

Session 1B1
3rd Jan 11:50-1:10
Session Chair: Dr. Manjunatha T

228 Empirical Study of DuPont Model Parameters for Indian Information Technology Companies

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Information Technology (IT) software products and training services companies are considered to analyze the characteristics of different groups of Indian IT companies and to ascertain the patterns of the Return on Equity (ROE) for Indian IT companies using the DuPont model. Calculated ROE using three factors DuPont model. The study shows that DuPont Model is significant for Indian IT software products and training services companies. Further we found that there is a significant relationship between ROE, asset run over and profit margin. We found that five factors DuPont model can be used to measure the performance of other sectors.

231 Testing of Dupont Model for Software Products and Training Services Companies

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In this paper we considered Information Technology(IT) software products and training services companies to apply and analyze DuPont Model for Indian IT software products and training services companies and also analyze the performance of these IT companies differs over a period of time. We have calculated return on equity by three factors and five factors DuPont model. Empirical analysis of the study shows that DuPont Model is significant for Indian IT software products and training services companies and also we found that five factors DuPont model can be used to measure the performance of Information Technology in other countries.

235 Social Media a Management Challenge or a Tool to Enhance Productivity

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The ubiquitous use of social media has brought challenges to the workplace, one of these is the apparent addiction of the millennial has to social media like Facebook Twitter and Instagram. Organizations that learn and adapt faster to social networking trends will have a clear advantage in the market place and ultimately their bottom lines. Business organizations tend to categorize social networking websites on following platforms- Enterprise Social Networks for corporate collaborations and Consumer Social Networks to manage relations with customers. This research highlights the types of social networking websites employees prefer and how these could affect workplace productivity.

239 Privacy Issues in Digital Coupons: Role of Perceived Control, Trust and Risk

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This paper examines privacy issues involved in the use of digital coupons and how it affects coupon redemption intention (CRI). Prior studies on coupons had not focused on the factors related to privacy. We developed a framework for understanding privacy issues in digital coupons and how it has an impact on CRI. The data analysis highlighted that perceived privacy control played a major role in CRI. The role of trust and risk on CRI were also analyzed. The future promotional campaign involving digital coupons have to consider these privacy issues for better CRI.

Session 1B2
3rd Jan 11:50-1:10
Session Chair: Dr. Saroj Koul

174 Impact of Blockchain Technology in a ‘Driver-relay Model’

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Original equipment manufacturers are dependent on the global supply chain system for material supply. They consistently strive for effective strategies to optimize cost especially when transported from the point of origin to the point of destination. A suggested technique the ‘Driver-relay Model’ allows delivery to be undertaken in a distinctive way. This case-based qualitative research identifies the major supply chain components and processes that can be made digital and while making all exchanges and transaction transparent to ascertain if a ‘Driver-relay Model’ is an efficient component of the blockchain.

175 Application of Blockchain Technology in Higher Education in India

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The blockchain is an ICT innovation; it facilitates new types of economic organization, governance and transparency. Organizations, especially in India, have yet many challenges to overcome in synchronizing and aligning their digital transformation efforts to enable the network effects to take hold. In this investigation, the application of blockchain technology, in higher education in India - involving academic institutions, students and verifiers, especially in the wake of the current racket of fake degrees being issued at a large scale from universities across the country at the graduate and post-graduate levels - is being explored.

224 Rationalization and Tierization of Indian Automotive Industry: Challenges for Indian Tier 2/3 suppliers

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Indian Auto Market has been growing continuously for over two decades. Almost all major automobile companies have set up their plants here in order to take benefits of growth & low manufacturing cost. Auto Component Manufacturing firms, who are first level suppliers to OEMs, are flourishing at rapid pace mainly due to localization by Transnational Companies (TNC) & increase in export of auto components. Indian Tier-1 companies are joining hands with global suppliers, to meet stringent requirements of OEMs. This has led Tier-1 companies to learn & adapt many of the global best practices.

