

**CONTRIBUTED
PAPERS**

MB1 26 Dec 2016 2:00-3:00
Session: Quantitative Models
Session Chair: Kala Seal

151 Production Inventory Model with Weibull Deterioration Rate, Time Dependent Quadratic Demand and Variable Holding Cost

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This paper presents production lot size inventory models for deteriorating items with time dependent quadratic demand rate. It is assumed that the deterioration rate follows Weibull distribution. It is further assumed that the holding cost is a linear function of time. Inventory models are developed without considering shortages. The salvage value is considered while calculating the optimal policies that maximize the revenue of the system. Numerical example is given and discussed the sensitivity of these models.

156 Return Dynamics and Volatility Forecast of Foreign Currencies: USD, Euro, GBP and Yen

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The foreign exchange market is dominant by major four currencies Euro, USD, GBP and YEN. This study forecast the volatility of above mentioned currencies. Forecasting plays a significant role in the decision making process of foreign currency traders, exporters, importers and associated financial institutions. In this paper trend of foreign currencies movements were analyzed to identify the reasons for abrupt troughs and peaks and to measure the historical volatility. This study forecast the currency volatility using univariate and multivariate time series models. The precision of these forecasting models is examined by applying statistical and econometric measures of accuracy.

201 Uncovering Competencies for Business Analytic Jobs Using Text Mining of Job Ads

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Recent growth of business analytics has created high demands for individuals skilled in Business Analytics who can help organizations gain competitive advantage by extracting business knowledge from data. We perform a content analysis of 958 job advertisements posted during 2014-2015 using text mining and factor analysis and identify the skills needed for four types of posted job positions: business analyst, data analyst, data scientist, and data analytics manager. We further group the skills into six distinct broad competencies across the various analytics positions and present a framework that organizations can use to assess their competencies and needs in Analytics.

MB2 26 Dec 2016 2:00-3:00

Session: HRM-1

Session Chair: Mita Mehta

159 Women at Board and Financial Performance of Indian Banks: Study with respect to Corporate Governance

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As per McKinsey Global Institute research a scenario in which women achieved complete gender parity with men could increase global output by more than one-quarter relative to a business-as-usual scenario. This research will study all 43 public and private Indian listed Banks and analyses -with the help of correlation tool that whether the impact of Women Director/ s at Board level has impacted the bank's financial performance or not . This will be studied with last three years means 2013 to 2016 by comparing last three years' financial results of the banks with presence of woman director at the top level.

167 Evaluating Employment Verification and Background Screening Services by TPA

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The Human Resource Departments of companies are largely dependent third party administrators for the verification of educational and experience credentials of candidate. The background check and verification of educational and experience credentials of potential candidate has become an essential task for HR so that they can avoid recruiting wrong person by any means. There is need to evaluate the services by inputs from HR officers, TPA, employees and college principals. We propose framework for evaluation of these employee verification services by TPA. Keywords: TPA, Employment Verification, Background Screening, Evaluation.

235 A Study of Perceptions and Practice of Various Study and Personal Habits

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In a typical Indian middle class household, there are certain time tested standards of self-discipline and behavior. Similarly some habits are considered as ideal study habits; habits that guarantee your best performance. Even though majority of today's student does not necessarily practice these habits for some reason, they have the same perceptions about ideal study habits. Some simple statistical tools help bring out the association between study habits and their performance and other effects on the students.

MC1 26 Dec 2016 3:10-4:10
Session: HRM-2
Session Chair: Vijayalaxmi Aminabhavi

175 Role Efficacy of Aircraft Employees

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Airline industry is growing with a galloping speed at present. Working with airline is more glamorous as well as risky. The role played by different types of employees in the aircraft industry needs to be scientifically studied. As the role played by all of them in the aircraft industry is very responsible, any mistake of them will lead to great disaster. Thus these employees' engagement in terms of role –efficacy is scientifically studied in this paper. To achieve this objective, 353 aircraft employees were administered role – efficacy scale developed by Uday Pareek (2002).

