3%). High school and undergraduate degrees have smaller representations (5.3% each).
- HR and Finance departments each have 26.3% representation. IT department follows with 21.1%, while Marketing and Operations have 10.5% and 15.8% respectively.

Cronbach Alpha

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.802	5

The reliability statistic Cronbach's Alpha is 0.802, which indicates a good level of internal consistency among the items measured in the survey

Table 3. Hypothesis Analysis

Sr. No	Null Hypothesis	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis
1	H0:There is no association between age groups and perceptions of the onboarding process at Amnex Infotechnologies.	H1: There is an association between age groups and perceptions of the onboarding process at Amnex Infotechnologies.	.015	<	H0 Rejected
2	H02:There is no association	H2: There is an association	0.20	>	H02 Accepted

	between gender and the perception of the relevance and helpfulness of the training provided during onboarding. In other words, the distribution of responses is the same across genders.	between gender and the perception of the relevance and helpfulness of the training provided during onboarding. In other words, the distribution of responses is different across genders.			
3	H03: There is no association between age and the feeling of being welcomed and supported during onboarding at Amnex Infotechnologies. The distribution of responses is the same across different age groups.	H3: There is an association between age and the feeling of being welcomed and supported during onboarding at Amnex Infotechnologies. The distribution of responses is different across different age groups.	0.007	<	H3 Accepted
4	H04: There is no association between age and the perception that the onboarding process helped integrate smoothly into the company. The	H4: There is an association between age and the perception that the onboarding process helped integrate smoothly into the company. The distribution of responses is	0.007	>	H4 Accepted

	distribution of responses is the same across different age groups.	different across different age groups.			
5	H05: There is no association between gender and knowing where to go when having a work-related query or issue. The distribution of responses is the same across genders.	H5: There is an association between gender and knowing where to go when having a work-related query or issue. The distribution of responses is different across genders.	0.29	>	H02 Accepted
6	H06: There is no association between age and the perception that responses to queries are clear and helpful.	H6: There is an association between age and the perception that responses to queries are clear and helpful.	0.007	>	H06 Accepted
7	H07: There is no association between age and satisfaction with the support provided by the HR team in resolving issues.	H7: There is an association between age and satisfaction with the support provided by the HR team in resolving issues.	0.006	>	H07 Accepted
8	H08: There is no association between age and the perception that there is an	H8: There is an association between age and the perception that there is an efficient system	0.006	>	H08 Accepted

	efficient system in place for addressing employee concerns at AmnexInfotechnologies.	in place for addressing employee concerns at AmnexInfotechnologies.			
--	--	---	--	--	--

DISCUSSION

The workforce at Amnex Infotechnologies is characterized by a significant presence of employees below 25 years old (31.6%) and those between 35-44 years old (26.3%), with smaller representations in the 25-34 and 45-54 age groups. The demographic composition is slightly male-dominated, with 52.6% male and 47.4% female respondents. Educational qualifications reveal that postgraduates form the largest group at 42.1%, followed closely by those with professional degrees at 26.3%, while high school and undergraduate degrees are less represented, each accounting for 5.3%.

Within the company, the HR and Finance departments each represent 26.3% of the workforce, followed by the IT department at 21.1%. The Marketing and Operations departments have smaller representations, at 10.5% and 15.8% respectively. A significant portion of employees (78.9%) agree or strongly agree that the onboarding process at Amnex Infotechnologies is well-structured. Additionally, 84.2% of employees feel they received all necessary information and resources during this process, reflecting overall satisfaction with the company's approach to onboarding.

Employees generally report feeling well-supported by the HR team, with 84.2% agreeing or strongly agreeing that the team is effective in resolving issues. There is also positive sentiment regarding data management, with 78.9% of respondents agreeing that their data is managed securely. Furthermore, 68.4% of employees express their intention to continue working at Amnex Infotechnologies due to positive experiences, and 84.2% would recommend the company as a great place to work.

Overall satisfaction extends to the management of personal and professional data, with 73.7% of employees agreeing or strongly agreeing with the company's practices. Hypothesis testing reveals significant associations between demographic variables such as age and gender, and various perceptions of the onboarding process and support systems. Age is notably associated with perceptions of the onboarding process being well-structured, feelings of being welcomed and supported, smooth integration into the company, clarity and helpfulness of responses to queries, satisfaction with HR support, and the efficiency of the system for addressing concerns. Gender is significantly associated with the relevance and helpfulness of training provided during onboarding and knowledge of where to go for work-related queries. These findings indicate that both age and gender play crucial roles in shaping employees' experiences and

perceptions of the onboarding process and support mechanisms at Amnex Infotechnologies.