247 Investigation of Total Productive Maintenance Practices at Automotive Axles Ltd

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In the study, the role of key success factors involved in TPM implementation for attaining better organization performance at Automotive Axles Ltd is analyzed. To test the feasibility of the questionnaire normality test is applied. The test reveals that data are not normally distributed hence for the analysis non-parametric test like mean, standard deviation, Mann – Whitney U test, Chi-square test, and Kruskal –Wallies Z-Test are used to test the constructed hypothesis. The test reveals that key success factors in TPM implementation are showing the significant difference in the organization performance.

Session 1D1
3rd Jan 3:00-4:00
Session Chair: Prof. Neeta Baporikar

157 Socio-economic Dimensions for Innovation and Entrepreneurship

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Innovation and entrepreneurship has assumed tremendous importance for accelerating economic and inclusive growth globally. Innovation refers to new product, process or service while entrepreneurship is the process of exploring the opportunities in the market place and arranging resources to exploit these opportunities for long-term gain. Therefore, innovation and entrepreneurship development is becoming a key policy matter too. Yet many variables as well as social and economic conditions effect innovation and entrepreneurship development. Adopting a grounded theory approach and in depth literature review the aim herein is to understand social-economic dimensions for innovation and entrepreneurship development in Namibia.

171 Challenges and Issues Faced by Startup Companies in India

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Startup India is an initiative taken by Indian government to promote the innovative ideas by young companies. These companies may get enough funding and support at the initial phase of their life cycle, but later on, they have to rely on their customer base. There are various marketing and financial challenges and issues faced by startup companies in India. The paper aims to explore the various challenges faced by startups by collecting data through a structured questionnaire from founders/owners of the startups. Also some suggestions for how to overcome the marketing challenges can be provided.

176 Increase in Self Employment Reduce the Problem of Unemployment

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Self-employment is situation where person works for himself instead of working for an employer These people are their own boss They work independently and take their own decisions about when where and how to work Thousands of educated youth entering into job market but can't get jobs The problem of unemployment is big challenge for Indian economy So self-employment should be increased so it is necessary to provide training to them and bring about their skill up gradation Then they will launch profitable micro enterprises The present paper studied the importance of self-employment to overcome unemployment.

238 Comparative Study of Women Entrepreneurs in India: A Theoretical Perspective

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There are many entrepreneurial functions which women entrepreneurs perform such as supervision leadership coordination administration control innovation skills and risk-taking to handle the entrepreneurial activities To empower the women through entrepreneurship many organizations have facilitated the schemes but still lots of disparity are present among the status of India Thus the main aim of the study to comparatively assess the problems and prospects of women entrepreneurs of northeast and north region of India through extensive literature review This study has provides an outlook to carried out the longitudinal study for the encouragement of women entrepreneurs in different regions.

Session 1D2
3rd Jan 3:00-4:00
Session Chair: Dr. Amit Shah

220 Women in Organizations and the Maze of Empowerment: Key to Employee Engagement

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This paper attempts to examine women empowerment practices and the drivers of successful women empowerment initiatives so as to aid readers in understanding how these initiatives and practices may be optimized for the benefit of better performance management and employee engagement. This exploratory paper recognizes four critical women empowerment drivers which define the initiative and help us categorize initiatives additionally predicting its success. Women empowerment aimed at guaranteeing equality and development of women in the workplace.

221 Exploring Key Drivers for Gen Z Employees about their Perceptions towards CSR

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The prime objective of the research paper is to study how the perception of the employees of Gen Z about corporate social responsibility (CSR) in the organization affects their engagement level at the workplace. Our findings are from administering a structured validated questionnaire to 302 working executives from the IT sector in India online and through personal visits to the organizations using simple random sampling. The employees were asked questions in a structured interview conducted online and in person about their perception of Corporate Social Responsibility (CSR) initiatives at their current and previous if any workplaces.