188 Caste Based Reservation: A Qualitative Assessment of Societal Ramifications

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The caste based reservation system in India has been a subject of fierce debate and castigation since independence. This study aims to assess the societal ramifications of this policy. Thirty interviews of people engaged in different industries, victims and beneficiaries of reservation help elucidate the matter. While the findings of the study suggest that the policy is contributing to the upliftment of the backward classes, it also underscores brain drain and violence as its consistent upshots. Suitable alternatives to the caste based reservation system are discussed.

189 Evolution of Talent Management

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It is People who make the difference - Organizations had to find ways to have a cutting edge, by having a resourceful, clear & contained, human resource, within the unit. This paper has two fold objectives: a) trace the evolution of talent management scenario in our country, exploring the talent management methods & process that evolved, in Indian organizations in the last 50 years. b) To look into, the gap, management education system has in preparing HR graduates with skills required by organizations to deal with contextual HRM issues & possible suggestions to bridge any such gap.

MC2 26 Dec 2016 3:10-4:10
Session: Finance-1
Session Chair: A K Singh Suryavanshi

154 Sensitivity Analysis and Decision Making Using Spreadsheets

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Among existing Sensitivity analysis and Dynamic decision making for managers spreadsheet application is found to be most used in industries due to the following reasons (a) the spreadsheet software is readily available on all desks/laptops (b) the sensitivity analysis based decisions are frequently required in all business functions and (c) It is easy to use spreadsheet to manage data and interpret the same. This paper presents a manufacturing case study to demonstrate how the guideline can be applied.

172 Changing Buying Behavior and Its Impact on Retail Industry in India

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Buyers' ever changing behavior towards getting what they want, have been not only influencing product design, refinement of attributes and utility of products but also entire supply chain management, raw materials sourcing, design and development besides last mile delivery. The consumers have been at receiving end before modern technology driven alternatives did not emerge. Price alone is not factor a behind increasing success of organized retail, rather value maximization that take place in area of organized retail either through in- store interaction or 'on line interaction'.

234 Issues and Challenges in Adoption of International Financial Reporting Standards

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Adoption of International Financial Reporting Standards (IFRS) in India highlights the various issues and challenges. The study revealed that the cost of adoption, lack of knowledge among accounting practitioners, training, resistance to adopt new standards and the belief of complexity of IFRS implementation are the main bottlenecks in the way of adoption of IFRS in India. However, by making the process of implementation of IFRS with respect to domestic needs, there is possibility of gaining momentum in the process of adoption of IFRS.

TA1 27 Dec 2016 9:00-10:40
Session: Economics
Session Chair: Samik Shome

106 A study on Trends of Infrastructure Management in India

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Infrastructure development is essential for the growth of any country. Since Independence, infrastructure development was mainly undertaken by Government of India and source was annual budgets mainly. Now the government is not spending and hence the need for other ways to fund the Infrastructure development. Many Indian companies have come up to help government, but with only private companies the development is not easy. Government with the help of private players have formed public private partnership with various models like BOOT, BOLT to facilitate private participation which helps in the growth of country's economy.

153 Examining Farmers' Suicides in India Using Framework of Financial Capability: A conceptual Framework

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Financial capability is ability to manage one's finances on dimensions of knowledge and understanding, skills and competence and responsibility. Financial capability along with financial literacy is important to bring financial inclusion. Financial capability also impacts the way families deal with issues that come with financial inclusion and indebtedness. The study examines applicability of financial capability framework to understand farmers' suicides. The study gives new insights in understanding of financial vulnerability of households in terms of financial capability that may play a role in addressing the issue of farmer's suicides in India.

177 Socioeconomic and Environmental Risk Impact of Hydro Power Projects in Uttarakhand

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This paper examines impact of socioeconomic and environmental risk factor that has developed from construction of large dams for mega hydroelectric power generation project through a case study of Tons river catchment in Uttarakhand. The impact assessment is determined through a household survey in three villages. The analysis reveals mixed impact. Although there is socioeconomic and environmental cost involved in constructing large dams like, income, deforestation, noise effluence and depletion in soil fertility, but people are also aided with employment and infrastructure development through road construction and better drinking water facility. This paper also proposes relevant mitigation measures.

