

TC1

Session: Operations Management

02 Jan 2020 11:30-12:50

Session Chair: Venkateswarlu Rangavajhala, *GITAM School of Intl Business*

160 A 2-warehouse Inventory Model with Controllable Deterioration Rate and Time Dependent Quadratic Demand Rate

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This paper presents a two-warehouse inventory model for deteriorating items when the deterioration rate is controllable using preservation technology and the demand rate follows a non-linear trend (i.e. Quadratic form) involving different deterioration rates under permissible delay in payment. The optimal cost of the system is calculated allowing shortages. Further it is assumed that the holding cost is a linear function of time. A numerical example is given and the robustness of the model is tested through sensitive analysis.

247 Optimizing the Usage of Voice Assistants for Shopping

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Technology is constantly advancing and changing, and the voice assistant market will progress along with it. In April 2015, the research firm Gartner predicted that by the end of 2018, 30 percent of interactions with technology would be through “conversations” with smart machines, many of them by voice. The need for the study is to understand the consumer behavior in using voice assistants and to analyze the ways to increase the adoption rate of shopping through voice using digital marketing solutions.

430 Statistical Analysis of Queuing System: An Application to Insurance Claims

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This paper first analyzes skew-student t distribution as a reasonable model for describing claims in property-liability insurance. Then, we consider a single-server queuing system, with independent, exponentially distributed inter claim times and skew t as claim size distribution. The parameters of the skew t distribution is estimated using a Bayesian approach. Finally wealth or risk portfolio of any insurance company and eventually its ruin probability is estimated in $M/Skew\ t/1$ queue with the help of insurance data.

438 Evidential Reasoning Approach to Technology Evaluation for Product Innovation

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The strength of competitiveness of any particular industry is determined by their good innovative products based on new/emerging technologies and their development process. This paper describes a decision-making methodology using the Evidential Reasoning Approach for technology evaluation for a promising next-generation clothes dryer. A holistic decision-making framework has been established with criteria such as strategic fit/leverage, performance feasibility, profitability, investment, technology risks, and commercial risks. These criteria will also have several other sub-criteria to ensure the model is adequate in all respect. This approach is found to be very useful in evaluating technology options for consumer appliances industries.

TC2
Session: Employees and Workplace
02 Jan 2020 11:30-12:50
Session Chair: Sri Valli Jandhyala, JNTUH

239 Effect of Competency On-Job Performance: A Study among Bank Employees in Kerala

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The study identifies the competency level and the job performance of bank employees. The mediating role of job satisfaction and OCB is also analysed in establishing this. This study is descriptive in nature. The analysis reveals that competency level significantly influences one's job performance. The mediation analysis results also show the significant role of job satisfaction and OCB in defining the relation between competency and job performance. Both variables partially mediate the relation. The study concludes that the improvement of employee competency can improve the OCB level and satisfaction of concerned employees which will ultimately lead to better performance.

249 Evidence- Based Management: Literature Review

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The use of Evidence-Based Management EBM in Human Resource Management HRM has been gaining a lot of attention amongst the practitioners and researchers Though literature on the use of EBM in HRM is lacking yet it's gaining popularity in corporate world This paper makes an attempt to study the existing framework used for EBM in HRM Divided into three sections paper discusses the available literature on the theory of EBM in HRM followed by factors affecting adoption of EBM in HRM The final section discusses the influence of EBM in HRM Implications for future studies have also been discussed

282 Architecting Perceived Employability for a Modern India

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The face of the modern workplace is transforming with nature of jobs changing markedly. Innovation, automation and other technological forces majorly shape the world of work. This requires the workforce to respond with an equal measure of dynamism. Merely updating skills to stay employable can no longer serve as a panacea to this predicament. Perceived employability is equally if not more important, for behavior stems from one's perception of reality. In this paper, we attempt to gain an in depth understanding of the construct of perceived employability, while providing a solid foundational base for future research in this direction.

455 Employee Satisfaction: Does Gender Play a Role?

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For any organization, human capital is the most valued attribute and employees often can provide differentiation and strategic advantage. To attract and maintain these critical resources, employers offer a variety of benefits and workplace attributes to motivate and keep their employees happy and productive. This paper examines a variety of work factors to ascertain the importance of these factors, satisfaction level with each factor, and if there are differences in the responses between male and female workers. The study finds significant differences between the importance and satisfaction; however, no gender differences were found.

TC3
Session: Indian Capital Market-I
02 Jan 2020 11:30-12:50
Session Chair: Sujay Mukhoti, IIM Indore

223 Bounded Non-stationarity of Dynamic Leverage of Stochastic Volatility

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In this paper, I present a new non-linear state-space model for stochastic volatility of returns observed in discrete time. The proposed model encompasses different types of existing stochastic volatility models. Further, it generalizes constant leverage effect to time-varying one. However, violation of weak-stationarity in conditional variance process is immediate in such a case. I introduce the concept of bounded non-stationarity for the purpose of volatility forecasting. We demonstrate estimation of parameters using Snp500 return data.

252 Price Discovery Function under a Conditional Random- End (RE) Trading Mechanism

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In a conditional RE trading mechanism, the orders are used to project an opening or closing price on a real-time basis over a certain time interval (e.g., five or ten minutes) before the normal opening or closing time. Using the real-time order book, it analyzes all RE occurrences on the agricultural commodity market in India. A significant part of this price stabilization effect came from the cancellation or correction of existing orders. The objective of this paper RE to examine economic roles and significance of in price discovery function in selected agricultural commodity market of India.

383 IPO and Capital Structure

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Capital structure is essentially concerned with how the firm decides to divide its cash flows between debt and equity capital in financing the firm's assets. Capital structure is usually designed to serve the interest of the equity shareholders. Theories that relate to capital structure are pecking order theory, static trade off theory and agency theory. While studies in the literature have focused on among other things, the capital structure across ownership groups, the present study attempts to understand the change in capital structure post IPO firms across different ownership groups.

462 Do Technical Indicators are Beneficial in Predicting the Asset Prices: A study on Indian Stock Market

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Technical analysis is one of schools of thought to analyze and predict the assets prices. It uses various patterns and indicators for analyzing stocks, out which technical indicator plays a pivotal role in predicting the future assets prices. The present study examines the feasibility of two important technical indicators such Moving averages and Relative Strength Index over buy and holds trading strategy by using the Methodology of Brock et al (1992).

TC4
Session: Strategy-I
02 Jan 2020 11:30-12:50
Session Chair: Venkataraman S, IIM Kozhikode

165 Re-Evolution and Complexity of Socio Technical System in the Modern Era

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During last decades, much effort has been invested to explore the phenomenon of complexity, to be able to cope with today's challenges of Systems Engineering. The common assumption understands complexity only as a system property neglecting human perception. We combine the Systems Engineering perspective of complexity with results from psychological research and present an interdisciplinary approach to describe and quantify complexity in socio-technical systems. Speed of technological progress has made humans the limiting factor in agile systems. Thus, planning and developing the whole socio-technological system has become much more important, with human roles integrated into the approach of complexity management.

288 Strategic Framing of Diversity in Corporate Approaches to Social Sustainability

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While research in social practices of firms has focused much on specific outcomes and behaviour, they often appear confined to dimensional silos. Moreover, integrated approaches to studying corporate social behaviour are also relatively scant. This paper adopts an empirically grounded approach to address this gap, through a combination of content analysis of corporate sustainability reports and factor analysis. Predicated on a rich data drawn from over 150 large MNCs affiliated to diverse industries, this research offers a parsimonious strategic frame comprising four social sustainability orientations that straddles much of the diversity observed in corporate social practices.

291 Revisiting Happiness: A Managerial Perspective

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In the current scenario, with the advancement in business environment, managing human resource which is engaged, efficient, committed and most importantly happy is one of the major managerial challenges. The field of positive psychology has legalized and paved the way for the researchers to explore happiness as a constructive and promising area of research. The paper has discussed the various aspects of happiness and has tried to make an attempt to cumulate happiness and management literature to discover the new venture which is still at a very embryonic stage.

374 Usecase of Blockchain in Disaster Management- A Conceptual View

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Blockchain is a distributed database technology where data can be secured with cryptographic function and provide transparency to the system. This paper focuses on how blockchain can be used as an application during emergencies. There is no such integrated information system developed for disaster management and control for effective decision making. Conceptual model has been developed collaborating the stakeholders to single platform where the information are reliable and consistent. This paper provides a system model for various user scenario in pre, during and post disaster. The model claim a holistic view and provide a solution to the disaster events.

TE1
Session: Brand Management
02 Jan 2020 3:30-5:10
Session Chair: Abhigyan Sarkar, IMT, Ghaziabad

191 Impact of Brand Anthropomorphism and Consumer Attachment Styles on Store Love

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The paper investigates antecedent factors, relevant moderators and outcomes of consumers' brand love towards private label brands. Service Quality parameters predicts store love. This relationship is moderated by consumers' brand anthropomorphisation and individual attachment styles, namely: secure, anxious and avoidant. Store brand love in turn predicts social media based positive word of mouth and re-patronage intention. Data is collected through offline survey, and PROCESS based analysis is employed to test for the hypothesized relationships. The model will help private label store managers to compete with other brands in the same category by using proper psychographic consumer segmentation.