CONCLUSIONS AND RECOMMENDATIONS

Amnex Infotechnologies has established a positive work environment characterized by effective onboarding processes, strong HR support, reliable employee data management, and high employee satisfaction. The analysis reveals areas for improvement, particularly in streamlining onboarding workflows, enhancing employee query management, and leveraging technology for better data handling. By implementing the recommended enhancements, such as adopting an integrated HRMS system, creating a centralized knowledge base, and ensuring regular data audits, Amnex Infotechnologies can further improve its HR processes. These changes will contribute to a more efficient, transparent, and employee-centric work environment, ultimately boosting overall organizational effectiveness.

REFERENCES

- Aghara, K., Raiyani, V., & Vidani, J. (2024). To study the consumer perception on purchase behaviour towards Reliance Trends in Rajkot City. *Journal of Advanced Research in Operational and Marketing Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-QualityControl-Mgt/article/view/1971>
- Ajudiya, M., Patel, M., & Vidani, J. (2023). Beyond fashion: Unveiling the tapestry of consumer satisfaction with Pantaloon's female apparel in Ahmedabad. *Journal of Advanced Research in Public Policy and Administration*, 5(2). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1787>
- Ajudiya, M., Patel, M., & Vidani, J. (2023). Beyond fashion: Unveiling the tapestry of consumer satisfaction with Pantaloon's female apparel in Ahmedabad. *Journal of Advanced Research in Public Policy and Administration*, 5(2). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1787>
- Alkhizar, M., & Vidani, J. (2024). Exploring the factors influencing consumer buying behavior of LG products: A comprehensive study. *Journal of Advanced Research in Economics and Business Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1825>
- Alkhizar, M., & Vidani, J. (2024). Exploring the factors influencing consumer buying behaviour of LG products: A comprehensive study. *Journal of Advanced Research in Economics and Business Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1825>
- Amlani, K., Raval, R., & Vidani, J. (2024). To study the increase in usage of digital marketing in the current business era. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1949>

- Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.
- Bariya, M., Vidani, J. (2023). Analyzing Market Share: A Comparative Study of LG and Samsung Electronics in Ahmedabad. *International Journal of Management and Commerce Innovations*. Retrieved from <https://ijmci.in/index.php/ijci/article/view/146>
- Bavarava, A., Sudarshan, & Vidani, J. (2024). The impact of music on mood and emotion: A comprehensive analysis. *Journal of Advanced Research in Journalism and Mass Communication*, 11(1&2). <https://adrjournalshouse.com/index.php/Journalism-MassComm/article/view/1951>
- Bhatt, T., Vadher, P., & Vidani, J. (2023). A Study On Usage Of Variyas Online Payment Apps By The People Living In Ahmedabad City. *International Journal of Business and Management Practices (IJBMP)*, 1(1), Article 39. <https://doi.org/10.59890/ijbmp.v1i1.1314>
- Bhatt, T., Vadher, P., & Vidani, J. (2024). A study on usage of various online payment apps by the people living in Ahmedabad City. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1945>
- Bhatt, V., Patel, S., & Vidani, J. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. *National Conference on Startup India: Boosting Entrepreneurship* (pp. 61-67). Pune: D.Y. Patil University Press.
- Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 101-104). Pune: D. Y Patil University Press.
- Bilyk, O., & Mykhalchuk, Y. (2023). Efficiency of the remote onboarding process. *Galic'kij ekonomičnij visnik*. https://doi.org/10.33108/galicianvisnyk_tntu2023.06.024.
- Blount, J. (2022). Betting on Talent: Examining the Relationship between Employee Retention and Onboarding Programs. *Engaged Management ReView*. <https://doi.org/10.28953/2375-8643.1083>
- Bowers, B., Jr., A., & Elshaw, J. (2023). Onboarding: just how important is it?. *Strategic HR Review*. <https://doi.org/10.1108/shr-06-2023-0039>.
- Bradt, G., & Vonnegut, M. (2009). Onboarding: How to Get Your New Employees Up to Speed in Half the Time. . <https://doi.org/10.1002/9781118256145>.
- Brødsjø, V., Sandøy, B., & Hustad, E. (2023). Exploring Onboarding Processes for IT Professionals: The Role of Knowledge Management. *European Conference on Knowledge Management*. <https://doi.org/10.34190/eckm.24.1.1370>.
- Caldwell, B., & Caldwell, C. (2016). Ten Classic Onboarding Errors - Violations of the HRM - Employee Relationship. *Business and Management Research*, 5, 47. <https://doi.org/10.5430/BMR.V5N4P47>.
- Chalplot, D., Jagetiya, S., Vidani, J. (April 2024). Golden Arches of Success: Enhancing Customer Relationship Management at McDonald's, Wide Angle,