216 A Study of Indian Manufacturing Sector Using Cobb Douglas Production Function

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Production function is the economists' summary of technological knowledge. To understand the productivity behavior many economists have studied actual production function and used statistical methods to find out the relationship between changes in physical inputs and physical output. Present study has been conducted to measure contribution of capital and labor in the productivity of select manufacturing sector of India during 2000-14 using Cobb Douglas production function. The study revealed that nine industries except Textile industry recorded increasing returns to scale. The marginal productivity of capital is positive for all the considered industries except Motor Vehicles Industry.

251 A Study Impact of 'Digital India' in 'Make in India' Program in IT and BPM Sector

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The paper explores role of 'Digital India' in Make in India program in IT & BPM Sector. As Economy is converging to digital economy, cities are becoming smart cities and governance is moving towards e governance. It will boost demand of IT hardware. Last union budget had put emphasis on digital literacy is an initiative for digital transformation. Government of India has announced its vision of zero import of IT hardware by 2020 of IT hardware. With the increase in cashless transactions, we might see a surge in buying of IT hardware by consumers. This paper will evaluate different trend and challenges for digital transformation.

TA2 27 Dec 2016 9:00-10:40
Session: Information Systems
Session Chair: Manjunatha T.

193 A Study of Ethical and Legal Issues in E-marketing in India

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Ethics concerns in the analysis of what is wrong and what is right; Some of the ethical issues are like not having transparency in financial interest about the product, use of pirated software worldwide, intellectual property rights ownership, web tracking, privacy preserving, domain name formulation etc. An Innovation taking place in technology incorporates certain ethical standards into law. E-marketing enables new business practices it has many advantages in the same way it also brings certain risk. Hence this conceptual paper focuses on ethical and legal issues in e-marketing safety and security.

206 An Overview of Indian Big Data Companies

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Collecting analysis the huge chunk of data collected from various processes to identify patterns or extract knowledge which could be useful for activities like planning and change management in real time mode using many unstructured content to generate value can be termed as big data models. Indian IT companies have been evolving and investing in IT and analytics. Most of the analytics and boutique companies are plunging into big data solutions. Some companies though offer only analytical tools and predictive models, position as big data firms. There are so many companies on this segment.

218 Technology Readiness Assessment for M-governance in Panchayat Raj

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E-Governance has become benchmarking system for effective and efficient Governance. India has its own well defined National e-Governance Plan. The growth of mobile phones in India has naturally turned the e-Governance policy makers to frame, develop and implement Mobile based Information Systems. Otherwise available services under e-Governance are now augmented by several Mobile applications for citizens. Panchayat Raj System is backbone of rural India. The readiness of the system for e-Governance and m-Governance in Panchayat Raj is vital for its success. The results of this assessment are presented for study conducted for Dhule District in Maharashtra.

224 Assessment of Knowledge Management Practices in Indian Universities

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There is need to identify, develop, record and utilize knowledge of experts in higher education domain. Universities are generating huge knowledge useful in academics, administration and research, but not having strong mechanism to capture, store, process and utilize knowledge. Universities in Maharashtra can also enjoy the benefits of Knowledge Management and can make their existing e-Governance practices more effective and efficient. Assessment of existing KM practices in Universities including Personal Knowledge Management Practices among University stakeholders conducted. A model for effective KM in Universities is proposed which will be guiding force for institutions of Higher Education.

231 Managing Late-entrant Drugs: a Pharmaco-economic Approach

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Study investigates the communication dimensions arising from multiple sources of information and their effect on the adoption of a late-entrant generic prescription drug at the pharmaceutical firm physician and patient-level This study attempts to make healthcare value chain responsive both for the providers company representatives or doctors and the consumers patients It further appraises patients perspective of quality healthcare demands through a holistic approach towards drug adoption A pharmaco-economic approach gets responsive towards consumer-centric healthcare demands Further testing of the scales with other ailing populations suffering from similar disease segments the consumers and with larger sample sizes is recommended.