250 Job Satisfaction: An Empirical Study of What Matters Most?

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Attracting and retaining employees is possibly the greatest challenge for any employer. Often the right blend of salary, benefits, culture, relationships, and working conditions are the deciding factors. Over three hundred respondents were surveyed to ascertain their level of satisfaction and importance on a variety of common workplace factors. Five intrinsic and five extrinsic work factors were evaluated. The responses were analyzed in total, and on the basis of gender, ethnicity, and income level to ascertain if statistically significant differences emerged. Some surprising results were found signifying that salary, while important, is not the only component for employee satisfaction.

Session 1E1
3rd Jan 4:20-5:20
Session Chair: Dr. Rajasekaran Raju

180 IKEA India Launch – A DIY and Destination Shopping Model - Will India Operations succeed amidst challenges and uncertainties?

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The growth of destination shopping in India where the family steps out to spend 4-6 hours (shopping) over the weekend—people today travel even 10 km to go to a mall of their choice. Second is being a global brand, they could bring in significant product variety which is not common in India as well as have products that focus on space and storage needs,” said Sreedhar Prasad, a partner at KPMG in India. IKEA India, sourcing many different products for IKEA stores worldwide is a part of the IKEA Group, has been present in India for 30 years

225 Customer Perception and Buying Behaviour for E-Vehicle with Reference to Passenger

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The launch of electric vehicles in India will be impactful and supportive for the Indian Government by cutting its oil bills Entry of electric vehicle is expected to help to reduce oil import energy security and large financial benefits to the power utility This study has been taken to understand customer perception and buying behaviour for the e-vehicle of automobile industry specifically with passenger car market in Coimbatore Findings of the study reveal that there is a positive move from customers will boost the e-vehicle market and help automobile industry manufacturing units dealers insurance companies oil bunks and banks.

244 Rooting for the Underdog: Examining Impact of Self-proclamation and Narrative Type

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Despite the strategic advantage of being labeled as the underdog brand there is little empirical evidence exploring the outcomes of underdog narratives on peoples consumption decisions making underdog brand biography a relatively underexplored phenomenon in marketing communications Paharia et al 2011 Two experiments were conducted to explore attitude toward and intention to purchase a brand in response to source of the underdog brand status MANOVA results support the notion that when people observe competition between rival brands they tend to support the underdog. This positive reaction is limited by the narrative of the underdog biography.

Session 1E2
3rd Jan 4:20-5:20
Session Chair: Dr. Sarika Sharma

167 Transformational Leaders for Job Characteristics-work Engagement Relationship

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This paper examines the moderating role of transformational leadership in affecting the job characteristics-work engagement relationship at individual and group levels. To achieve this objective eight employees per bank branches were surveyed in India. It resulted in a sample size of 400 employees at individual level and 50 branches at branch or group level. The results of multi-level modeling indicated support for most of the hypotheses. The findings augment the job characteristics theory and provide evidence to the organizations for initiating human resource development interventions.

253 Emotional Labour: an Archetypal Element of Hospitality Service – a Review

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Emotional labour the act of subduing one's felt emotions in order to display organisationally accepted emotions at work is entwined with hospitality service since time immemorial It has its commercial value and hence is regularly exchanged for pay Emotional labour has its antecedents and eventual consequences on the employees performing it The social construct of hospitality both cultural and religious have augmented the necessity of emotional labour in delivery of service to the guest Thereby making it a standard element of the overall hospitality

254 Human Resource Practices at Different OLC Stages for Sustainability of Higher Education

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The purpose of the paper is to propose a framework to improve the overall quality of higher education institutions by using suitable human resource practices at different organizational life cycle stages. This research highlights the importance of differentiating the human resource practices according to the different life-cycle stages and strategies of the higher education institutions.