297 Empirical Investigation Into Customer Perception Towards Brand Premiumisation

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The competitive landscape in the food industry has been heated up with differentiation and premiumisation strategies. The aim of this research is an in-depth analysis of the perception of customers towards premiumisation of products in the food industry. It aims to test the validity of existing assumptions, claims, theories and generalizations on the topic. The methodology followed is CRISP-DM with a sample size of 256 respondents. The output of factor loadings reveals that uniqueness and superior experiences are prominent purchase influencing factors. This research also explores challenges involved in premiumisation of brands to move up in the value chain.

335 Influence of Brand Experience on Creating Brand Love, Loyalty and Brand Equity

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Customers love luxurious brands because they offer a complete experience. The affective stimuli like experience and love have observed effects on decision making. Loyalty as the consequence of brand experience is well documented. The primary objective of this study is to investigate the relationships between brand experience, brand love and brand loyalty for luxury bag consumers. An important implication of this study is that investments in brand experience will influence brand loyalty and overall brand equity. Such investments shall be favorable in building brand love. A positive brand experience shall lead to an intense brand love.

365 Analyzing Consumer Disloyalty Behavior in today's Constantly Evolving Market

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Consumers' willingness to switch brands has been on the rise globally. With majority of consumers actively/passively being open to try new brands, the risk for marketers to retain customers is surging. This research paper studies about the current trends of consumer disloyalty behavior and analyzes different reasons that influence the shifts in consumer loyalty. The study also includes categorizing consumers based on their brand loyalty and then studying each cohort's purchase choices to gain better insights into consumer demand for choice and how brands can focus more on marketing to the growing traits of disloyalty to harness loyalty.

428 Video and Text Reviews: Effect on Attitude towards Brand and Purchase Intention

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As online retailing continues to evolve, retailers are trying to minimize the challenge of lack of physical proximity by providing a better service environment and risk reduction strategies. Since, user reviews continue to be the most trusted source of information in online purchase decision making, one of the key developments in the area is the possibility to add video reviews by the users. This study attempts to study the differential effect of review format on various outcome variables such as credibility, ease of imagination, attitude towards brand and purchase intention.

TE2
Session: Service Industry
02 Jan 2020 3:30-5:10
Session Chair: A. A. Attarwala, Kohinoor Business School

196 Training in Hospitality: Exploration and Development

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Increasing mobilization of workforce around the world has resulted in need of training in organizations. In hospitality sector, the importance of training multiplies due to frequent contact of service provider and the customer. Result is the vicious cycle of interaction of internal elements (e.g. commitment) with external elements (e.g. customer satisfaction). The work attempts to explore and conceptualize the need for training in hospitality. Results of the work indicate that there is a need of inclusion of additional training components as well as establishment of antecedents and consequences of training in hospitality.

250 A Study on Disruptive Competitive Strategy and Its Impact on Telecom Industry

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The Indian telecommunication industry in India is rapidly growing and witnessing many developments. It has gone through several transformations that have led to severe competition in the industry. This research paper explores the disruptive competitive strategy with respect to three parameters - Pricing, Marketing and Technological, that is extensively adopted by both types of telecom companies, i.e., incumbent and new, to dominate the Indian market.

323 Target Costing in Service Organizations – A Case Study of Hotel Kohinoor Continental, Mumbai and Emerging Strategies

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Indian Hospitality and Hotel Industry contributes 9.2 % of India's GDP. Indian Hospitality industry has bounced back since 2014-15 with rising trends in occupancy and sales revenue all over India from the long slowdown since 2009. Hotel Kohinoor Continental (a private limited company commenced in 1986 as a 3-star facility) has been chosen for the case study. It would focus on understanding the present cost system and operation processes, the study would explore the application of Target Costing in the hospitality sector.

410 Third Party Customers' Reactions to Service Failure and Recovery Encounters

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In many service settings, third party customers often witness service encounters of their fellow customers. This impacts their behaviour either directly or indirectly. Therefore, the purpose of this paper is to find why and how third party customers react to service failure and recovery encounters of their fellow customers. The study uses qualitative research methodology in which semi-structured interviews of 25 customers were conducted. Based on the content analysis of the transcribed interviews it has been found that third party customers show different types of emotions and behaviours based on their justice perceptions and cost benefit analysis.

436 An Empirical Study on Change in Buying Pattern with Reference to Food Service Industry

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The framework for research in digital marketing that highlights the touch points in the marketing process as well as in the marketing strategy process where digital technologies are having and will have a significant impact. Using the framework we organize the developments and extant research around and integrate these identified questions and set a research agenda for future research in digital marketing.

TE3
Session: Information Technology
02 Jan 2020 3:30-5:10
Session Chair: Swanand Deodhar, IIM Ahmedabad

188 Digital Platforms, User Behavior, Information Technology

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In this study, we model two distinct outcomes related to user engagement, namely, content consumption (e.g., watching a video) and content organization (e.g., adding a video to a playlist) as a function of observational learning (OL) and expert recommendation (ER) information signals. As indicated in the prior research, these signals do drive user behavior, including engagement, in online platforms. Building on this literature, we employ a series of randomized field experiments on a mobile e-learning platform to tease out the causal influence of OL and ER information signals on CC and CO. In information systems literature, these experiments represent a critical tool for eliciting the causal influence of digital interventions. Our results indicate that the two information signals exert highly asymmetric and uneven impact on the user engagement outcomes, revealing that the decisions processes and incorporation of external cues underlying the CC and CO outcomes are distinct. To sum up, the study presents important implications for predicting user engagement, especially in e-learning platforms, as well as for the design of such platforms.

225 Future of Subscribed Video on Demand Industry in India

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Software Analytics (SA) or Software Engineering Analytics (SEA) is a new buzzword. As the Analytics field is creeping into all the disciplines, SA/SEA is also not an exception. In this scenario, this article will try to understand new patterns of Software Analytics. With the help of online data, the manuscript is exploring software analytics with its applications. Initially, the manuscript is intensifying the web of science database statistics on this phenomenon. Later, this article is highlighting Software Engineering connotes and principles. The discovery is that entire process of planning, designing, developing, testing, deploying and maintenance of projects by software itself.

230 A Study on Management of Puberty Flock in the Era of Social Web

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Social web became national preference due to because of huge percentage of puberty flock and their awareness about the hypermedia. It became an essential technology for bloom to, Updating and motivating. Research study focused on, why social media became inseparable part of Indians and how to utilize it. Descriptive type of study conducted, Survey method has used for sample collection and Two hundred twenty respondents has involved in the study, Chi square test use for test. Study beneficiary for field of information technology as well as government for bright future of the youth.

324 Understanding Information Security Policy Compliance: A Media Synchronicity View

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Employee failure to comply with Information Security Policies (ISP) have resulted in unintended disclosure of sensitive information resulting in major losses for organizations. ISP are usually communicated using media such as email, documents, face to face interactions and video conferencing. While previous studies using media richness theory have explained media choice, our research focuses on media capability guided by the conveyance and convergence concept espoused by Media Synchronicity theory. We propose a laboratory experiment to understand how transmission velocity, parallelism, symbol sets, rehears ability and reprocess ability can impact employee intentions to comply with ISP.

387 DuPont model for analyzing the performance of the Indian Information Technology

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Information Technology (IT) consulting software and networking companies are considered to apply and analyze DuPont Model. ROE is calculated by three factors and five factors DuPont model. Empirical analysis of the study shows that DuPont Model is significant for Indian IT consulting software and networking companies. DuPont model uses the data from a company income statement and accounting statement if there is a manipulation in the data result may not be accurate. Different accounting practices by the companies may be treated as threat to the DuPont model calculation.

TE4
Session: Strategy-II
02 Jan 2020 3:30-5:10
Session Chair: Sebastian M P, IIM Kozhikode

274 Blockchain for Business: Opportunities and Future Directions

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Blockchain or distributed ledger technology (DLT) is a tamper evident and tamper resistant list of records called blocks which are linked in a secure and encrypted way. Blockchains have the potential to disrupt many businesses processes. Blockchain-enabled applications span across many sectors such as asset management, SCM, energy, finance sector, healthcare, education, governance, IoT, privacy, hospitality operations, data management, etc. The drivers of blockchain adoption include durability, immutability, privacy, transparency, security, tokenization, etc. The barriers to adoption include inter-organizational, intra-organizational, system-related and external barriers. Blockchain maturity may take many more years in spite of many successful implementation use cases.

357 Hard Resource Enhancement – Assessing Impact on Market Performance of Firms

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Practitioners and academicians have lent credibility to frameworks such as the VRIO Valuable Rare Difficult to Imitate and Organized to capture value by observing industry practices However the paper observes that the hard resource additions by way of technology investments by firms is viewed favorably by the markets Fewer papers address the reasons behind firms rationale for investing in competency generating assets Based on secondary data the study utilizes a Data Envelopment Analysis DEA technique to compare performance of firms using relevant inputs and outputs The findings are enhanced through other empirical tools that strengthen and reinforce the constructs.

360 Strategic Prioritization of Corporate Goals: a Novel Perspective

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Strategic planning literature dwells at length on accomplishment of corporate goals or objectives. However, there has been dearth of studies that address the imperative need to strategically prioritize these goals in terms of rewards and awards. This paper strives to plug this research gap by duly adopting the truth table logic from the domain of set theory in mathematics. With the help of cases of Dell, Hewlett-Packard, Compaq, Novelis, EMI and GEMS, the paper elaborates on these strategies and offers a prioritization flowchart for the realization of the corporate goals by firms.