TA3 27 Dec 2016 9:00-10:40
Session: Management Education
Session Chair: Namrata Sandhu

182 An Innovative Approach for the Management of Students E-services

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The present study deals with the Management of Students E-Services using e-governance among the colleges in Jalgaon city. Government of Maharashtra and MKCL decided to bring educational E-Governance revolution in the state. They initiated educational E-Governance project called 'E-Suvidha' with primary objective of providing e-services to colleges. Therefore the college Administration and Students have to aware about that. Our aim is to give some innovative ideas for the improvement and management of the e services.

185 Flipping the Indian Business Classrooms: Benefits and Challenges

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This study aims to explore the benefits and challenges in implementing the flipped classroom model in Business education. Empirical analysis of the views of 346 teachers engaged in delivering courses in different Business Schools in India reveals student convenience, augmented learning, improved performance and feedback, personalized attention and enhanced interaction, better review, and optimum utilization of class time as the major benefits of this model. The study also establishes absence of prerequisites, dilution of teacher influence, sustenance of model, and selective flipping as the significant challenges in the effective implementation of this model.

198 Role of Management Education in Developing a 'new' Locus of CSR Responsibility

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The Companies Act 2013 has brought to the fore the need for a change in CSR focus in India- from the 'Why' to the 'How'. Management education will need to move away from its emphasis on building individual values among 'Influencer' CEOs towards building individual competencies among the 'Implementer' CSR professionals. Using a case study design, the paper carries out an exploratory research of an Indian B-school's management education program for development practitioners. It uses qualitative inputs gathered from relevant stakeholders to understand the role of management education in facilitating the paradigm shift in CSR in the Indian context.

227 A 3-dimentional Research on Vistas of Management Education in India

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There is phenomenal change in management education in last two decades and like any other innovation it requires frequent changes Management education is facing an inimitable crisis of ad rem in the modern scenario The issues involved in divulging management education must be addressed earnestly The present study has done a three-dimensional analysis of issues related to Management Education in India These three dimensional evaluation of management education in India enunciates how management faculty industry and management students reckon the existing scenario of management education in India The findings have significant implications for various stakeholders in education ecosystem.

248 Accessing Human Resource Quality of Educators in Higher Education-Ahmedabad

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The education system in India is moving from sage learning concept to the new global way of learning system. This paper aims for some clarity to understand the impact of these changes on the educators who are playing a key role in human resource development of students. The research aims to access the Human Resource Quality of Educators in Higher Education. The sample study are Education Institutions from Ahmedabad city. The Human Resource Quality index have three major indicators Cultural change Index Quality of work life index and Employee satisfaction index.

TB1 27 Dec 2016 11:00-12:00

Session: Case Studies-1

Session Chair: Indranil Bose

158 Impact of Individualistic CSR values on Productivity – A “Gear man” Role

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Indian corporates are evolving different diplomatic approaches to impart Corporate Social Responsibility values among their employees. One business model of creating CSR values among employees is establishing a Charitable trust and engage the employees through trust. The CSR time schedules are converted into mono-chronic styles from poly-chronic style. This research empirically tested the relationship between the CSR values imparted by the promoter through the charitable trust and the productivity of the firm. This research portrays a method to quantify the CSR values of an individual employee and his social cohesion values.

180 Moving Up the Marketing Analytics Value Chain: A Case Based Analysis

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In the increasingly connected world business analytics continues to provide differentiation to competing firms. Analytics finds its use in providing greater visibility to top management about key performance indicators of the firm starting from revenue and growth to sales realization in dealer outlets. This research discusses the case study of a manufacturing firm in India that has used a Google map based business intelligence (BI) system to derive actionable insights about the performance of their dealer network. The company is faced with the challenge of scaling up the existing successful BI system for other important marketing activities like advertising.

191 Managing Complexity and Innovation in Project Management

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Projects can be considered as instruments for change in organizations and society (Turner and Muller, 2003). Projects are laden with high level of complexity. Although PERT, CPM, MS-Project have been the pillars of Project Management, still understanding the complexities of projects with different lenses will provide advancement and insights for projects and approaches towards project handling. This proposal considers innovative research to address the unique characteristics of a project which include non-repetitive, temporary and unique. This research would address integrating the societal challenges like sustainability, security and unpredictability in the context of project management.