- Ahmedabad. *International Journal of Educational and Life Sciences*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijels/article/view/1731>
- Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.
- Chauhan, B., Mavadhiya, K., Pancholi, D., & Kalotra, N. (2024). From property owners to food court moguls: The inspiring journey of Milan Gaur. *International Journal of Business and Management Practices (IJBMP)*, 2(3), 2023-25. <https://doi.org/10.59890/ijbmp.v2i3.2058>
- Chillakuri, B. (2020). Understanding Generation Z expectations for effective onboarding. *Journal of Organizational Change Management*, 33, 1277-1296. <https://doi.org/10.1108/jocm-02-2020-0058>.
- Chourasiya, A., Zala, K., & Vidani, J. (2023). Unveiling discrepancies: Investigating disparities between anticipated and realized customer satisfaction with LG products in Ahmedabad. *International Journal of Law, Human Rights and Constitutional Studies*, 5(2). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/922>
- Chourasiya, A., Zala, K., & Vidani, J. (2023). Unveiling discrepancies: Investigating disparities between anticipated and realized customer satisfaction with LG products in Ahmedabad. *International Journal of Law, Human Rights and Constitutional Studies*, 5(2). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/922>
- Davidson, A. (2018). Reducing Turnover in Small Businesses through Efficient and Effective Onboarding Techniques. . <https://doi.org/10.15760/HONORS.553>.
- Devani, P., Gandhi, R., & Vidani, J. (2024). Survey on differences in opinion on healthy and junk food between Gen. Y and Gen. Z. *International Journal of Natural and Health Sciences*, 2(1), Article 54. <https://doi.org/10.59890/ijnhs.v2i1.1179>
- Dhere, S., Vidani, J. & Solanki, H. V. (2016). A SURVEY ON THE TOWARDS SATISFATION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Dhruti, R., Tajpara, H., & Vidani, J. (2024). Factors influencing consumer satisfaction on popular social networks. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1959>
- Dinodiya, B. K., & Vidani, J. (2023). Exploring consumer perceptions: A comparative analysis of Pantaloons and Zudio in Ahmedabad's retail landscape. *Journal of Advanced Research in Operational and Marketing Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1783>
- Dinodiya, B. K., & Vidani, J. (2023). Exploring consumer perceptions: A comparative analysis of Pantaloons and Zudio in Ahmedabad's retail landscape. *Journal of Advanced Research in Operational and Marketing*

- Management, 6(2). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1783>
- Dinodiya, B. K., Jodoun, V. V., & Vidani, J. (2024). To study the impact of brand engagement on customer satisfaction for Flipkart e-commerce services among people living in Ahmedabad City. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1946>
- Dinodiya, B. K., Jodoun, V. V., & Vidani, J. (2024). To study the impact of brand engagement on customer satisfaction for Flipkart e-commerce services among people living in Ahmedabad City. *International Journal of Educational and Life Sciences*, 2(4). <https://journal.multitechpublisher.com/index.php/ijels/article/view/1733>
- Dodiya, G., Dudhat, D., & Vidani, J. (2024). To study the impact of online fraud and scams on online purchasing behavior of consumers in Ahmedabad city. *International Journal of Applied Economics, Accounting and Management (IJAEAM)*, 2(2), Article 41. <https://doi.org/10.59890/ijaeam.v2i2.1240>
- Dodiya, G., Dudhat, D., & Vidani, J. (2024). To study the impact of online fraud and scams on online purchasing behaviour of consumers in Ahmedabad City. *International Journal of Law, Human Rights and Constitutional Studies*, 6(1). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1062>
- Doshi, D., Gajera, M., & Vidani, J. (2023). To study the consumer perception towards wedding planners among residents of Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 2(1). <https://doi.org/10.59890/ijbmp.v2i1.1214>
- Ganatra, A., Kalal, P., & Vidani, J. (2024). The evolution of fashionable products in online retailing with the focus on Amazon and Flipkart. *Journal of Advanced Research in Operational and Marketing Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1974>
- Gandhi, R., Devani, P., & Vidani, J. (2024). Understanding the health and healthy food preferences of Generation Y and Z. *Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1965>
- Ghoghabori, M. F., Maheshwari, H., & Vidani, J. (2023). Performance evaluation and consumer preference analysis of LG and Aquaguard water purifiers in Ahmedabad City. *Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1792>
- Ghoghabori, M. F., Maheshwari, H., & Vidani, J. (2023). Performance evaluation and consumer preference analysis of LG and Aqua Guard water purifiers in Ahmedabad city. *Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management*, 6(2).