471 Dynamic Capabilities and Dynamic Managerial Capabilities in New Ventures

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Dynamic managerial capabilities is often regarded as an extension to dynamic capabilities. This paper investigates the relationship between the two constructs and further extends it to the performance of the firm. Prominent characteristics in the new venture context, entrepreneurial orientation and entrepreneurial leadership, are also analyzed and the contingent nature of their relationships to the two primary constructs is elucidated. We employ a longitudinal study design using a sample of entrepreneurial firms. Our study illustrates the role of individual/team-level attributes in shaping (a) evolution of firm routines and (b) heterogeneity in firm performance.

479 Analyzing the Corporate Governance & Characteristics of Wilfully Defaulted Firms

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Loan Defaults by the Indian companies has been the major source of the current state of Indian banks. We study 300 defaulting firms and compare them with a matched pair sample of 300 non-defaulting firms to understand the corporate governance characteristics of wilfully defaulting firms. We pick the sample of defaulting firms available on CMIE Prowess IQ database from the list of wilful defaulters published by the banks. We have defined wilful defaulters as the firms that fail to repay the loans in spite of having the resources or have diverted loan funds for purposes other than borrowed for.

FA1
Session: Social Media
03 Jan 2020 9:20-10:40
Session Chair: Sreejesh S, IIM Kozhikode

339 Social Media Communication: Literature Review and Research Agenda

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Though social media advertising has become a prominent and growing platform to communicate the advertising messages, academic research in this domain has not kept pace with this growth. More importantly, the current understanding in this domain vastly diversified and critical questions remain unexplored. Thus, in this study, we conducted a systematic review of existing understanding and provided a synthesised framework of existing understanding, subsequently analyses the knowledge gaps in this domain. Thus, this study offers directions to future researchers by giving research directions and guidance to marketers who are into the field social media marketing and communication.

380 Helpfulness and Factors Affecting Continuance Intention of Using Social Media

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The study examines the factors that influence consumers to adopt social media platforms with particular reference to e-commerce platforms. A primary survey has been conducted using simple random sampling method. Factors derived from Exploratory factor analysis (EFA) i) Perceived Awareness; ii) Comprehensive and Instant information; iii) Comparison and selection and their usefulness in consumer decision making are discussed. Logit regression explicates effect of demographic factors (gender, age, income, and education) on the usage patterns of e-commerce platforms. Findings will help businesses in formulating social media marketing strategies and future strategic decisions. The study sample is limited to Jammu, India.

386 Social Media Impact on Tourist Destination Consideration

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User generated content on social media play an important role in destination consideration by tourists. Text reviews written by tourists on online travel platforms like TripAdvisor are considered reliable and trustworthy. Tourists making destination choice are not only influenced by the valence of the review but also consider the reviewers attributes to ascertain the credibility of the review like an expert reviewer versus a novice reviewer. The present study using experimental design intends to understand if the reviewer characteristics influence the decision of a tourist in considering a tourist destination.

406 Technology Challenges in Social Networking and Cyber Security

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Cyber-Ethics, Cyber-Safety, and Cyber-Security issues need to be integrated in the educational process beginning at an early age. These trends are posing a threat to human security, and there is a need for greater Government security and awareness amongst citizens to safeguard their information on the World Wide Web. This paper focus on social media and social network challenges and risk involved in the social network because of the increasing number of user. The paper also describes the recommendation to secure the personal information of the user.

FA2
Session: Buying Behavior
03 Jan 2020 9:20-10:40
Session Chair: Suraj Shah, Ganpat University

185 A study on the impact of lifestyle on youth product purchase decision

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This paper examines the lifestyle variables that influences consumer decisions while purchasing the electronic goods. With the recent economic growth in India a new generation of consumers are growing continuously who give importance to the way of life. The study focus on youth lifestyle and their influence while purchasing shopping goods. A survey instrument was developed using Likert's scale and data was collected from the college students in the city of Bangalore. Findings revealed that youth purchases products that reflects their lifestyle and they use brand name as a criterion to exhibit their lifestyle at workplace and social gatherings.

286 A Quantitative Study on Challenges in Organic Clothing Purchase Behaviour

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With the term "organic" gaining attention globally among consumers, apparel retailers are bringing organic clothing range in their offerings. But price has remained a challenge and it needs to project real value of organic apparels taking care of cost and monetary benefits. Hence the current paper examines role of price and perceived value in the context of purchase behaviour for organic clothing. Data was gathered basis an online questionnaire survey with 200 respondents. The result revealed that price significantly impact perceived value towards organic apparel purchase behaviour. Also, perceived value substantially influences purchase behaviour.

301 Factors Influencing Green Brand Loyalty and Green Purchase Behavior

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This study discusses the influences of green perceived value (GPV), green trust (GT), green brand loyalty (GBL) on green purchase behaviour (GPB) of Indian consumers. Structural equation modelling (SEM) is used to obtain the empirical results of this study. The results are as follows: First, this study finds that GPV has a positive effect on GBL and GPB. Second, this study points out that GT has positive effects on GBL and GPB. Third, this study observes that GBL has a positive effect on GPB. Fourth, this study verified that GBL mediates the positive relationship between GPV and GPB as well as GT and GPB.

451 An Empirical Study to Measure Millennial's Buying Behavior with Reference to Cause Related Marketing: - Examining Moderating Role of Cause Brand Congruence in Western India

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Cause related marketing is a very effective way to build the brand, to reinforce, demonstrate and bring life to corporate values. Cause brand congruence is the degree of congruence between a cause and a business's product/service. This study tries to measure the moderating effect of cause brand congruence on the relationship of cause related marketing and consumer buying decision. A research gap on the said topic which will add more knowledge and information in the limited available pool which provides new direction to academics, corporate world and to the society as a whole.

FA3
Session: Business Schools
03 Jan 2020 9:20-10:40
Session Chair: Ramaswamy Nandagopal, XIME Kochi

186 An Investigation of NEO-FFI and Placement Ease of Business Management Students

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India is facing the challenge of talent shortage which is attributed to skill gap. There seem to be a definite slip between the lip and the cup, considering the robust educational institutions of India. Outcome of any planned effort is a combination of intelligence, personality and non-cognitive factors like self-efficacy, emotional intelligence and environment connected factors. This empirical paper investigates the association between personality type captured by NEO- FFI and the ease of placement of business management students. External factors like job availability are not factored in for this particular study.

190 Factors Predicting Attachment towards Business School Brand

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Significant research has been conducted in the context of consumer love towards various good and service brands. In service domain, brand attachment has been investigated mainly in the context of hotels. We investigate factors such as infrastructure, ranking and accreditation, faculty resources, alumni network and placements in predicting business school attachment, which further predicts social media advocacy and alumni community kinship. The relationships are tested using PROCESS. The model will help business school management to enhance alumni engagement and earn brand reputation through brand co-creation with students and alumni.

337 Enhancing the Teaching-Learning experience in Management Education: through its Faculty Development Programs

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As is mentioned in various studies, faculty development is a continuous process and not only just providing some workshops and lectures, which is not expected to change faculty members' way of teaching overnight. Studies in literature has described varied features of faculty development that make it effective. An ambience of a network of the academicians with the industry would have to be aimed for to help the faculty be updated with the latest dynamics & processes happening in the sector. As the faculty is a link between the corporate & the student body to gain knowledge/skills/attitude of real time situation.

404 Influential Factors in Business School Selection – Students' Perspective

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Management education has expanded in recent years to include various aspects of the changing business scenario. Today, business schools all over the world are competing with each other for enrolling students for their various programmes. Each business school has its own competence and strategy for enrolment. Prospective students too, look at various factors while deciding on the choice of business schools. This paper makes an attempt to identify the factors that contribute to the choice of business schools by students based on a study conducted among 1500 MBA aspirants in South India.

FA4
Session: Marketing-I
03 Jan 2020 9:20-10:40
Session Chair: Joffi Thomas, IIM Kozhikode

163 Impact of Brand Authenticity on Brand Resonance among Soft Drink Consumers

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This paper explores the effect of brand authenticity on brand resonance. A self-administered survey questionnaire is used for the purpose of data collection. 159 soft drink consumers' data is analyzed using SPSS25 AND SPSS AMOS Graphics. EFA, CFA and structural equation modeling is used for the data analysis. The result show that brand authenticity has direct effects on brand resonance. Managerial as well as theoretical implications are discussed along with limitations and future research.

370 Marketing Concept: Examining AMA Definitions and Its Evolution

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The concept of marketing has evolved with the changing demands on marketing discipline by the firm, connected institutions and society at large over the years. The marketing concept defined by AMA in 1935 has undergone re-conceptualization in 1985, 2004 and 2007. The underlying reasons for the evolution in the very conceptualization of marketing are examined in this paper synthesizing extant literature. The paper further explores the potential impact of some of the contemporary practice developments in further shaping the marketing concept.

372 Webcare as Online Recovery Intervention: Conceptualization and Measurement

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In this research, we formally define and develop a psychometric instrument that measures “Webcare” efforts made by marketers. Accordingly, three dimensional, the 14-item psychometric tool to measure Consumers’ Perceived Webcare (CPW) is conceptualized and validated. From an academic perspective, we believe that CPW can contribute towards advancement in direct marketing literature and online service recovery literature. From a practitioner’s perspective, the study findings will help managers to efficiently manage the process of designing and executing online response strategies while trying to resolve customer complaints and attract customers online.