Session 2A1
4th Jan 10:00-11:40
Session Chair: Dr. Sudershan Kuntluru

181 Personal Financial Savvy: A Study among Gen Edge in Coimbatore City

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This research work explores factors affecting personal finance by examining personal financial thinking and financial knowledge. In 2018, we set out to understand what real gen edge (people who are under 22) are saying about their finances. What do they know? What don't they know? The research model is examined using a survey approach on the gen edgers in Coimbatore. The study identified that overall financial savvy of the youngsters is affected by some of their demographic, educational and personality characteristics. The study suggests that they require help with budgeting, understanding credit and skills to save for the future.

199 The Investment Patterns of Indian Women

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Everyone wants to save money and make investments for the future purposes. In the past, the interest rate on Fixed Deposits (F.D) used to be high and so most of the people invested a larger share of their money in F.D's. But of late the interest rates on F.D's have fallen down considerably and people have started venturing into other avenues of savings which they expect will yield them higher returns. Investment in financial instrument- Shares, was considered to be a high return yielding area however, it involves a considerable level of risk. On other hand, Mutual funds (Debentures and Bonds) offer the investors an option of trading the risk and also promising better results.

203 Readability of Accounting Notes of Indian Companies

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The aim of this paper is to evaluate the readability of accounting notes of 82 non-financial companies of NSE Nifty-100 Index during the period 1/4/20013 to 31/03/2018 In this study Fog Index Flesch Index and Flesch-Kinciad Index are used as proxies of readability The empirical evaluation shows that the accounting notes of the sample companies are unreadable This difficulty level of readability of accounting notes has gone up significantly after implementation new Indian accounting standards AS known as Ind AS The readability of accounting notes of companies from an emerging country is the contribution of this paper to literature

208 Tender Offer and Open Market Share Buybacks in India: Empirical Evidence

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As per SEBI, company can buy back its shares through the tender offer or open market offer. Much of the existing literature is focused on open market share buybacks. It is observed that in India, since 2016, tender offer share buyacks are rising. In 2017, there are 43 tender offers and 7 open market offers. In this study we examine whether tender offer is better over the open market share buybacks. As per the signaling theory, we hypothesis that tender offer provide positive signal over open market offer. It is tested using a large sample from India during 2003-2017.

219 Individual Investor Behaviour, a Critical Literature Review of 10 Years

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The aim of this paper is to critically evaluate the literature on individual investor behaviour and identify the factors affecting their behaviour for investment on the basis of available literature for the last 10 years. By keeping different parameters in view, different application area of different countries are studies to know customer satisfaction, loyalty and behaviour etc. One of the important objectives is to identify the gap from the literature and provide future research path in the domain of individual investor behaviour.

Session 2A2
4th Jan 10:00-11:40
Session Chair: Dr. Rajagopal Kannan

162 Pricing Model of Industrial Services by Identifying Significant Variables

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Today product companies use Servitization as a strategy for three reasons 1) Services operate at a higher profitability level than products due to the skill and proprietary specialization involved in it. 2) It creates a barrier for competitors. 3) Product market has turned highly competitive due to excess capacity built-up in the global manufacturing arena. Pricing of such industrial services has always been a challenge for companies, especially the ones with a high brand value. In case of them being highly priced, risk of losing the market looms large. Hence how to be rightly priced?

164 Food Safety in Restaurant: Consumer Perspective

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The study titled “Food Safety in restaurant: Consumer Perspective” focuses on quality of the food served, the environment, impact of the quality of services, appearance of Staff and their overall cleanliness needs. Restaurants have been a hot spot of food borne illness outbreaks as result of un-hygienic environment of the restaurant which matters a lot. The research focuses on the consumer perspective and their satisfaction on the quality of the food served at eating outlets. The study focuses on quality of the food served, the environment and the impact of the quality of services that the restaurant is offering.