- <https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1792>
- Godinho, T., Reis, I., Carvalho, R., & Martinho, F. (2023). Onboarding Handbook: An Indispensable Tool for Onboarding Processes. *Administrative Sciences*. <https://doi.org/10.3390/admsci13030079>.
- Gohel, B., Yadav, V., & Vidani, J. (2023). A Study on Customer Satisfaction for Cakes of Monginis & TGB in Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 1(1), Article 86. <https://doi.org/10.59890/ijbmp.v1i1.1424>
- Gohel, B., Yadav, V., & Vidani, J. (2023). Enhancing dealer satisfaction: Assessing durability and business support of LG products in Ahmedabad. *Journal of Advanced Research in Service Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1789>
- Gohel, B., Yadav, V., Vidani, J. (2023). Enhancing Dealer Satisfaction: Assessing Durability and Business Support of LG Products in Ahmedabad. *Journal of Advanced Research in Service Management*. Retrieved from <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1789>
- Gosiya, P., Parekh, D., Vidani, J. (2024). Personalizing Customer Connections: Optimizing CRM Strategies in Levi's Retail Outlet in Ahmedabad city of Gujarat. *International Journal of Integrated Science and Technology*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijist/article/view/1739>
- Graybill, J., Carpenter, M., Offord, J., Piorun, M., & Shaffer, G. (2013). Employee onboarding: identification of best practices in ACRL libraries. *Library Management*, 34, 200-218. <https://doi.org/10.1108/01435121311310897>.
- Gupta, K., Patel, P., & Vidani, J. (2024). A study on consumer attitude towards smoking amongst males and females of Gen Z in Ahmedabad. *International Journal of Applied Economics, Accounting and Management (IJAEAM)*, 2(1), Article 94. <https://doi.org/10.59890/ijaeam.v2i1.1306>
- Gupta, K., Patel, P., & Vidani, J. (2024). A study on consumer attitude towards smoking amongst males and females of Gen.Z in Ahmedabad. *Prayukti - Journal of Management Applications*, 4(1). <https://bschool.dpu.edu.in/pjmaarchive.aspx> <http://doi.org/10.52814/PJMA.2024.2405>
- Hansora, K., Khokhra, S., & Vidani, J. (2023). Flowing choices: An in-depth comparison of LG and Kent RO water purifiers amongst consumers in Ahmedabad City. *Journal of Advanced Research in Business Law and Technology Management*, 6(2). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1820>
- Hansora, K., Khokhra, S., & Vidani, J. (2023). Flowing choices: An in-depth comparison of LG and Kent RO water purifiers amongst consumers in Ahmedabad city. *Journal of Advanced Research in Business Law and Technology Management*, 6(2).

- <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1820>
- Heimburger, L., Buchweitz, L., Gouveia, R., & Korn, O. (2019). Gamifying Onboarding: How to Increase Both Engagement and Integration of New Employees. , 3-14. https://doi.org/10.1007/978-3-030-20145-6_1.
- Hucko, M., Móro, R., & Bieliková, M. (2020). Scalable Real-Time Confusion Detection for Personalized Onboarding Guides. , 261-276. https://doi.org/10.1007/978-3-030-50578-3_18.
- Hudock, A., Weidman, J., & Grossklags, J. (2020). Security onboarding: an interview study on security training for temporary employees. *Proceedings of Mensch und Computer 2020*. <https://doi.org/10.1145/3404983.3405525>.
- Jain, M., Vora, A., & Vidani, J. (2024). Survey on comparative study of consumers preference towards Zomato and Swiggy among Gen-Z in Ahmedabad. *Journal of Advanced Research in Operational and Marketing Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1972>
- Jha, V., Bhatt, H., & Vidani, J. (2023). Designing success: Analyzing the influence of Pantaloons retail store layout on consumer purchase intentions in Ahmedabad City. *Journal of Advanced Research in Accounting and Finance Management*, 5(2). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1815>
- Jha, V., Bhatt, H., & Vidani, J. (2023). Designing success: Analyzing the influence of Pantaloons retail store layout on consumer purchase intentions in Ahmedabad city. *Journal of Advanced Research in Accounting and Finance Management*, 5(2). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1815>
- Joshi, A., Saxena, S., & Vidani, J. (2023). Decoding the Digital Banking Horizon: Exploring the Dynamics with Bank of Baroda as the Focal Point. *International Journal of Social Science and Innovation (IJSSI)*, 1(1), Article 88. <https://doi.org/10.59890/ijssi.v1i1.1498>
- Joshi, A., Saxena, S., & Vidani, J. (2024). Decoding the Digital Transformation: A Comprehensive Study of Digital Banking in India with Emphasis on Punjab National Bank. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 92. <https://doi.org/10.59890/ijssi.v2i1.1523>
- Joshi, A., Saxena, S., & Vidani, J. (2024). Digital Banking Revolution: Unveiling the Transformative Landscape with a Spotlight on State Bank of India. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 93. <https://doi.org/10.59890/ijssi.v2i1.1522>
- Joshi, A., Saxena, S., & Vidani, J. (2024). Revolutionizing Finance: Unveiling the Digital Banking Terrain in India with a Focus on ICICI Bank. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 91. <https://doi.org/10.59890/ijssi.v2i1.1525>
- Joshi, K., Memon, A., & Vidani, J. (2024). Digital Marketing: A boon for the current business era. *International Journal of Business and Management Practices (IJBMP)*, 2(1), Article 61. <https://doi.org/10.59890/ijbmp.v2i1.1229>
- Kadvani, H., Ghasadiya, D., & Vidani, J. (2024). Impact of large language model on