431 A Dream Launch- Kia Seltos - Beating all Odds with a Game Changing Launch

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Kia motors which showcased Seltos in the Auto Expo 2018 and soon after announced the launch of Seltos in July has attracted bookings of over 32,035 cars within three weeks after pre-bookings began from July 16 The day of launch of Seltos on 22 August 2019 Shim CEO said The roll-out of the first Seltos is an emotional moment for all of us especially for the people at the plant as we worked together relentlessly to build the future of Kia Motors in India The first Seltos is the symbol of our promise and commitment of Kia to India.

FA5

Session: Human Resource Management

03 Jan 2020 9:20-10:40

Session Chair: Swapna Patawari, *J N Vyas University*

204 Green Human Resource Management: Policies and Practices for Sustainable Development

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As the corporate world is going global, the business is experiencing a shift from a conventional financial structure to modern capacity-based economy which is ready to explore green economic facets of business. Green HRM has become a key business strategy for significant organisations where HR Department play an active part in going green at the office. A large part of the workforce feels strongly about the environment as employees today are more committed and satisfied with the organisations that take a proactive part in endorsing green. This paper suggest Green Strategies.

229 Enhancing Productivity through Labour Reforms for Economic Development

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Capacity to uplift and develop people lives depends on economic development. The labour policy of a country should, while ensuring basic rights and protections for working people, also contribute to the creation of an environment conducive to economic development and wealth creation. Creation of an enabling environment is a prerequisite for the promotion of sustainable enterprises. This paper reveals the importance of a vibrant economy to have a labour relations regulatory frame work which is consistent with the needs of the world of work.

295 Effects of Organizational Climate on Employee Performance

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This study was designed to examine the impact of organizational climate on employee performance among bank employees in Kerala. The various constructs used in the study were conceptualized as reflective on theoretical considerations. The mediating role of work-life balance is also analyzed to establish the relationship between the variables. The study is descriptive and it revealed that organizational climate factors significantly influence one's job performance. The partial mediating effect of work-life balance is established. The study concludes that the improvement of organizational climate factors can boost the work-life balance among employees and this will ultimately lead to better performance.

308 Workplace Incivility and its Effect upon Service Employee Creativity

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The current study aims to explore more insights on different sources of workplace incivility (supervisor, coworker and customer incivility) and examine its impact on service employee creativity and also analyse the underlying mechanism that shapes the said relationship through the lens of Conservation of Resource Theory. This study is the first attempt in service settings, where we considered the negative impact of three sources of workplace incivility simultaneously on employee creativity through the sequential effect of emotional labour strategies (deep acting and surface acting) and emotional exhaustion which enables the organization to reduce the occurrence of workplace incivility.

FA6
Session: Indian Industry
03 Jan 2020 9:20-10:40
Session Chair: Puja Khatri, GGSIP University

256 Embracing Industry 4.0 with Right Traits Set: Scale Development and Validation

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Digitalization has a far-reaching impact on all level of organization. The milieu is left unattended for manufacturing sector. The situation complicates further by volatile, unpredictable, complex and ambiguous conditions (VUCA) of the prevailing environment; representing arrival of Industry 4.0. It takes special traits to lead an organization amidst such circumstances. Literature on characteristic features of Industry 4.0 and its impact is profusely available; however, an instrument to quantify traits needed in next-generation Industry 4.0 leaders is the research gap. '4.0 Leader's Traits' focuses on theoretical work of Industry 4.0 to draft a scale for measuring these specific leadership traits.

262 Technology Adoption, Growth and Human Resource Accumulation: A Study of Banks

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Technological advancements lead to high end automation, redefine the role of human element in work settings and facilitate business growth. This is faster in banking sector as evidenced by sophistication in operations and delivery. However, banks face pressure from performance, compliance and competition fronts. The present study examines the momentum of business growth in relation to human resource accumulation and technological adoption in the major banks operating in Kerala. Techniques of differential calculus are used for examining the relationships. The results provide insights into man-machine dynamics and expected business outcome in banking sector.

319 Correlates of Industry 4.0 Leader Traits and Sustained Employability: A Study of Manufacturing Sector in Delhi – NCR, India

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Industry 4.0 and IoT has had a considerable impact on changes in business model, strategy formulation, and sustained employability parameter. Businesses need to redefine strategies, implementation modalities and leadership style, to succeed in the new business environment. Leader traits suitable for Industry 4.0 will be mandatory in the coming time for working towards employability sustenance amongst workers especially in the turbulent manufacturing sector. The study found a significant correlation between 4.0 leader traits and employability sustenance. The novelty of the study lies in examining this issue from the prism of gender stereotypes which are ingrained in the societal fabric.

481 Effects of Disruptive Technology in Agriculture, Manufacturing & Service Sector

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People used to follow Barter System for exchange of goods, but lately it has been replaced by currency. Currency is going digital, Bitcoins gaining importance. Since time immemorial we have witnessed disruption but the scale of disruption in the recent past has been significant. The financial and agricultural sector disruption are verily game-changers. Invention of technologies like Hawk-Eye, Hot-Spot has made the decisions accurate in Sports. Reason–We are evolving with “DISRUPTIVE TECHNOLOGY”, which is one that replaces an existing technology and brings about a path breaking change in the industries involved. Our article provides anecdotal evidence of the changes wrought by Disruptive Innovation.

FB1
Session: Auto Industry
03 Jan 2020 11:00-12:00
Session Chair: Sriram Soundararajan, IBS Hyd-IFHE University

238 Automobile Industry in India at the Crossroads – Changing Trends in Consumer Behavior

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Unprecedented slowdown in the automobile sector caused market leader, Maruti Suzuki India to reduce production by almost 18%. All major car manufacturers have also seen a double digit decline in the passenger category sales in India. While the slowdown in the economy may be partially responsible for this, there is reason to believe that there are some fundamental changes in consumer buying behavior which are impacting the trends. The present paper analyses consumer behavior, with specific reference to the automobile sector, using qualitative and quantitative research.

361 The Perspective of Bifocal Vision in the Global Automobile Industry

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Strategic management literature talks about the perspectives of inside-out, outside-in and bifocal vision and their impact on the performance of companies in various industries. However, there is paucity of literature in terms of their application from the perspectives of organic, semi-organic and inorganic growth strategies in the global automobile industry. This paper endeavors to address this research gap by discussing related cases of General Motors, Dacia, Hyundai, Compaq, Apple, Google, and Cisco. Appropriate managerial and organizational takeaways were highlighted along with limitations of the study and pointers to future research.

432 A Market Leader - Maruti Suzuki, battling Auto Sector Slowdown

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Maruti Suzuki being India's largest car manufacturer faced the worst hit, recording a decline in sales up to 17.48% in the month of August 2019, as per the data released by the Society of Indian Automobile Manufacturers (SIAM). The company came out with a new emerging segment launch, namely a compact SUV like Espresso along with a face lifted and more premium version of the Ertiga, in the form of XL6 Model. Maruti Suzuki, has always been the master of new strategies. What does the future hold, for this market leader would be the question in everybody's mind?

FB2
Session: Solar Energy
03 Jan 2020 11:00-12:00
Session Chair: Prakash Rao, *Symbiosis Institute of Intl Business*

284 SDGs and Cost-benefit Optimization of Solar Energy Generation in India

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The benefits of electricity generation through the renewable sources particularly the solar energy is beneficial more on social and environmental prospective. On economic aspect per unit cost of thermal energy is still more competitive than solar and to achieve India's energy goals that satisfy rising power demands there is a need of optimization of cost and benefits of unit produced through solar energy sources. This study attempt to develop an Optimization model for per unit cost of electricity generated through the solar energy and it's implied cost.

302 Recycling of Solar Panels in India: Future Challenges and Opportunities

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The renewable energy sector is expected to grow by 48 % or 825 GW by 2021 and solar panel deployment at 30,000 panels per hour by 2021. Significant, solar PV installations are likely to result in huge solar waste. The present paper aims at providing recommendations to regulators that creates an environment which covers the risk from solar waste into a business opportunity. The study focuses on an assessment of projected solar PV waste generation in India till 2050 developing a policy framework/model for solar PV waste management in India and to study the benefits of solar PV recycling.

390 Challenges in Commercializing Solar Energy Technology in India

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Solar energy innovations have paced up to mitigate climate change. Yet commercialization of the same is not happening. The innovations and their commercial use were studied in order to figure out the lacuna in the system. To understand the reasons behind the lack of commercialization, patent analysis and questionnaire survey was conducted. Concerns include, the use of patents by academicians. The gap in communication between the inventor, the Bank providing the loan and the seller. Last but the key problem is the lack of proper legislations. The policy lacuna is the focus of the study to ensure better commercialisation.

FB3
Session: CSR
03 Jan 2020 11:00-12:00
Session Chair: Dipti Sethi, Indus University

161 Opportunities Accompany Challenges

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Uncertainties are challenging some basic principles of management to address larger audience. My paper will describe some common challenges faced by management of any organization. Will list a few and have a detailed discussion on about 3 of them. The pace of environment change Top Line Growth vs Bottom Line Control Revenue vs Margin Trade Off Disruption from Innovation Political/Socio-Economic/Demographic changes Consumer Behavior Though Challenges are mostly perceived as negative will present a positive side for some of them and discuss the opportunities which accompany these challenges. Will also pass on some quickly adoptable tips to maneuver.

