

PRERANA

Journal of Management Thought and Practice

*A bi-annual journal from
GRG School of Management Studies
PSGR Krishnammal College for Women
Coimbatore, India*

ISSN : 0974-908X

Volume: 16 Issue: 2
September 2024

Subscription rates

Per issue: Rs.300/-
Annual : Rs.500/-

Listed in EBSCO and Indian Citation Index (ICI)

Combining Green Human Resources Management and Organisational Culture
to promote Environmental Sustainability

Varshini A, Damini N & Dr Pranami Sharma

A study on the Dimensions of Rural Credit with Special Reference to Micro
Finance

Dr T Beena Narayan and Ms Fatema Kanchwala

Does Celebrity Endorsement influence Purchase Intentions through Product
Perceived Quality?-A Consumer Perspective

Dr Ranjith Somasundaran Chakkambath, Sreejaa G Nair & Bibin Thomas M

An Analysis of Leverage's Impact on a Firm's Investment with Special Reference
To Bajaj Electrical Ltd and Bharat Heavy Electricals Ltd

Dr Pravin Choudhary, Ms Charu Katiyar & Mr Nikhilesh Mourya

Digital Nudging: A Bibliometric Analysis

Janitha N P & Dr Sefiya K M



GRG School of Management Studies
PSGR Krishnammal College for Women



PRERANA: Journal of Management Thought and Practice

PRERANA in Sanskrit means hope and inspiration. The primary objective of PRERANA journal is to enhance the standard of management education by drawing from conceptual and empirical research based articles reflecting current industry practices. PRERANA shall include contributions from eminent members of the academia and sharing of practices by experts from industry. The Journal will also contain book reviews, editorial abstracts and executive summaries of recent publications in management.

The Editorial Board

Prof. S. Balasubramanian

Director
GRGCAS, Coimbatore

Dr. Geeta Pradhan

Dean, Faculty of Management
Tribhuvan University, Nepal

Dr. Hema Krishnan

Professor of Management
Xavier University, Williams College of Business
Cincinnati, Ohio

Dr. R. Mahadevan

Group Technical Director
India Pistons, Chennai

Mr. R. Varadarajan

Whole Time Director
Rajshree Sugars and Chemicals Ltd
Coimbatore

Dr. Nik Maheran Muhammad

Associate Professor
University Technology Mara Kelatan, Malaysia

Dr. S. Viswanathan

Professor
Nanyang Business School
Singapore

Dr. N. Yesodha Devi

Secretary
PSGR Krishnammal College for Women
Coimbatore

Dr. T. Senthil Kumar

Associate Professor
School of Accounting and Finance
Asia Pacific University of Technology
and Innovation
Technology Park, Malaysia

Dr. Puteri Fadzline Binti Muhamad Tamyez

Associate Professor
Faculty of Industrial Management
Universiti Malaysia Pahang
Kuantan, Malaysia

Dr. Usha Ramanathan

Professor of Sustainability and Supply Chains
Nottingham Business School
Nottingham Trent University
Nottingham

Chief Editor: Dr. P. Sadhasivam, Director

Associate Editor: Dr M Reshma, Assistant Professor

GRG School of Management Studies, PSGR Krishnammal College for Women,
Coimbatore

PRERANA: Journal of Management Thought and Practice

Volume: 16

Issue: 2

September 2024

Title	Author(s)	Page No.
Combining Green Human Resources Management and Organisational Culture to promote Environmental Sustainability	Varshini A, Damini N & Dr Pranami Sharma	1
A study on the Dimensions of Rural Credit with Special Reference to Micro Finance	Dr T Beena Narayan and Ms Fatema Kanchwala	13
Does Celebrity Endorsement influence Purchase Intentions through Product Perceived Quality?-A Consumer Perspective	Dr Ranjith Somasundaran Chakkambath, Sreejaa G Nair & Bibin Thomas M	34
An Analysis of Leverage's Impact on a Firm's Investment with Special Reference To Bajaj Electrical Ltd and Bharat Heavy Electricals Ltd	Dr Pravin Choudhary, Ms Charu Katiyar & Mr Nikhilesh Mourya	45
Digital Nudging: A Bibliometric Analysis	Janitha N P & Dr Sefiya K M	56