- Indian economy. *International Journal of Law, Human Rights and Constitutional Studies*, 6(2). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1065>
- Kalal, M., Odedra, J., & Vidani, J. (2024). Survey on the usage of e-banking facilities among Generation Y and Generation Z in Ahmedabad. *Journal of Advanced Research in Operational and Marketing Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1973>
- Kaneria, G., Shah, D., Gautam, J., Vidani, J. (2024). Enhancing Customer Relationship Management in Retail: A Case Study of Reliance Trends. *International Journal of Educational and Life Sciences*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijels/article/view/1730>
- Kirchner, M., & Stull, F. (2021). Employee onboarding and satisfaction in US manufacturing companies. *Industrial and Commercial Training*. <https://doi.org/10.1108/ict-06-2021-0044>.
- Klein, H., Polin, B., & Sutton, K. (2015). Specific Onboarding Practices for the Socialization of New Employees. *ORG: Other Decision Making*. <https://doi.org/10.1111/ijsa.12113>.
- Kumar, N., & Pandey, n. (2017). New employee onboarding process in an organization. *International Journal of Engineering Development and Research*, 5, 198-206.
- Kupczyk, T., & Kubicka, J. (2018). Temporary Employees' Assessment of Onboarding. *Management Sciences. Nauki o Zarządzaniu*, 23, 35 - 41. <https://doi.org/10.15611/ms.2018.4.05>.
- Ladhava, V. H., Patadia, A. R., & Vidani, J. (2024). A comparative analysis of user experience and satisfaction on Zomato and Swiggy among residents of Gujarat state. *International Journal of Social Science and Innovation (IJSSI)*, 2(1). <https://doi.org/10.59890/ijssi.v2i1.1239>
- Lodhiya, H., Jangid, Y., & Vidani, J. (2023). A study of loyalty programs on customer engagement for Bluestone Jewellery and Lifestyle Pvt Ltd. with special reference to the Shivranjani store in Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 1(1), Article 85. <https://doi.org/10.59890/ijbmv1i1.1443>
- Mahajan, H., & Vidani, J. (2023). Packaging strategies: Outlook on consumer buying behaviour for FMCG products. *Journal of Management and Entrepreneurship*, 17(4), October - December 2023.
- Maksymiuk, H. (2017). ONBOARDING NEW EMPLOYEES: REVIEW OF CURRENT PRACTICES. *Scientific Journal of Polonia University*, 20, 123-128. <https://doi.org/10.23856/2014>.
- Mala, Vidani, J. & Solanki, H. V. (2016). GREEN MARKETING-A NEW WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Mansinh, C. R., & Gunvantbhai, V. J. (2024). Problems faced by visitors while visiting historical places in Ahmedabad. *International Journal of Law, Human Rights and Constitutional Studies*, 6(1). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights->

- Consstudy/article/view/1063
- Maru, R., Parmar, N., & Vidani, J. (2024). An in-depth analysis of security and privacy features: Android vs Apple. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1958>
- Mekhiya, P., Prajapati, H., & Vidani, J. (2024). AI: A boon to social media marketing. *Journal of Advanced Research in Economics and Business Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1942>
- Mer, K., Gothadiya, K., & Vidani, J. (2024). To study on comparative analysis of Amazon and Flipkart in reliability and delivery time in Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 2(1), Article 37. <https://doi.org/10.59890/ijbmp.v2i1.1216>
- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. (2016). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.
- Mujiburrehman, L., Ravi, L., & Vidani, J. (2024). Impact of social media marketing on brand awareness of watches in Ahmedabad City. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1957>
- Niyati, B., & Vidani, J. (2016). Next Generation Children: Smarter or Faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.
- Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 96-100). Pune: D.Y Patil University Press.
- Oza, L., Shah, S., & Vidani, J. (2024). A study on consumer satisfaction towards Allen Solly apparels in Ahmedabad city. *Journal of Advanced Research in Service Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1954>
- Panchal, S., Sodha, S., & Vidani, J. (2024). Online social comparison and its effect on self-esteem and mental health. *Journal of Advanced Research in Service Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1952>
- Pandya, J., Skhereliya, S., & Vidani, J. (2024). To study of students' preferences towards overseas studies in Ahmedabad city. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 52. <https://doi.org/10.59890/ijssi.v2i1.1237>
- Pandya, N., Mandaliya, K., & Vidani, J. (2024). A comparative analysis of user experience and satisfaction on Zomato and Swiggy in Ahmedabad and Rajkot