304 Role of CSR Communication Mode and its Effect on Message Effectiveness

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The objective of this study is to examine the importance of message construal (abstract vs concrete) to and its relevance in the case of symmetric and asymmetric message modes of CSR communication. More specifically, this understanding is desperate, because little or no research so far explored the questions, such as: how does mode of CSR message communication influence message related outcomes, and does the message construal level play any role in conditioning the effect of mode of CSR communication, and in turn, message related outcomes.

368 Business Challenges in Changing Environment & Financial Implications of CSR

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Business Challenges in Changing Environment and Financial Implications of Corporate Social Responsibility: A Critical Review. Changing global outlook on business structure, policy, environment and performance on corporate social responsibility (CSR) is a pertinent issue for all the stakeholders. The global environmental risk has also catalyzed the movement towards sustainability. The paper critically evaluates literature on the relationship between CSR and financial reporting, earnings management, capital structure, tax avoidance and cost of capital from theoretical and empirical viewpoints. The conclusion discusses future research gaps in the field from a global perspective.

FB4
Session: Customer Satisfaction
03 Jan 2020 11:00-12:00
Session Chair: Sapna Popli, IMT Ghaziabad

206 Predicting Customer Satisfaction using Key Performance Indicators of a Project

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As often seen in IT industry, even a timely delivery of a project within defined costs and considering customer feedback doesn't ensure customer satisfaction and project managers need a solution on how to assess this dissatisfaction. This paper aims at providing a model to predict customer satisfaction using key performance indicators (KPIs) of a project so that project managers need not focus away from project execution. 38 completed projects were evaluated and stepwise regression was used with 56 KPIs as independent variables and customer satisfaction as dependent variable. The results gave four linear models that could be implemented.

309 Impact of Shopping Environment on Customer Satisfaction

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Shopping through Click and Brick both provides different environment of shopping to consumers. The study aims to determine how availability price and procurement of required product creates an environment that puts an impact on buyers to shift from click to brick or use both as a purchasing tool. The 2 modes can potentially coexist and aid in ensuring higher customer satisfaction. The findings are coincident with satisfied customers shopping pattern which suggest that many consumers gather online information regarding products yet purchasing from brick and mortar stores or vice-versa. Further Empirical research can be done to take in-depth knowledge of subject.

433 Customer Experience Management: An Employee Perspective

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Customer Experience Management over the last decade has become not only an important discussion subject in corporate corridors and branding conversations but is also being as seen as the only source of sustained competitive advantage. Recent reports and articles have documented the heightened interest and attention on customer experience across organizations there is also ample reporting about the difference in perceptions of the kind of customer experience senior leadership believes their organizations deliver and what employees and customers say happens. The focus of this paper is to present these differences and recommend a way forward.

FB5
Session: Finance-I
03 Jan 2020 11:00-12:00
Session Chair: Kiran Mehta, Chitkara Business School, Chitkara University

232 Foreign Exchange Remittance Behavior of Non Resident Indians: An Empirical Study

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Remittances sent back home by migrants are an important component of the development finance of less developed countries and developing countries. According to World Bank's Migration and Development Brief, India retained its position as the world's top recipient of remittances with its diaspora sending a whopping USD 79 billion back home in 2018. This study done in State of Kerala which leads the number in remittance (19%) highlights the foreign exchange remittance behavior of NRIs. Researchers have tried to investigate the variance in remittance behavior with respect to demographic profile.

257 Theme Restaurant's Idiosyncrasy and their Stimulus on ROI: An Orthogonal Approach

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The demand for upgraded and urbane products which gives a personalized feel has gone up especially in service sector. In India, the focus towards the themed restaurants is limited. Based upon the theory of expectancy disconfirmation, this study complements to the customer satisfaction literature by investigating important attributes of themed restaurants like Quality of food, Quality of Service, Atmosphere, Novelty and its impact on ROI. The results showed that the customers gave importance to the quality of food, quality of service and interestingly atmosphere was given more importance. The quality of food and service were significantly influencing ROI.

293 Heuristic Behavior Biases and Investor Classification

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There are various explanations to biasness in behavioral finance but heuristics is one of the most essential explanations for biasness. The existing literature has cited numerous evidences that how systematic biases affect both personal and profession decision of an investor. The study has extended the previous work of researchers by identifying and classifying the cases into homogeneous groups based on elements of heuristic behavior and investment and personal profile of investors. The most remarkable finding of the study is that it gives five clusters of the investors that can be effective to examine the behavioral biases of individual investors.

FB6
Session: Workshop
03 Jan 2020 11:00-12:00
Session Chair: Kishwar Joonas, *Prairie View A&M University*

388 Paper Development Workshop - Theory-Building Papers and Systematic Reviews

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A subject advances when studies are designed in a way that builds logically based on the findings of prior studies. In this context, researchers always look for new and novel theories and models that can serve as a platform for future research. The focus of this workshop would be Purpose, Methodology and Structure of a Review Paper: Theory building papers and Review studies are supposed to identify research gaps and suggest exciting new directions for a given field of research, many times with reference to Methodology, Constructs/Variables, Theory and Contexts. We propose to discuss about different types of Reviews. Type 1: Review aiming for Theory/Theoretical Model/Framework Development Type 2: Theory-based Review. Type 3: Theme-based Systematic Literature Reviews with Directions for Future Research Type 4: Framework based Review Type 5: Structured Review focusing on Methods, Constructs, Context and Theories Type 6: Bibliometric Analysis

FC1
Session: Higher Education
03 Jan 2020 12:10-1:10
Session Chair: N Ramachandran, IIM Kozhikode

201 Game- Based Learning: A Solution for Current Issues in Higher Education?

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Game based learning can be considered as a pedagogical intervention to the most striking problems in higher education like lack of intrinsic motivation of students and actively disengaged students. Games have some unique features like flow, immersion, skill, challenge and competition which can create game experience. This game experience if be able to enhance engagement, intrinsic motivation and deep learning will definitely result in better student performance and learning outcome.

235 Institutionalizing Entrepreneurship in Higher Technical Education

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In India every year lakhs of students pass out as engineering graduates, attempting lakhs of academic projects. Even if 10 percent of these students' projects could be converted to industry or society useful products, it can greatly change the innovation, employment and entrepreneurial landscape of the nation for the better. This consideration also gives rise to a novel strategy for integrating entrepreneurial education with engineering curriculums. This paper proposes a novel strategy for institutionalizing entrepreneurship education in engineering institutions, based on kindling and nurturing entrepreneurial aspirations into students, starting with well documented cases studies of two greatly successful beginning steps in this direction, making the proposed scheme look quite promising.

435 Factors for Implementation of ERP in Higher Education – A Literature Review

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Implementing ERP system is complicated and very costly too, Higher Education Institutions (HEI) are not able to implement ERP successfully. It has been claimed that many HEI meet their expected outcomes only 60% to 80%. As per the available literature about ERP implementation in HEI, many countries struggling due to varies factors. This paper is going explore the literature reviews of various important factors for successful implementation of ERP in HEI particularly in Indian context.

FC2
Session: Retail Business
03 Jan 2020 12:10-1:10
Session Chair: Kala Seal, Loyola Marymount University

210 Empirical Study on Consumer Buying Behavior in Men's Fashion Apparels Retailing

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India's retail apparel market will be worth \$59.3 billion in the year 2022, making it the sixth-largest in the world (McKinsey's FashionScope, 2019). This study on Consumer Buying Behavior in Fashion Retailing, specifically focused on Men's Fashion Apparels, is an attempt by the researchers to understand the type of fashion apparels men buy & their preference for branded or unbranded fashion apparel. Efforts have also been made to understand the brand attributes, price attributes and promotion attributes involved in their decision making & whether there is any significant relationship between demographic variables & buying behavior.

384 Factors for Adoption of Automated Food Retail: A Multi-country Perspective

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Recent advancements in automation technology, robotics and machine learning have opened up opportunities for serving customers in the food industries (both restaurants as well as in packaged products in retail stores) through human-less yet efficient interaction. Through a combination of secondary academic research and interviews with primary sources in the industry, we seek to establish a comparative framework by which a firm can analyze the benefits and potential risks of pursuing automated food retail in four of the largest global economic markets – China, Japan, South Korea, and the United States.

454 Enhancing the Retail Know-how through Experiential Centres: An Inquisitive Study

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The demand for upgraded and urbane products which give a personalized feel have gone up. This led many brands to launch experience centres. They aim to provide a convenient way to physically experience their products. This helps the brands to connect with their customers and build the brands upon their feedbacks. This article investigates and analyses the characteristics of experiential centres in Chennai, both in the view of marketer and customer. Further, the research addresses the issues of how to build and execute experience centres, and develops a model that intends an innovative way of viewing.

FC3
Session: Indian Case Studies
03 Jan 2020 12:10-1:10
Session Chair: Sudershan Kuntluru, IIM Kozhikode

395 Role of Family Ownership on Firm's Cash Holding: An Indian Perspectives

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Family ownership plays a significant role among Indian Corporates. The present study examines the relationship between family ownership and firm's cash holdings. We test the hypothesis that firm's cash holding increases when the family ownership is low and vice-versa based on the large sample drawn from NSE listed companies. The existing literature show mixed results. Fixed effect and random effect model are employed to analyze the relationship between those variables.