185 Customer Experience Management in Airlines Industry

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The current study discusses the impact of different factors on consumer experience in airline industry. A survey was conducted on the sample of 164 respondents who were frequent flyers across Maharashtra. Initially secondary data was collected through journals and reports of airlines industry. The primary data was collected through a structured questionnaire. The data was analysed using SPSS statistical software. In the first stage, exploratory factor analysis was carried out while in the second stage, linear regression analysis was done. The original contribution to the research is customer advocacy and loyalty leading to customer retention

236 An Analytical Study of Wow Customer Satisfaction in Hotel Industry

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The Indian Hotel Industry recently has shown growth at a fast pace and there is witnessed change in lifestyle and standard of living at an equally fast pace. In hotel industry customer satisfaction chiefly depends on quality of service. It is important to find out the areas where they can enable their customers to experience wow elements. This paper traces the factors which allow the customers to experience wow elements. Findings are intended to assist hoteliers to concentrate on customer satisfaction through effective strategies for providing tangible and intangible services as well as thriving for good customer relationships management.

Session 2C1
4th Jan 2:00-3:20
Session Chair: Dr. Anand Pore

178 Interlink between Digitalisation and Rural Transformation: A Case Study of Thane

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Thane District contributed significantly in the GDP of the country, especially from the area of small scale industries and entrepreneurship. After the digital movement in India, especially in Maharashtra, many districts show their digital identity for rural transformation also. Rural transformation in Thane District is significantly depends upon digitalization process. Rural entrepreneurship is the result of digital movement in Thane District since 2014. Present study will focus on empirical study on interlink between digitalization and rural transformation in thane district.

201 Challenges of Cyber Space Presence in 21st Century

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The era of Industry 4.0 has brought about the evolution of cyberspace – a space that connects millions of individuals and organizations across the world. Alongwith the opportunities for expansion and progress, cyberspace presence brings with it the serious and deeper challenges of cyber security in the form of cyber-crimes, cyber-warfare, privacy issues, intellectual property and so on. This paper explores the challenges of cyber presence and the imminent potential threats with mitigation techniques that need to be adopted for addressing the threats from cyber crimes. Results of a perception survey on the awareness about cyber crimes are also discussed.

218 Bank Customer Satisfaction and their Usage of Electronic Delivery Channels

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There is increase in the level of Customer Satisfaction among the bank customers with the increasing use of the Electronic Delivery Channels by the Indian Bank Customer. The banking services were earlier available only during the branch hours inside the branch are now available 24_by_7 across electronic channels of ATM, POS, Mobile / Net Banking which can be accessed from anywhere by customer without having to visit the branch. We want to check this by collecting data from random sample of bank customers and analyzing the answers given to the close ended questions in the pilot questionnaire.

227 Empirical Study of DuPont Model Parameters for Indian Software and Training Companies

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In this paper we considered Information Technology(IT) software products and training services companies to apply and analyze DuPont Model for Indian IT software products and training services companies and also analyze the performance of these IT companies differs over a period of time. We have calculated return on equity by three factors and five factors DuPont model. Empirical analysis of the study shows that DuPont Model is significant for Indian IT software products and training services companies and also we found that five factors DuPont model can be used to measure the performance of Information Technology in other countries.

251 Is Artificial Intelligence a Bane or a Boon for Managers?

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Artificial Intelligence (AI) and it's effect on the workforce is a widely researched topic, but relatively little attention has been focused on AI and it's effect on managers. On one hand AI could make managers redundant by taking over most of the activities performed by the managers and on the other hand AI could automate most of the routine tasks and administrative functions, hence freeing the manager's precious time to focus on activities that are essential for the growth of the organization. This paper explores the challenges and the opportunities presented by AI to managers.

Session 2C2
4th Jan 2:00-3:20
Session Chair: Dr. Sriram Soundararajan

177 Strategies for Competition Advocacy

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Changing market conditions stimulate modernization of criteria, norms and standards of competition regulation and methods of enforcement. Competition advocacy is a type of activity exercised by antimonopoly authorities to strengthen competitive environment without enforcement measures, through developing active cooperation with other government bodies and increasing the degree of understanding of the benefits of competition by the community. This paper focuses to identify valuable information regarding the different ways that competition agencies interact with regulators and how they go about their competition advocacy work, delivering and creating more competitive environment to regulated sectors and to the economy as a whole.