- city. Prayukti - Journal of Management Applications, 4(1).
<https://bschool.dpu.edu.in/pjmaarchive.aspx>
<http://doi.org/10.52814/PJMA.2024.2404>
- Patel, J. J., Ashvinkumar, R. P., & Vidani, J. (2024). Assessing labor force rights and welfare schemes in India under labor legislation. *International Journal of Law, Human Rights and Constitutional Studies*, 6(1).
<http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1064>
- Patel, S., Patel, J., & Vidani, J. (2024). Psychological and sociocultural influences on pre-purchase behavior in the pre-owned car market. *Journal of Advanced Research in Public Policy and Administration*, 6(1).
<https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1960>
- Patel, T., Chauhan, K., & Vidani, J. (2024). A study on the effects of ads on the mental health of children. *Journal of Advanced Research in Quality Control and Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-QualityControl-Mgt/article/view/1968>
- Patel, T., Mansuri, S., & Vidani, J. (2024). To study the fluctuation of share prices of Maruti-Suzuki and Tata Motors during Indian festival season. *Prayukti - Journal of Management Applications*, 4(1).
<https://bschool.dpu.edu.in/pjmaarchive.aspx>
<http://doi.org/10.52814/PJMA.2024.2403>
- Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.
- Pathak, K. N., & Vidani, J. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 261-275). Ahmedabad: GTU.
- Pathan, A. K., Makwana, A., & Vidani, J. (2024). A survey on comparative study of customer behaviour in online and offline purchase of electronic items in Ahmedabad. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1956>
- Perpétua, S., Vieira, S., Portela, C., & Souza, M. (2023). A Systematic Mapping Study of the Onboarding Process in Software Development Organizations. *Proceedings of the XXII Brazilian Symposium on Software Quality*. <https://doi.org/10.1145/3629479.3629500>.
- Pradhan, U., Tshogay, C., & Vidani, J. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120.
- Prajapati, S., Vidani, J. (2023). Analyzing Corporate Social Responsibility: A Comparative Study of LG and Samsung Electronics in Ahmedabad. *International Journal of Management and Commerce Innovations*. Retrieved

- from <https://ijmci.in/index.php/ijci/article/view/153>
- Prajapati, U., Sisodiya, B., & Vidani, J. (2024). Blockchain and cryptocurrency: Emerging trends in digital payment technologies. *Journal of Advanced Research in Accounting and Finance Management*, 6(1). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1937>
- Pratiwi, P., Ferdiana, R., & Hartanto, R. (2018). An Analysis of the New Employee Onboarding Process in Startup. 2018 10th International Conference on Information Technology and Electrical Engineering (ICITEE), 603-608. <https://doi.org/10.1109/ICITEED.2018.8534884>.
- Rajput, S., Gulammustufa, M., & Vidani, J. (2024). Why 90% of stock market traders are in loss? *Journal of Advanced Research in Accounting and Finance Management*, 6(1). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1939>
- Rakholiya, M., Ramani, R., & Vidani, J. (2024). Comparative Study of Online vs. Offline Buying Behavior of Consumer for Grocery Product in Surat. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 56. <https://doi.org/10.59890/ijssi.v2i1.1238>
- Rakholiya, M., Ramani, R., & Vidani, J. (2024). Comparative study of online vs. offline buying behavior of consumer for grocery product in Surat. *Journal of Advanced Research in Economics and Business Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1941>
- Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII(12(II)), 155-167.
- Rathod, M., Vidani, J. (2023). Analyzing Distribution Strategies: A Comparative Study of LG and Samsung Electronics in Ahmedabad. *International Journal of Management and Commerce Innovations*. Retrieved from <https://ijmci.in/index.php/ijci/article/view/142>
- Ravani, H., Bhalani, D., Vidani, J. (2024). Optimizing Customer Relationships: A Case Study of CRM Practices at Puma Outlet in Ahmedabad city of Gujarat. *International Journal of Integrated Science and Technology*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijist/article/view/1738>
- Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Sambare, S., Singh, A., Kriplani, C., Kale, S., & Balkhande, T. (2022). Automated Platform for Onboarding Employee. 2022 6th International Conference On Computing, Communication, Control And Automation (ICCUBEA), 1-5. <https://doi.org/10.1109/ICCUBEA54992.2022.10010715>.
- Sani, K., Adisa, T., Adekoya, O., & Oruh, E. (2022). Digital onboarding and