TB2 27 Dec 2016 11:00-12:00
Session: Social Issues
Session Chair: Subhash Sharma

173 Multi-variables Dialectical Analysis: A New Tool for Understanding Social Discourse

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This paper presents the concept of multi-variables dialectical analysis for a proper understanding of social discourse in contemporary context. Traditionally focus of dialectical analysis has been on single variable e.g. class or caste and ideologies were created on the basis of such single variable approach to social conflicts and social discourse. Further, such an analysis ignored the concept of 'intensity of dialectics' and matrix nature of societies. Multi-variables dialectical analysis is rooted in 'multiple dialectical narratives' that we observe in contemporary societies. Accordingly this paper examines contemporary social and organizational discourse through the prism of multi-variables dialectics.

181 Model Design for Waste Plastic to Resolve Environmental Pollution Problem

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Waste management has become a rising field that offers entrepreneurial opportunities, room for improvements and investment prospects. Our topic is conducted with the objective of exploring the opportunities primary waste management and how their exploitation contributes to the development of green entrepreneurship. The researcher found that there are vast business opportunities in the recycling of plastic, metal, paper, glass and e-waste, as well as composting. The challenges faced by green entrepreneurs involved in recycling and composting include mainly high startup capital, and lack of financial support. The challenges faced by green entrepreneurs involved in recycling and composting include mainly high startup capital, and lack of financial support.

190 Effect of Culture, Management Style and Cultural Awareness on Virtual Teams

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Multiple research have identified three elements:-trust communication and clarity as critical pillars for success across all multinationals virtual teams These three pillars support a successful virtual team and provide the necessary ingredients in order to get the work done Our research confirmed these three pillars but also revealed three additional support factors that strengthen the three pillars of virtual teams Depending on the makeup of the team or size of the company strengthening the three pillars can come through three underlying factors organizational culture cultural intelligence and overall management of the team.

TB3 27 Dec 2016 11:00-12:00
Session: Organizational Behaviour
Session Chair: Rakesh Kumar Agrawal

162 Innovative Work Behavior: Examining the Impact of Regulatory Focus at Work

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The importance of innovation for competitive advantage is widely accepted. In particular, employee innovative work behavior is vital for organizations to harness the innovative potential of employees and succeed in a dynamic business environment. This paper studies the effects of regulatory focus on innovative work behavior. Analysis of data collected from a sample of 136 respondents reveals that promotion focus is positively related to innovative work behavior. However, no significant relationship could be found between prevention focus and innovative work behavior. The role of expected image gains and expected image risks is also examined in the study.

163 Retirement Planning Information Dissemination in India through TV Advertisements

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In India retirement is neither a formal stage of life nor an issue that people dwell upon while planning their future. Despite the lack of preparation for retirement, a burgeoning population indicates a huge mass of retirees in the coming decades. These statistics trigger the need for individuals to prepare for their retirement. To highlight the significance of retirement planning and create awareness among the masses pre-requisites to retirement planning should be effectively communicated. Extant literature suggests advertising is one such measure of effective communication. This study intends to capture the extent and approach of retirement advertisement in India.

210 Collaboration in Multi Stakeholder Large Scale Processions

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This is an attempt to study personnel management and collaboration amongst stakeholders during the Rath Yatra, a large scale procession organized in Ahmedabad. The central government state government police force administration management followers all play an essential role in the Rath Yatra. It is not an easy task to handle more than a million people who make a procession for this festival. We have studied aspects of human resource management and collaboration involved in the successful execution of the procession every year.

211 Ethnocentrism and Workplace Dynamics

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On the one hand, ethnocentrism serves a very valuable function when central group to which one belongs is under threat, as well as forms the basis for an individual's willingness to sacrifice for his/her central group. On the other hand, ethnocentrism can also make an individual see things from his/her own perspective and by considering it as the only right way. This can lead to negative affects which can result in prejudice, discrimination, and even ethnic cleansing. We study the impact of ethnocentrism to organizational variables and managerial effectiveness.