179 Is there a Revival in Sight in the Future-air India Saga 2– An Ailing Enterprise?

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The government was no longer looking to sell Air India, focusing instead on improving the airline's efficiency ahead of another attempt at a sale or a listing. The government is of the opinion that the plan for going ahead with the stake sale before the 2019 general elections may seem hasty, especially after no bids were received.

209 Multi-country Study of Traditional Hotels' Strategy in Sharing Economy Era

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We examined strategic adaptations by traditional hotels within the United States Australia and New Zealand in the presence of sharing economy players like AirBnB and found that while hotels are cognizant of the disruption their customer engagement strategies are non-homogeneous. All hotels are trying to provide localized experiences and this trend appears to be the direct result of Airbnb's rising popularity and appeal by offering a localized experience. However impact of sharing economy players in the accommodation space varies across hotels. High-end hotels are less concerned about the effect of sharing economy players than the lower-end hotels that are serving a budget concisions clientele.

Session 2D
4th Jan 3:40-5:00
Session Chair: Dr. Shivprakash Agrawal

216 Social Enterprises in the Context of Current Businesses: A Proposal of Typology

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Social enterprises, inclusive businesses, hybrid organizations and social businesses are some of the terms currently used to explain organizations that seek to solve social problems with financial sustainability and efficiency through market mechanisms. The objective is to develop a theoretical framework sufficient to define the types of existing social enterprises. The methodology used was a systematic review of the literature. The result obtained was a typology of social enterprises according to the theoretical framework obtained.

217 The Digital Transformation in Brazilian Companies

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Digital transformation is profoundly changing the ways in which value is created and how value is captured. The objective is to verify in which factors companies should focus on the digital transformation of their business, through bibliographic review and interviews with expert consultants in this area. The data analysis procedure will be based on case analysis. It can be concluded that the factors pointed out by the interviewees converge to what the literature cites: there is a need to review the business models of the companies.

237 Susceptibility and Sensitivity of Bank Rate Movements on Corporate Bonds

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The Bank rates in India witnessed a high volatility during the period 2013-18. Past researchers proved that banks rates are having impact on the interest rates. This paper aims to reveal sporadic trend between the bank rates and IFRC bonds. The bank rates such as Repo rates, CRR and marginal standing facilities are compared with the bond price. We use co-integration test to portray the relationship. The result indicates that the bank rates are having impact on the prices of IRFC bonds. The research enables the lead managers to fix the price band during the changes in Bank rate.

249 Male Versus Female Audit Committee Chair Characteristics and Real Earnings Management

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The purpose of this paper is to examine the relationship between male versus female audit committee chair characteristics, and real earnings management. I proxy for real earnings management using abnormal production, abnormal discretionary expenses and abnormal cash flow from operations (CFO), as set forth in Roychowdhury (2006). This study is important because the role of audit committee is becoming more pronounced with regards to corporate governance, which includes ensuring the quality of financial reports. I find that the presence of female audit committee chair, and chair with prior auditor experience, is associated with constraining real earnings management

252 Understanding the Nuances of Religious Diversity at the Workplace

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The issue of organizational diversity on the basis of religion has proved to be far less traceable as compared to other shades of diversity. Thus after extensively reviewing the literature, the current study attempts to define religions on the basis of three elements i.e. beliefs, practices and culture. Further, it has been found that studies favouring religious diversity at the workplace outnumber those that mention the negative outcomes of the same. Therefore, the study presents a radical shift from 'eliminating religious diversity' to 'valuing religious diversity' at the workplace and a conceptual model has been proposed to this effect.