414 Adoption of IND AS and Value Relevance of Accounting Information: Indian Case

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In India IND AS similar to IFRS is implemented in a phased manner with effect from financial year 2016-17 Contrary to existing accounting report framework IND AS brings major changes like fair value of accounting substance over form and consolidation This paper examines the influence of adoption of IND AS on value relevance of accounting information The sample is drawn from Nifty 50 companies It is hypothesized that IND AS has improved the value relevance of accounting information Empirical tests examine the association between IND AS accounting information and stock market return The results have important implications to users

440 Effectiveness of FinTech Software on Indian Financial Institutions

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FinTech software have grown widely during last decades and generated great impacts on traditional financial institutions and led to huge alteration in the ways of providing the financial services. The constant development of the financial services has stepped into new stage, where new entrants impact even more challenges escorted by threats. Questions started to appear about the future of the financial institutions, since the new entrants provide the same services of officials in an effortless manner. The aim of this study is to extend the existing knowledge about the current and potential effects of FinTech software on financial institutions.

FC4
Session: Infrastructure Industry
03 Jan 2020 12:10-1:10
Session Chair: Sinimole K. R., NDL-IMSR

397 Highway Development Goals of India and Capital Structure Optimization of NHAI

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Highway development in India is largely supported by National Highway Authority of India. The average cost of capital for NHAI soared due to huge time gap between blockage of funds and collection of revenue. Recently Government of India has shown a concern over rising debt of NHAI which crossed Rs 1.78 Lac Crores and its contingent liabilities being doubled. There is urgent need for restructuring the revenue model of NHAI and optimize its capital structure. This study attempts to examine and develop a model that can provide an optimal solution for capital restructuring of NHAI in light of Goal 9 of SDGs

434 Analysis of Water Institution-performance Interaction of Water Sector in India

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This study aims to evaluate the institutional-performance interaction in the context of the water sector in India. A survey was administered to collect information on the perception of water experts in terms of different indicators including water laws policy and administration in India. Legal accountability provisions, water transfer policies and use of science and technology application along with reliable data turns out to be most significant factors for water sector performance in India. Principal component analysis (PCA) and multiple linear regression were used to find out the significant factors and their effect on the overall water sector performance.

476 Impact of GST and Demonetization on the Performance of Real Estate Industry

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GST and Demonetization were two bold decisions taken by the Indian government. These decisions were shocks for many businesses, especially the ones that had large number of transactions in cash. Real estate industry is the second largest employer after agriculture which is slated to grow at 30 per cent over the next decade and is a critical driver of economic growth (Economic survey 2017-18). Demonetization, implementation of Real Estate (Regulation and Development) Act, followed by GST in quick succession has severely impacted this industry. This paper studies the impact of Demonetization and GST on the performance of this sector.

FC5
Session: Finance-II
03 Jan 2020 12:10-1:10
Session Chair: Preetha Chandran, *CMS Business School*

244 A Reflection on the Post-crisis Financial Reforms in the Developing Nations

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There have been tremendous changes happening in the turf of banking supervision to handle the after-effects of the financial crisis of 2007-08. The motivation behind this paper is to provide insights into this matter and to look into the residual impediments in the field. For this, a critical analysis has been done in the five developing nations namely India, Malaysia, Sri Lanka, Bangladesh, and Thailand. The steps taken by the various governments in these sensitive matters to improve the constitution of financial markets have been reviewed as well to represent a concise and comprehensive assessment of multifaceted financial norms.

394 Financial Assets that Offset the Effects of Inflation

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This study aims to understand the behaviour of various financial assets during periods of sustained inflation through a meticulous review of various empirical research papers to discern which financial asset performs as the best hedge against inflationary pressures in India. Through Boolean search, a methodical review with narrative synthesis was performed. Evaluation and eligibility of research papers were based on PRISMA (Preferred Reporting Items for Systematic reviews). Results reveal gold and silver to be effective hedges against expected WPI inflation rate in the short run. Indian stocks are a poor hedge against inflation.

401 Insights of the Demand Side Characteristics of Business Legal Expense Insurance

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This purpose of study is to explore the business legal services hiring practice to understand the demand side characteristics for business LEI in India. An in-depth interview of 30 SMEs of NCR Region, Delhi, India found that firms mostly engage in litigation with supply chain partners, firms mostly rely on CA, legal service providers (LSP) for litigations, maintain long-term relationship and replace LSP because of professional-negligence, legal expense fully borne by the firm, has limited awareness of Legal Technology Companies and consider business LEI, if offered, may help reduce complexity related to litigation at lower cost. Implications are also discussed.

FC6
Session: Workshop
03 Jan 2020 12:10-1:10
Session Chair: Rama Seth, *Copenhagen Business School*

342 Conducting High Quality Empirical Research

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In practically all business disciplines, empirical research is sought not only for validation of research theses, frameworks and models but also for providing the building blocks for knowledge accumulation. However, empirical validation of theories goes beyond mere statistical or qualitative analysis of data; high quality empirical research requires, among other imperatives, multiple alternative hypotheses, sound research design, bias-free data collection and appropriate analytical techniques. This workshop will identify the various issues in current empirical approaches and provide guidelines and techniques for ensuring that research conducted is not only scientifically valid but also worthy of publication in top academic journals.

FE1
Session: Accounting and Auditing
03 Jan 2020 3:00-4:40
Session Chair: Rachappa Shette, IIM Kozhikode

245 Positive Accounting Theory and Agency Costs: A Critical Perspective

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We study the relevance of Positive Accounting Theory (PAT) in today's dynamic environment. It focuses on firms' choice of accounting techniques. It also considers the manner in which firms will react to proposed accounting records. Even after its huge contribution to the field of accounting, it is not fully developed. In this view, the agency theory breaks down as a positive theory as it does not cater for the theory of accounting regulatory development. We need to develop affluent theories based on either better rationality assumption or which considers a broader view of organisational behaviour.

246 Literature Review on Methodological Aspects of Audit Independence and Materiality

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This paper focuses on the literature, contributes to the philosophy of audit materiality and auditor independence. The study covers a large period ranging from 1996 to 2019. Auditing provides an independent examination of the books and accounts. The concept of audit materiality and independence of the auditor plays a vital role in the process of expressing an opinion by the auditor. The level of materiality determines the reliability of the audit report and independence ensures the quality of the opinion. The major implications of the study indicate the importance of auditing standards and the improvement in the regulatory requirements.

303 Understanding the Critical Value Drivers Determining the Key Account Management

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The objective of the study is to offer insights into these critical value-drivers and examines its impact on managing KAM performance and analyse the crucial intervening mechanisms which shape the said relationship as extant literature is lacking insight about the understanding. More specifically this understanding is desperate because no research so far explores what drives value in KAM and how does it drive KAM performance. Hence in the study we proposed that the value drivers configured at three levels such as organizational strategic and tactical levels.

355 Blissfull Bounties: Demystifying Accounting Equation and GAAP

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Picture case submission: For an entry-level B-school graduate with non-commerce background, accounting sounds like French. Not only it is critical for an accounting faculty member to break down the concepts into micro nut and bolts, the same needs to be presented in a manner which can be retained by these students. The above task is particularly difficult when the attention span is reducing. Picture cases, therefore, are more effective to enable a faculty member help explain the concepts to a beginner in accounting. In addition, comic style of designing the pictures enables greater interest from the students.

407 Are Accounting Standards Written in Plain Language?

Rachappa Shette, IIM Kozhikode, rachappa.s@iimk.ac.in

Understandability of any written document is one of the important features of the document. Similarly, Sir David Tweedie, Chairman of International Accounting Standards Board, emphasized importance of writing International Financial Reporting Standards (IFRS) in plain language. Therefore, this paper aims to evaluate the written language used in IFRS using Fog Index as dummy of readability. Empirical analysis of readability documents that the IFRS are not written in plain language. The written language used in writing IFRS is difficult and require post-graduate level of education to understand them. Written language analysis of IFRS is the contribution of this paper.

FE2

Session: Tourism

03 Jan 2020 3:00-4:40

Session Chair: Sangeetha Gunasekar, *Amrita School of Business*

275 Critical Analysis of the Attitude of Indigenous Communities towards Ecotourism

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Research has been carried out to study if the popular models in the literature for testing the attitude of the local community towards tourism hold relevant in the case of indigenous communities who are dependent on tourism. The objective of this research is to model the resident community support for ecotourism development in the case of indigenous communities based on factors found to impact responses towards it. Data were collected from six tribal colonies presiding within the core forest area of Parambikulam Tiger Reserve, the models and hypothesized paths were tested using WarpPLS6.0 structural equation analysis package.

311 Wine Tourism Experience in India

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Wine Tourism is an upcoming tourism activity which contributes to the economic upliftment of the wine regions and a supportive vector between wine production industry and tourism sector. The main objective of the study is to analyse the wine tourism experience in India using experience economy model (4Es). Social media survey was selected as a research method. This study is focused on the rising niche market of wine tourism in India surrounding Nasik, Pune and Bengaluru. The findings are expected to show the expectations from the wine tourism from the perspective of the visitors.

340 Shopping Experience Impact on Tourist Destination Decision

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Tourist shopping is a lucrative revenue source for many tourist destinations. Tourists shop for specific souvenirs at tourist destination that remind them of their experience at the destination. Shopping experience shared online by reviews in social media influence the tourist destination decision. The present study examines the importance of various aspects of the shopping experience that might impact the tourist destination decision of tourists travelling to India. Online social media user generated text reviews would be qualitatively analysed to understand the various shopping attributes.