TC 27 Dec 2016 12:00-1:00
Session: Workshop
Session Chair: Varsha Jain

250 Empowering Self

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In this world of VUCA, it has become imperative for everybody to explore the power of his/her personal self. Every individual has tremendous inexhaustible potential which may not be visible. It is therefore the most crucial need that people in managerial and leadership roles discover their SELVES, recharge their zest and renew their commitment to 'self' and to their organizations through appreciation of their roles. This session aims to create a spark for self-renewal and re-charging in the wake of the new challenges packed with new prospects. It may help the participants explore their latent potential. The participants may also realize the need to build the capabilities of connecting with the cosmos and the people around the globe for leveraging the power of networks and interdependence. The session aims to involve the participants through questions and situation-reaction process.

254 Business of TV Serials: From Cradle to Channel

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With more than 500 channels, Indian television has become the biggest outlet for entertainment consumption today. With the growing presence of cable network in rural India, the demand for fiction programming is on a rise. Television has become a melting pot of various social strata today. Motion picture producers are looking to diversify their business models via TV serials, while international digital conglomerates like Netflix and Amazon Prime are opting for homegrown content as they penetrate into the Indian market. The creation and retention of a Hindi fiction TV serial today, therefore, is contingent upon a variety of factors.

TE1 27 Dec 2016 3:50-5:30
Session: Finance-2
Session Chair: Mallikarjunappa T.

197 A Study of Capital Structure of Infrastructure Companies in India

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Whether or not the capital structure is relevant is debated in the finance literature for a long time. However, the debate on capital structure continues even after decades of research. In the recent years infrastructure companies in India have been experiencing problems in meeting their obligations towards the interest and principal payments. This has affected the credibility and the overall financial health of infrastructure companies. This paper investigates the capital structure and their determinants taking a sample of infrastructure companies in India.

202 Transformation of Capital Market Operations through Blockchain Technology

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Blockchain is a disruptive technology platform to create distributed ledger protocol using cryptography. It is a secure, public record of transactions that participants can inspect, audit and update. In capital markets, despite technological improvements, middle and back office functions have not kept pace with front office advancements. Blockchain technology could enable the front office to interact directly with the back office ledger and simplify the trade process. It can act as a self-clearing system facilitating settlements within seconds. This paper elucidates the potential of Blockchain technology to provide a real time, cost effective and secure settlement model.

207 Empirical Testing of Diversification of Securities in India

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Portfolio management theory is a true description of how rational investors should build efficient portfolios. Investors in the capital market prefer portfolio with least risk for a given level of expected return. We use sample data of daily share prices of Nifty companies data for 10 years. The empirical study shows that the portfolio returns are maximizing and portfolios risk is minimizing as we add more number of stocks into portfolios of the sample stocks. This shows that investors can scientifically diversify the securities and build the efficient portfolios in the Indian capital market.

208 Testing of Fama and French Factors in Indian Capital Market

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We tests whether Fama and French factors explain the portfolio returns as envisaged in Fama and French (1995). We use National Stock Exchange continuously traded stocks, Nifty Index and other relevant data from July 1996 to June 2010. We have formed portfolios based on size and value which are regressed over factors portfolios-market, size and value. The results show that portfolio returns are not explained by factors portfolios with the exception of big stocks portfolios are explained to some extent. Further results show that portfolio returns of small stocks are not explained by factor portfolios.

246 Study of Life Cycle Stage and Standard of Living as Determinants of Wealth Creation

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The research attempts to study the consumer behaviour, theories defining investment decision making aspects and its influence on saving and asset building. The research attempts to understand how an individual seeks economic security at each stage of life, generates income. The research indicates that to maintain a standard of living throughout the life cycle stage the individual's capacity to earn and spend changes. Also, as the individual advances in life cycle, the responsibilities increase and life goals and priorities change. The research joints the dots through the behavioural concepts and indicates how wealth creation happens for an individual.