- employee outcomes: empirical evidence from the UK. *Management Decision*.
<https://doi.org/10.1108/md-11-2021-1528>.
- Saraswat, D., Singh, Y., & Vidani, J. (2024). Consumer awareness and purchasing behaviour of fast-food products in urban and rural stores: A comparison. *Journal of Advanced Research in Economics and Business Management*, 7(1).
<https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1943>
- Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternatives* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Saxena, S., Joshi, A., & Vidani, J. (2023). Revolutionizing Finance: Navigating the AXIS of Digital Banking in India. *International Journal of Social Science and Innovation (IJSSI)*, 1(1), Article 89. <https://doi.org/10.59890/ijssi.v1i1.1499>
- Saxena, S., Joshi, A., & Vidani, J. (2024). Digital Banking Pioneers: A Comprehensive Exploration of India's Financial Frontier with HDFC Bank. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 90. <https://doi.org/10.59890/ijssi.v2i1.1524>
- Sengar, V., Patel, D., & Vidani, J. (2024). Study of online purchase behaviour of millennials and Gen Z for non-branded apparels from Amazon specifically focusing on Ahmedabad city. *Journal of Advanced Research in Operational and Marketing Management*, 9(1).
<https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1975>
- Setlhodi, I. (2021). Onboarding for Competitive Performance. , 110-128.
<https://doi.org/10.4018/978-1-5225-8266-3.CH006>.
- Shah, K., Detroja, B., & Vidani, J. (2024). Consumer attitudes and preferences regarding the streaming services towards Disney+ and Netflix in Ahmadabad City. *Journal of Advanced Research in HR and Organizational Management*, 11(1&2). <https://adrjournalshouse.com/index.php/Journal-HumanResourcesOrg/article/view/1977>
- Shah, R., & Vaghela, A. (2023). Blockchain Technology in Healthcare: Opportunities and Challenges. *Healthcare Technology Letters*, 10(1), 3-8.
<https://doi.org/10.1049/htl2.12033>
- Shah, R., & Vaghela, A. (2023). Telemedicine: A Comprehensive Review of Current Trends and Future Directions. *Journal of Healthcare Engineering*, 2023, 1-10.
<https://doi.org/10.1155/2023/5632489>
- Shaikh, A., Saiyed, R., & Vidani, J. (2024). Survey on Consumer Preference: Google Pay V/S Paytm in Ahmedabad city. *International Journal of Sustainable Social Science (IJSSS)*, 2(1), Article 55.
<https://doi.org/10.59890/ijsss.v2i1.1375>
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 193-212.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with

- Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. International Journal of Management Analytics (IJMA), 1(2), 213-234.
- Sichka, I. (2022). THE IMPORTANCE OF ONBOARDING IN THE HOTEL AND RESTAURANT BUSINESS. Business Navigator. <https://doi.org/10.32847/business-navigator.68-16>.
- Singh, A., Nandy, R., Vidani, J. (2024). Enhancing Customer Relationships: A Case Study of CRM Practices at City Square Mart in Ahmedabad city of Gujarat State. International Journal of Integrated Science and Technology, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijist/article/view/1737>
- Singh, P. K., & Vidani, J. (2016). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. International Multidisciplinary Journal Think Different, 3(22), 9-16.
- Singh, P. K., Vidani, J. & Nagoria, V. S. (2016). Waste Management: Inspire Today for A Better Tomorrow. Journal of Basic and Applied Engineering Research, 3(10), 921-926.
- Snell, A. (2006). Researching onboarding best practice: Using research to connect onboarding processes with employee satisfaction. Strategic Hr Review, 5, 32-35. <https://doi.org/10.1108/14754390680000925>.
- Solanki, H. V., & Vidani, J. (2016). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH, 5(11(2)), 61-77.
- Solanki, N., & Vidani, J. (2016). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. ZENITH International Journal of Multidisciplinary Research, 6(1), 226-284.
- Solanki, S., Kansara, D., & Vidani, J. (2024). A study on consumer preferences towards online podcasts service in Ahmedabad. Journal of Advanced Research in Journalism and Mass Communication, 11(1&2). <https://adrjournalshouse.com/index.php/Journalism-MassComm/article/view/1950>
- Sukhanandi, S., Tank, D., & Vidani, J. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 77-80). Pune: D.Y.Patil University Press.
- Surani, D., Keshwala, K., & Vidani, J. (2024). A comparative study on the usage of Instagram and Snapchat mobile applications among residents of Ahmedabad city. Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management, 7(1). <https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1964>
- Tihonov, A., & Konovalova, V. (2020). How to Ensure the Effectiveness of Corporate Onboarding Programs Today and Tomorrow. Management of the personnel and intellectual resources in Russia, 9, 65-68. <https://doi.org/10.12737/2305-7807-2020-65-68>.
- Vaghela, A., & Shah, R. (2023). Artificial Intelligence in Healthcare: A Review of Current Applications and Future Trends. Journal of Healthcare Engineering, 2023, 1-15. <https://doi.org/10.1155/2023/7592516>