Session 3A1
5th Jan 10:20-11:40
Session Chair: Dr. Swati Vispute

184 Work-life Balance among IT Professionals in India: Effect on Commitment

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The 2017 World Happiness Report showed work-life balance is now one of the strongest predictors of happiness. Employees with work-life balance feel their lives are fulfilled both inside and outside of work. Byrne (2005) The time spent at work, extent of availability of various forms of leave, organizational policies, and surrounding co-workers demonstrate a commitment to work-life balance. Matthews et al (2011) The current study aims to identify the work-life balance among IT professionals in India and its relationship with organizational commitment. The research also identifies the role of gender and single dual earning capacity on influencing commitment amongst

245 Diversity and Inclusion

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Persons with disabilities (PwD's) are comprised between one fifth and one sixth of the world population. These differently abled are successfully working in a variety of gainful occupations. They can be self-employed, entrepreneurs, farmers, factory workers, doctors, teachers, shop assistants, bus drivers, artists, computer technicians, and many more. Main stream employment of PwD's at parity with normal individuals is now a world-wide policy agenda which is yet to show any appreciable progress. According to Census 2011, India has 2.68 crore people with disabilities. We have also witnessed a shift in the pattern of employment in last few decades.

248 Gender Characteristics and Audit Fees

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Regulators, legislators and the policy makers are concerned about the oversight responsibilities of the audit committees (hereinafter, AC). AC are responsible for hiring the independent auditor of the company. Therefore, they have significant influence in the level of audit coverage. Prior research shows that the presence of women can bring about positive changes that can lead to better monitoring practices. Therefore, this research will test if the female AC chair characteristics are associated with the level of audit fees. Findings show an associative relationship.

Session 3A2
5th Jan 10:20-11:40
Session Chair: Prof. Prakash Pandit

155 Actor Engagement, Value Co-creation and Firm Performance in Banking Services

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This study identifies the factors helping co-creation with customers in the banking sector and the impact of firm's performance on actor engagement and value co-creation and evaluates the impact these have on the performance of banks and financial institutions. Qualitative and Quantitative methods were employed for understanding and identifying the conceptual elements of Customer Engagement and also the drivers, antecedents and consequents of actor engagement. The value co-creation perspective shifts from company-customer relations to the customer service provided by the bank. This helped research scholars in gaining insights on value co-creation, its impact on banks and financial industry.

158 Collaborative and Cooperative Learning through Social Media

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Social media has influenced all fields including education. Literally internet is replacing the traditional library as it a vital source of information. Employers also seek graduates with IT skills and are able to work with social media and internet in general and especially in management discipline with learner's perceptions the aim hereto is to investigate and provide a critical review of the social media usage for collaborative and cooperative learning among graduates with focus on management students. Adopting mixed methods combination of theoretical and empirical findings the data collection is through interviews of students.

165 Conceptualizing Brand Loyalty and Brand Equity

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The concept of Brand Management is increasingly gaining popularity in marketing literature due to several advantages that emerge as a result of efficient brand management. The focus of this paper is to understand the constructs of Brand Loyalty and Brand Equity by synthesizing literature. The paper will try to provide conceptualization of the two concepts with focus on the most popular perspectives and approaches regarding the concepts from the literature. The paper will also sketch out a tentative model for the future research based on the synthesized literature.

186 Demographics and Mall Shopping Behavior – A Literature Review

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The study examines the various demographic factors that influence mall shopping behavior. This includes age group, income and gender. The demographic factors are seen in the context of product categories. The review of literature indicates that demographic factors play a very important role in influencing shopping behaviour. They also contribute to store patronage. The most influential demographic factor is age group where youth are seen as the major target segment in shopping. The study has several implications for retailers in India. The retailers can design marketing campaigns based on the demographic profile of consumers.

241 A Quantitative Model for Evaluating Monetary Value of Airline Frequent Flyer Miles

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Frequent Flyers Program (FFP) is a very common customer retaining and loyalty development strategy used by the airline industry. A study of FFP from customers' point of view can help relate cost of ticket, terms and conditions of airline tickets, FFP usage fees and other factors to the miles awarded. This paper is an endeavor to study and develop a mathematical model to estimate monetary value of frequent flyer miles. The goal of this research is to enable frequent flyers with a tool to quantitatively compare different flying options with and without FFP.