TE2 27 Dec 2016 3:50-5:30
Session: Marketing
Session Chair: Rajendra P. Bharti

164 Consumer Purchase Intentions for Reconstructed Products: A Cross-Cultural Study

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Extant literature provides insights about consumers' purchase intentions and willingness-to-pay for reconstructed products, but do not capture cross-cultural differences. In this study, we intend to understand the decision making process of consumer purchase of reconstructed products. Our respondents include consumers from India and the USA. Data analysis is done in two stages. At first stage, thematic analysis is used to identify common themes followed by means-end chain laddering diagram at second stage. We also conduct a pseudo-etic exploration to understand the impact of societal norms on consumer purchase intentions. Finally, a cross-cultural comparison is carried out.

183 Customer Experience Management: the Evolution and Paradigm Shift in Marketing

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The world of marketing has changed dramatically in the past two decades. The evolution of customer experience has changed the whole paradigm. The impetus has shifted towards customer centric approach and keeping the customer in focus. The advent of social media, self-service technologies and various other digital advancements has changed the shopper's behavior. The managers now require new measuring tools to understand the performance of organization in totality. In this context, paper critically examines the reported work on evolution of customer experience management and provides a theoretical framework for comparative understanding of changes/shifts in customer experience management and marketing.

225 Impact of Maggi Controversy on Packaged Food Consumption

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After the allegations of food adulteration, Maggi went through a prolonged period of bumpy ride and rough phase. A study was conducted to investigate if the controversy had some impact on the consumers' tendency to purchase and consume packaged food. It was found that even consumers who strongly believed on the allegations didn't exhibit a decreased tendency to purchase packaged food. No significant difference was noted in the purchase frequency of packaged foods before and after the controversy. The findings indicate that customers look at each brand in isolation and continue to repose reasonable faith in the packaged food products.

226 Use of Social Media for Political Engagement: a Literature Review

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With the rise in popularity of Social Media, politicians all over the world have started utilizing it for sharing their views and engaging with their followers. Comments of Facebook users have been found to positively influence the attitude of the viewers of the comments. Some researchers found that political socialization achieved through Social Media can be more powerful than traditional media. Considering the growing use of Social Media for dissemination of political ideologies, more in-depth studies need to be conducted. The current research paper reviews existing studies in this context and provides direction for further research.

253 Examining Impact of Promotional Frames, Product Categories on Willingness to Buy

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This paper compares impact of equivalent non-monetary promotions and in-store monetary promotions on consumer's willingness to buy (WTB) the utilitarian and hedonic categories of green products. Specifically, this research experimentally investigates the framing effect through two major types of promotions offered in retail stores: price discount and bonus pack, and how it varies for utilitarian and hedonic categories of products and for high and low volumes of purchases. It make buyers infer low quality with price discount deal whereas high quality with bonus pack deal. These aspects have further implications on buyer's choice of hedonic or utilitarian green products.

WA1 28 Dec 2016 9:30-11:30
Session: Finance-3
Session Chair: Indu Rao Kaveti

155 Triggers for Agents' Attrition in Indian Life Insurance Companies

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Insurance industry contribution towards the economy is commendable in providing loss assurance. This paper tries to identify the factors responsible for agents to migrate from one insurance company to other. These factors are not identified properly by way of empirical research in the Indian life insurance sector and even their quantification is missing. The methodology used for insurance agents attrition factor identification was based on extensive literature review and further attrition index was estimated using fuzzy logic theory. The result of this paper portrays major factors for attrition and Mitigation to reduce attrition rate.

199 Bank Penetration: A Comparative Study of Indian Banks

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Extant literature has established the measures of market penetration by banks in the Indian perspective. The current study attempts to assess the performance of Indian banks against these measures. Fifteen-year historical data (2001-2015) related to number of account holders, number of branches, aggregate deposits, number of ATMs, and number of branches in rural areas were examined. Results indicate that where bank penetration is concerned, public sector banks fare better than their private counterparts. Implications are discussed.