503 A Conceptual Study on India's first heritage city Ahmedabad With reference to heritage walk- A Tourist Attraction

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Ahmedabad is the most powerful city since ancient times. As it had the benefit of good geographical suitability of business mostly attracted by the Mughals and they came with their own heritage and built many monuments for their livelihood and attraction. It cover architecture heritage which is first in India beautifully crafted in ancient era. Long heritage management related activities have been studied by sociologist, heritage management experts, anthropologists and. This exploratory study suggests various marketing strategies that can be implemented through heritage walk to promote heritage city Ahmedabad.

FE3
Session: Entrepreneurship
03 Jan 2020 3:00-4:40
Session Chair: Maran K, Sri Sairam Engineering College

187 Challenges of Young Entrepreneurs in Manipur

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Manipur is a place faced with difficult geographical terrain, limited economic opportunities and problems of instability in law and order. These have had their impact on smooth functioning of the economy in the state. In such a challenging environment, many young entrepreneurs are operating their business successfully with profits, overcoming unfavourable odds against them. This paper focus on such few young dynamic entrepreneurs who are successfully managing their business operations in Manipur despite the various challenges. Statistical tools have been used to substantiate how these entrepreneurs are coping up in this adverse environment.

241 An Analysis on Onboarding in Entrepreneurial Ventures in Indian

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With the initiative like Make in India the ease of doing business has increased resulting in increased entrepreneurial ventures. Most of the startups fail to sustain and this percentage is highest for India as 26.4 %. Lot of factors govern the success of an entrepreneurial venture one of them being onboarding of employees and other stake holders. The best strategies for onboarding will ensure a sustainable eco system for the successful scale up of the entrepreneurial ventures. The qualitative approach used in the paper highlights the importance of onboarding in the entrepreneurial venture with special reference to India.

371 Financial Empowerment and Entrepreneurial Behavior of SHG Women: an SEM Analysis

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In present study financial empowerment of an individual is defined by 11 variables which considered earning and decision-making capability. The entrepreneurial behavior of an individual is defined by eight variables. The objective of the present study is to assess the impact of financial empowerment of women associated with SHGs in Rajasthan on the entrepreneurial behavior. Structural Equation Modelling (SEM) technique is used for analysis. The model fit is considered good as CFI is 0.892 and RMSEA less than .08. The effect of financial empowerment on entrepreneurial skills is 1.273 and entrepreneurial aptitude is 1.192.

448 Empowerment of Rural Entrepreneurs and Influencing Factors

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Rural India emerges as a developed nation still a vast majority of people in the country depend upon agriculture and allied activities for their living and most of them live in rural areas Success in achieving the set development objectives in the country rests primarily on the development of rural areas This paper mainly hunted to determine the factors influencing the empowerment of Rural entrepreneurs growth in rural areas and the study targeted to assess the perils and critical factors disturbing the rural entrepreneurial development of a business.

472 Business Model Design and Entrepreneurial Orientation

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Adopting an entrepreneurial orientation has been found to be positively related to firm performance. However the underlying processes by which firms undertake such an orientation is still unclear. This paper demonstrates how the creation and manifestation of an entrepreneurial orientation by firms and its link to financial performance is contingent on its business model design. Two specific models, novelty-centered and efficiency-centered, are investigated using a sample of new ventures that have recently gone public. The direct and indirect effects via entrepreneurial orientation of business models are estimated unearthing the underlying mechanisms of value creation and value capture.

FE4

Session: Banking Industry

03 Jan 2020 3:00-4:40

Session Chair: Renuka Sharma, Chitkara Business School, Chitkara University

234 Influence of Schadenfreude and Trust among Indian for Digital Banking Products

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The paper explores the use of Information, Communication & Technology (ICT) & digital platforms to perform banking and financial transactions. Descriptive research design for surveying respondents has been utilized for the study and the empirical results of the study highlights the factors that influence the use of digital banking products among Indians. Three distinctive factors and segments of banking customers are identified basis the influence of schadenfreude on digital banking products usage. The study contributes in providing the framework for a theoretical model depicting the relationship of schadenfreude, demographic factors and other influences among Indians for digital banking customers.

263 Are Lending Decisions Affected by Bounded Rationality?: A Study among the Bank Managers

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Simon's concept of bounded rationality says that human beings cannot always take optimistic decision, rather they need to compromise for a satisficing decision Study has been conducted using a self-administered questionnaire Objectives are whether bank managers use the concept of bounded rationality to understand whether the demographic factors influence the decision-making using Bounded rationality technique and to explore the factors that contribute towards choice of decision making process Independent sample t test and exploratory factor analysis were used to administer the study Findings reveal that bounded rationality technique was extensively applied by bank managers while making lending decisions.

279 Employer Branding and Employee Engagement: An Evidence from Banking Sector

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The study discuss about the relationship between Employer Branding and Employee Engagement among the employees of select banks in Thiruvananthapuram district .The sample includes 139 respondents from the select banks under study. Employer branding was measured in terms of Economic value, Social value, Developmental value and Reputation value. The study also tries to find out whether the demographic variables make any difference in exhibiting Employee Engagement. Independent sample t-test, One-way ANOVA, Karl Pearsons Correlation and Multiple Regression analysis were used for analysis. The result revealed that there is a significant positive relationship between Employer Branding and Employee Engagement.

294 Bank Specific Factors and Credit Risk in Indian Banks: A Dynamic GMM Approach

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The financial crisis 2008 has enthused economists to re-examine the factors that cause a financial crisis (Castro, 2013). Increasing non-performing assets/impaired loans leads to growth of ex-post loan losses or credit risk that tends to rise the likelihood of the banking crisis (Claessens, Kose, Laeven and Valencia, 2014). The credit-risk is one of the primary risks a bank is exposed. The study is intended to elevate the meagre literature on credit risk determinants in the Indian Banking Sector. The determinants of credit-risk are confined to bank specific factors only. The findings of study are useful for bank-managers, policy-makers and regulators.

396 Impact of Fraud Announcement on the Stock Price: Analysis of Indian Banks

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The purpose of the study is to investigate the reaction of stock prices of Indian banks with respect to announcement of frauds by using the Event Study. The fraud cases are selected which amounted to ₹1,000 crores or more during the study period (January 2014 to December 2018). The empirical result indicates that announcement of frauds affect the stock price of banks. The study found negative significant abnormal loss on the event day which further increased in post-event period. The study has the importance for analyzing the behaviour of stock prices with respect to frauds.

FE5
Session: Healthcare Industry
03 Jan 2020 3:00-4:40
Session Chair: Savithri J J, D J Academy for Managerial Excellence

166 Disruptive Innovation and challenges in Healthcare 3.0

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Healthcare innovation presents a paradox. It is both a hare and a tortoise. While life-altering breakthroughs in medical treatments can come at a rapid pace, improvements to the way healthcare is actually delivered often happen very slowly. The forces that have disrupted other service industries - from retail to travel to media - have so far made only tentative inroads into healthcare. Nonetheless, change is coming to healthcare, and providers, pharmaceutical companies, medical device makers, insurers and patients all stand to benefit. Among the biggest winners may be those investors that figure out how to prepare for, navigate and profit from disruption.

213 A Study on Innovative Healthcare Practices in India- The hidden opportunities

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Healthcare has become one of India's largest sectors. However, regardless of some developments, India's healthcare sector deals with a surfeit of challenges. India's competitive gain lies in its large pool of well-trained medical professionals and the government policy to help the innovations that will focus on an Indian model for inclusive growth. Therefore, this paper attempts to understand the powerful, innovative design adopted by the Indian hospitals to improve the quality, affordability, and coverage of healthcare.

272 Critical Antecedents to Job Satisfaction for a Sustainable Healthcare Profession

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Amirul Hasan Ansari, Jamia Millia Islamia

Major challenge in the healthcare sector resides in the quantification and effective management of workforce. Job satisfaction JS is one of the most important factors of motivation extending a direct influence on the magnitude of patient satisfaction and the quality of healthcare delivery. The study validates a JS scale using a data generated by 232 doctors from Indian healthcare sector. Exploratory factor analysis revealed three baseline dimensions and sixteen items contributing to these factors. CFA model fit indicators were found to be good as per the recommended values. The reliability estimates convergent and discriminant validity met all criteria respectively.

330 Effect of Emotional Intelligence on Job Attitudes among Healthcare Workers

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Emotional Intelligence appears to play a significant role in key organization outcomes including job attitudes. Although the relationship between EI and job attitude have been studied in several professions, less research has been carried out in the medical profession. Hence, it seems relevant to focus on the influence of emotional intelligence on job attitudes of selected healthcare workers. 400 respondents from government and private hospitals in Coimbatore district participated in the survey. Results were found signifying that healthcare workers with high emotional intelligence had better job attitude.

473 Exploring the Transference of Emotions in Patient-nurse Relationship in Oncology

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With the growing number of cancer patients and the mounting pain they face, the role of nurses becomes crucial to have caring relationship with the patients who are terminally ill and requires emotional support. This study aims to identify the existence of transference of emotions, its nature and explore its dimensions in patient-nurse relationship in oncology. Narrative research design involving interviews was used for the study and analysis was done using Hermeneutic phenomenology. The study aids the nurses to be aware of their emotions and scenarios when they catch patient's emotions.