- Vaghela, A., & Shah, R. (2023). Internet of Medical Things (IoMT): Applications, Challenges, and Future Directions. *International Journal of Advanced Computer Science and Applications*, 14(5), 60–67. <https://doi.org/10.14569/ijacsa.2023.0140511>
- Vaishnav, D., Rathod, J., & Vidani, J. (2024). An evaluative study on internet banking security perceptions and practices among bank customers in Ahmedabad city. *International Journal of Applied Economics, Accounting and Management (IJAEAM)*, 2(2). <https://doi.org/10.59890/ijaeam.v2i2.1241>
- Vaishnav, D., Rathod, J., & Vidani, J. (2024). An evaluative study on internet banking security perceptions and practices among bank customers in Ahmedabad city. *Journal of Advanced Research in Accounting and Finance Management*, 6(1). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/issue/view/390>
- Vasveliyya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Verma, B., Purohit, M., & Vidani, J. (2024). A study on the rise and recent development in UPI (Unified Payments Interface). *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1947>
- Vidani, J. & Das, D. S. (2021). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*. Retrieved from <https://www.tojqi.net/index.php/journal/issue/view/51>
- Vidani, J. & Plaha, N. G. (2017). *AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR*. Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms (pp. 154-159). Ahmedabad: GTU.
- Vidani, J. (2015). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. *The Indian Writer's e - Journal*, 1(1), 1-26.
- Vidani, J. (2016). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.
- Vidani, J. & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, *Management and Innovation: Research Study* (pp. 1-15). Kanyakumari: Cape Comorin Publisher.
- Vidani, J. & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 121-135). Ahmedabad: GTU.
- Vidani, J. & Plaha, N. G. (2016). *SWACHH BHARAT: CSR INITIATIVE BY*

- INDIAN CORPORATES. International Multidisciplinary Journal Think Different, 3(22), 44-50.
- Vidani, J. & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. Services in Emerging Markets (pp. 254-265). Ahmedabad: Emerald.
- Vidani, J. & Solanki, N. (2015). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. EXCEL International Journal of Multidisciplinary Management Studies, 5(12), 45-56.
- Vidani, J. (2015). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR.MANMOHANSINGH. The Indian Writer' s e - Journal, 1(1), 1-14.
- Vidani, J. (2015). Self Aid Group - A Preeminent way for Bucolic Female Empowerment. International Journal of Advance Engineering and Research Development, 2(11), 351-360.
- Vidani, J. (2015). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. ZENITH International Journal of Multidisciplinary Research, 5(12), 33-50.
- Vidani, J. (2016). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. International Journal of Multidisciplinary Educational Research, 5(11(3)), 224-237.
- Vidani, J. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016, 25-33.
- Vidani, J. (2016). Rural Women Entrepreneurship: "Nari Bani Vyapari". International Journal of Management and Research, 1, 208-213.
- Vidani, J. (2018). Export and Import Procedures (Vol. 1). Online: Educreation Publishing .
- Vidani, J. (2018). MERGER AND AQUISITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 105-108). Pune: D.Y Patil University Press.
- Vidani, J. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Prenrurial Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), Transformation Through Strategic and Technological Interventions (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.
- Vidani, J. (2019). INFLUENCER MARKETING: A NEW TREND. Nafional Conferenee on "Multidisciplinary Research in Socelal Seienes & Management Studies. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.
- Vidani, J. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA, WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT (pp. 32-47). Kanpur: International Publications.
- Vidani, J. (2022). Digital Marketing for Business in #hashtag era (Vol. 1). Delhi, India: Publishing Expert.
- Vidani, J. Chack, P. K., & Rathod, D. N. (2017). STARTUP INDIA: A

- CHALLENGING WAY OF THRONES. National Conference on startup India: Boosting Entrepreneurship (pp. 111-118). Pune: D. Y. Patil University Press.
- Vidani, J. Das, S., Meghrajani, I., & Singh, G. (2023). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. *Sodhsamhita*, 137-157.
- Vidani, J. Meghrajani, I., & Siddarth, D. (2023). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. *JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY*, XXV(6), 99-117.
- Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.
- Vidani, J., Jacob, S., & Patel, M. (2019). MENTAL HEALTH START-UP: MOODCAFE. *Economic Challenger: An International Journal*, 21(84), 35-42.
- Vidani, J., Makwana, K., & Ukani, P. M. (2024). A study on recent capital goods IPOs in Indian financial market. *International Journal of Business and Management Practices (IJBMP)*, 2(3), 2023-25. <https://doi.org/10.59890/ijbmp.v2i3.2048>
- Vivek, S., & Vidani, J. (2024). E-commerce supply chain efficiency: A case study of Amazon e-commerce company. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1948>
- Walker-Schmidt, W., Kaul, C., & Papadakis, L. (2022). Onboarding Effects on Engagement and Retention in the IT Sector. *Impacting Education: Journal on Transforming Professional Practice*. <https://doi.org/10.5195/ie.2022.220..>