205 Is Information Embedded in Open Interest Useful in Directional Trading Strategy?

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This paper investigates whether information embedded in open interest is informative in directional trading using daily data on Nifty50 options and 10 popular company stock options listed at NSE for the period between 2011 and 2015. We then predicted stock price at the option expiration day based on the open interest distribution. We compare the performance of three directional trading strategies with its non-directional variant and our results show that open interest contain valuable information that can be utilized not only to predict the direction of price movement but also to strategize direction based trading in stock & options market.

222 Managing International Business Disputes in New Transfer Pricing Regime

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Transfer pricing rules in India, were introduced in 2001, however, there are issues of tedious documentation, complicated procedures, rigorous penalties. Therefore, this subject has emerged as biggest source of courtroom battles. Recently, system has been improved by incorporating APAs, SHRs, Roll Back, Range Concept, etc. The success of this new transfer regime, however, rests with the availability and capability of human resources. In this scenario this paper discusses the relevant concepts and emphasize upon the need to fill up the gap between demand and supply of human resources so as to make the system more effective and faster.

228 Indian Investors' Attributes and Non-economic Goals using Hierarchical Regression

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The cognitive psychological and behavioral attributes of individuals are reflected in their economic decisions. The present study has made an attempt to examine the Indian investors' socially responsible investing behavior and has examined various attributes of individual investors' which affect their non-economic goals. The study under consideration is based on primary data and reflects the impact of investors' attributes like religiosity, environmental attitude, collectivism, materialism, risk tolerance and social investing efficacy on their socially responsible investing behavior. The results obtained have highlights the relevance and significance of green and socially responsible investment avenues for investors.

WB1 28 Dec 2016 11:50-1:00
Session: Case Studies-2
Session Chair: Pawan Kumar Chugan

160 Managing Generational Differences: A Case Study of NTPC Limited

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Generation Y nearly comprises 40 to 60 percent of the workforce in most of the industries now-a-days. The employees from this generation are technology savvy, courageous, determined, self-motivated, and tough. They are career oriented and look for challenging and satisfying career or chase their passion. They join the industries with their own values, outlook, and confidence compared with employees of other generations. In this paper, an attempt has been made to find out the various ways of retaining and motivating Generation Y employees in Public Sector Industries by allowing them to implement their ideas, empowering them, and delegating power.

161 Evaluation of Service Quality in Luxury Hotels of Goa: A Cross Cultural Percept

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Rapid globalization has led to massive interaction between people belonging to different cultural backgrounds. This is significant in the hospitality industry. This paper aims to measure service quality with the help of service encounter variables across luxury hotel segments in Goa. Respondents are foreign tourists staying in luxury hotels since that justifies the "cross-cultural parameter". This study is based on SERVQUAL scale to demonstrate significance of service quality. Data is collected using dimensions of Service Quality- Tangibility, Reliability, Responsiveness, Assurance, and Empathy. Finally, the findings provide an insight for luxury hotels in Mumbai by suggesting recommendations to improve service quality.

244 Bureaucracy and Challenges Faced for Organisational Change: A Case Study of Power Sector in Gujarat

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Bureaucracy has its own advantages and disadvantages. Many a times change from public sector leadership to privatization leads to challenges as well as chaos. As Organizational transformation is a radical movement that reflects widespread revitalization throughout the entire organization. An effective and efficient utilization of manpower is the hallmark of a successful organization. The erstwhile Gujarat Electricity Board (GEB) has been very economical in manpower and Human Resource Development. Restructuring was a greatest challenge for the organization, as if employees' transformation had not been done properly it lead to chaos in an organization. This paper addresses issues related transformation of GEB to Gujarat Urja Vikas Nigam Limited (GUVNL). It also compares Bureaucratic HR system and HR System after privatization. It also discusses the major issues change management exercise.

255 Should a Discount be Offered to Credit Card Customers for Switching to Cash Payment?

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Customers often use credit cards for making payment of goods and services. A merchant who accepts credit cards must pay a fee to his/her bank to convert card sales into cash. The customers who pay cash are often disadvantaged as they, to some degree, pay more for the goods and services. In this paper, we investigate if a discount should be offered to those who pay in cash. A mathematical model is developed to answer whether a merchant should offer a discount; if yes, how much.