

**DOCTORAL  
PAPERS**

## Doctoral Papers

### **174 Relationship of Competitive Intelligence and Business Performance in Indian Retail**

*Bhagat Singh, Central University of Haryana, bhagatsingh9@gmail.com*  
*Sunita Tanwar, Central University Of Haryana, sunitatanwar@cuh.ac.in*

The survival, success and the company's performance depends on the quality of the intelligence fed and how well senior managers respond to the intelligence. Competitive Intelligence studied across the globe but it has not been studied in Indian Industries. The objective of this research is to analyze the current status and role of Competitive Intelligence in Strategy formulation in Indian Retail Industries. This Research is also investigating the relationship between Competitive Intelligence and performance of the organization.

### **194 A Study of DuPont Model for Software Companies in India**

*Praveen Gujjar, PESITM, gujjarpraveen@gmail.com*  
*Manjunatha T, Visvesvaraya Technological University, tmmanju87@gmail.com*

The DuPont Analysis is developed by a finance executive at E.I. Du Pont De Nemours and Co. The DuPont analysis is identified by profitability which is obtained by three different factors. 1. Efficiency in earnings 2. Ability of the asset to be turns it as profit. 3. Financial leverage. In this paper we consider selected software companies in India to test how well these companies are doing by calculating Return on equity (ROE) and Return on sales (ROS).

### **195 A Study of Self-Help Groups for Financial Inclusion in Indian Context**

*Zahid Kharuri, Visvesvaraya Technological University, Belagavi, zkharuri@gmail.com*  
*Manjunatha T, Visvesvaraya Technological University, tmmanju87@gmail.com*

This paper is based on the savings' mobilization initiative by the Government of India through means of financial inclusion. It has been intended to explore and suggest increased savings mobility to SHG's, so as to enhance the governments' initiative in mobilizing savings. Bank linkage schemes like saving linked SHG's and fresh loans to SHG's by banks have been analyzed. Further, measures have been suggested to banks to strengthen SHG-Bank linkage programme. Thus, a need of inclusive financial system that will facilitate financial services efficiently to financially exclude at affordable cost has evolved this study.

### **196 Post Financial Crisis Rupee Euro Volatility**

*Ruchi Mehrotra, Pacific University, ruchimehrotra2005@gmail.com*  
*Dhiraj Jain, Symbiosis Centre For Management Studies, dhiraj\_sangawat@yahoo.co.in*  
*Pankaj Mehrotra, Head Finance, Home Town, Future Group, panakjdreams@gmail.com*

European countries underwent economic consolidation and monetary union was established in 1999 which came into full force in 2002, composed of 28EU member states using euro after DM phasing out and are key trade partners. This paper examines and draws statistical inferences for Rupee Euro volatility since 1st April 2008 till 31st March 2016. It studies the impact of global financial crisis that stimulated volatility in this currency pair. ARCH models have been used to model financial time series with time-varying volatility post-recession. This paper helps exporters and importers to plan, predict & hedge their currency volatility risk.

### **200 Sales Training Effectiveness: Modeling the Predictors in Pharmaceutical Industry**

*Ashwani Kumar Upadhyay, Symbiosis Institute of Media and Communication, ugetashwani@gmail.com*  
*Komal Khandelwal, Hindustan Institute Of Technology & Management, komal1316@gmail.com*

In this study the results of a study examining the relationship between predictors and training effectiveness in India have been discussed. Data collected from four hundred sales professional using mixed method research has been used to test a model using linear regression analysis. Mediator analysis using regression has also been done to test the effect of mediator perceived usefulness. The results of the study support the relationship of predictors pre-training motivation, supervisor support, perceived usefulness and learning orientation with training effectiveness. Insights gained from this investigation provide opportunity to enhance training effectiveness with specific reference to pharmaceutical industry.

### **214 Spirituality as a Part of Education Curriculum – Dire Need of an Hour**

*Bhavesh Kinkhabwala, B K School of Business Management, bhaveshmak@gmail.com*

Now, it's a high time that education should be perceived as a tool for not only the source of livelihood but, a path to the evolution of mankind. Spirituality should invariably be a part of the Education curriculum towards a holistic and comprehensive mode of upbringing a student who turns to be an asset for the society towards a sustainable living. Definitely many B-schools have started

introducing spirituality as a course but, extra efforts are required for continuous education to more focus on nurturing an ideology for proving the most senior capable entity and guardian of this planet earth.

### **223 A Conceptual Study of Asset Pricing Models in India**

*Balaji S, JSSATE, balaji.setty82@gmail.com*

*Manjunatha T, Visvesvaraya Technological University, tmmanju87@gmail.com*

Capital Asset Pricing Model is one of the widely used model in finance for pricing of risky securities It is a model that describes the relationship between systematic risk and expected return of the asset The systematic risk is termed as beta measure of volatility Beta is affected by various factors In the recent years there is lot of arguments regarding this model validity Since early 70's various researchers have questions validity of this model Afterwards many asset pricing model have been developed This paper studies conceptual framework and discusses standard form of various asset pricing model.

### **238 Linking Shared Leadership and Team Empowerment: The Influence of Team Psychology**

*Vijaya Raghavan R, School of Management Studies, University of Hyderabad, raghavan2006@uohyd.ac.in*

Shared leadership have been well recognised Still people have not comprehended the relationship with many aspects of Team performance The present study examines Team PSYCAP has a role in mediating the effects of a Shared Leadership with Team Empowerment The data were obtained from 48 teams as well as their immediate supervisors employed across different industries This study used various techniques like getting data with Temporal separation and collecting data from various sources for predictor and criterion variables to avoid method bias Structural equation modeling demonstrates that Team PSYCAP mediated the relationship between Shared Leadership and Team Empowerment.

### **239 Can Positive Employees Delight Customers? The Mediating Role of Beneficiary**

*Musarrat Shaheen, IFHE UNIVERSITY, musarrat.shaheen@ibsindia.org*

*Farrah Zeba, Ibs Hyderabad, Ifhe University, farrah.zeba@ibsindia.org*

Less attention has been given to understand the role of employees psychological strengths PsyCap in delighting customer The objectives of the present study are to examine how high PsyCap employees can delight patients and how this relationship is mediated by beneficiary contact which is the perception of employees about the meaningful impact of their efforts Responses are collected from 200 hospital employees and 200 patients Multiple regression analysis is used to test the hypotheses The originality of the paper lies in the interdisciplinary explanation to how happy and positive employees keep themselves and their patients positive and delighted.