FE6

Session: Strategy-III

03 Jan 2020 3:00-4:40

Session Chair: Deepak Dhayanithy, IIM Kozhikode

208 Barriers and Facilitators of Degree of Digital Use: Moderating Role of Firm Size

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The study investigated Barriers and Facilitators of Degree of Digital Use in B2B Travel Services with Online Travel Supplier-Intermediary perspective. Studies have established the direct effects of Firm Size but this study asserts that the effect of Barriers and Facilitators on Degree of Digital Use need to be evaluated with the reference to contingency variable Firm Size. The paper uses multiple theoretical perspectives to develop proposed theoretical framework hypotheses and conceptual model. The study developed a process-based conceptualization of Degree of Digital Use. The study contributed to the domain of B2B digital usages distinct from digital adoption.

251 Low Carbon Product Design and Firm Competitiveness

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Low carbon manufacturing strategies are imperative in response to the current environmental degradation. This study investigates the relationships between low carbon product design, firm's competitiveness and economic performances. It also explains the mediating role of proactive environmental strategies and eco-innovation between low carbon product design and competitiveness. Through a structured questionnaire data were collected from the Indian manufacturing firms and analyzed by the partial least square technique to test the proposed hypotheses. It is found that low carbon product design improves competitiveness and proactive environmental strategy has a significant mediating role between these relationships.

273 Is Autonomy Better for Health: An Empirical Analysis

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This paper explores the impact of self-governance on health of individuals. Standard economic theory suggests competing effects of local governance. Autonomy implies that the governing unit better understands critical needs but self-governance also limits the resources available. Several districts, particularly in the North East India have autonomous governance. I use individual-level data to understand the impact of these competing effects. I compare neighboring districts that are not self-governing and find mixed results that hide substantial heterogeneity. The findings have important implications for management of resources and for policies seeking to affect health outcomes.

464 Sports Management Pyramid (SMP) – Strategic Exploration of the India Context

Deepak Dhayanithy, IIM Kozhikode, deepak.dhayanithy@gmail.com

With the recent spurt of interest in sport amongst the country's young demography the discipline of sport management is poised to take shape in India. Sports management comprises the length and breadth of the sporting experience, culminating in high performance sport. However, for countries to do well in sporting endeavours, the whole sports management pyramid needs to be thoroughly examined and carefully developed. In this paper, institutional, organizational and societal dynamics are examined in terms of how they impinge on the country's SMP. Implications for the India's sports challenges and aspirations and policy responses are examined.

475 How Top Management Team Diversity Influences Power Balance within a Family Firm?

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This article utilizes the upper echelon theory to examine the top management team (TMT) diversity in the family firms' leads to equal power distribution between the family managers and the non-family managers. Previous research suggests that in family firms, family managers tend to receive preferential treatment over non-family managers. The study used a sample of 189 publicly-listed Indian family firms over the year 2008-2015 and the result suggests a negative TMT diversity- power equality relationship. The above relationship is also found to be negatively moderated by board independence and competitive intensity.

FF1
Session: AI & Automation
03 Jan 2020 4:50-6:10
Session Chair: Anjan Kumar Swain, IIM Kozhikode

261 Ethical Dilemma in Future Warfare - Use of Automated Weapon Systems

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Automated weapon system using artificial intelligence (AI) will be the norm of future warfare. The data analysis based on AI is incomparable compared to human knowledge. However, human intervention of human is crucial when considering the ethical issues based on machine judgements. The area of concern is to how to humanise warfare. The paper discusses the viewpoint of military personal looking at the ethical dilemma of adopting advanced technologies to achieve international objectives. The implications would affect how future international developments develop based on disruptive technology in modern warfare.

351 Does Robotic Process Automation (RPA) bring efficiency in Audit process?

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Auditing is a process of examination of books of accounts prepared within the framework of approved accounting policies and practices and relevant statutory requirements to enable the auditor to express an opinion on financial statements. In recent past increased corporate frauds in India questioned the role of auditors and audit process. Two major challenges in audit process are voluminous data and limited time. RPA involves use of software robots to automate processes. Unlike traditional methods use of RPA in audit improves efficiency and effectiveness. This study examines the impact of RPA on audit and contributes to auditing literature.

453 Golden Era for Artificial Intelligence Start-Ups

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Artificial Intelligence, the emergence of new technologies has enabled to create a breakthrough for the new revolution. It is creating a new phase of data-driven intuitive ability for intensive deep learning, Internet-based swarm intelligence, augmented intelligence. The AI innovators is scalability than sustainability, the Enterprise giants use this, are in transforming the talents into AI and intelligent systems. Customization for specific market, by creating new segments of market and introducing the new leaders. These innovators transfer solutions to enterprises to large and proprietary data training sets, domain knowledge that gives them deep insights into the opportunities within a sector.

461 Transforming Office Transport System - Automation and Transport Algorithms

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Companies spend substantial cost on office mobility/employee transportation are one of the core pillars of business operations. Office transportation is relevant in today's scenario with more software services/manufacturing organizations located in the city outskirts in special economic zones and are involved in 24*7 operations. Average outgo towards employee transport is approx 5-7% of the annual revenue earned. This research investigates 10 organizations across Chennai to examine their present employee transport mechanism and how automation has improved transport pooling, routing methodology, planning execution and tracking mechanism and the cost recharge mechanism. Resultant improvement in cost and productivity using transportation algorithm in automation is examined.

FF2
Session: OB-I
03 Jan 2020 4:50-6:10
Session Chair: Radhakrishna Pillai, IIM Kozhikode

203 Connecting Cords: Job Crafting, Work Engagement and Employee Resilience

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Investigation on Job crafting has squirreled an enormous form of awareness which has assisted in comprehending complex diverse organizational settings Yet the existing studies have hitherto not paid sufficient attention to the multidimensional aspects of Job crafting This paper proposes two fold objectives First it examines cross association of job crafting with work engagement and employee resilience which comforts in job satisfaction Secondly it studies new directions of job crafting theories person-environment fit theory for future research exploring employee espousal to organizational change Results showed that job crafting interventions have positively mediated with employee motivation & higher job performance.

221 Psychological Biases in Financial Investment Behavior

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Investor decision making has become increasingly dependent on human factor, thanks to investment alternatives and recurring financial crisis. Behavioral biases are irrational beliefs or behaviors that can unconsciously influence our decision-making process. Investment behavior is based on uncertainty about the future. Humans often trade with behavioral biases that cause them to act on emotion. Investing biases fall into two main groups: Cognitive and emotional. Behavioral phenomenon such as overconfidence, limited attention span, reducing regret, chasing trends were taken into consideration for studying the psychological biases in financial investment behavior.

292 Coping Strategies used by Women Police for Managing Stress

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The occupation as a police identified as high stress levels. Women police officers have more experience and also the absence of time for offenders is the most stressful event facing the police. The path to full acceptance within the police force appeared long and daunting for women in particular. The police profession is not unlike other traditional ones, offers women a rather challenging or even hostile work environment. So, this research aims with care to describe the coping strategies or stress management techniques used by the women police to manage stress using the statistical tool factor analytical view.

422 Managing and Sustaining the Self in Uncertain Environments: Lessons from Rajayog

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During uncertainty, the challenge to an organization is to provide a framework for people to understand their journey through changes so that they can contribute their best to the organization and sustain it by transforming their own inner organization. As the external environment is beyond control, more emphasis should be given on managing and sustaining the inner environment of the Self. This paper explores Rajayoga, an ancient spiritual practice for self-transformation and reviving the eternal value system, from the perspective of managing and sustaining the self.

FF3

Session: Managing Risk

03 Jan 2020 4:50-6:10

Session Chair: Siby Joseph K, *Berchmans Institute of Mgmt Studies*

258 Information Technology Adoption in Banks and Its Impact on Risk

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We in this study examine the association between the operation risk of banks and the dependence of banks on external resources relating to Information Technology (IT) services through the resource weakness framework embedded in the resource based theory of the firm as a theoretical lens. Using data of Indian Banks on cost of outsourcing IT services and their operational risk over the period 2010-2017, we find that higher dependence on IT services in a leads to more operational risk. The study is relevant because IT generated operational inefficiency in the form of frauds in itself can increase credit risk.

444 Supply Chain Coordination and Managing Supply Chain Risks and Uncertainties

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Due to globalization and complex nature of pharmaceutical supply chain networks, today's supply chain faces enormous uncertainties and risks. The objective of the paper is to identify the various risks in the supply chains of pharmaceutical industry and propose a conceptual framework for managing pharmaceutical supply chain risks using supply chain coordination mechanisms. Supply chain coordination considered as effective risk management tools for mitigating supply chain risks. The framework focuses on the relationship between supply chain coordination and supply chain risks associated with pharmaceutical supply chains.

456 Supply Chain Risk Management: A Review of Literature

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Mavoothu D, CUSAT

Supply chains are the lifeline of human existence. Today Supply Chain Risk Management has become a major research area as the exposure to risks and complexity of a supply chain has increased with supply and demand uncertainties, outsourcing, globalization and short product and technology life cycles. The purpose of this paper is to conduct a review of literature of the various studies which have been conducted in the area of supply chain risk management so as to provide a framework of various risk mitigation strategies which can be used and their impact on the supply chain performance.

458 Risk Tolerance and Satisfaction level of the Mutual Fund Retail Investors

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The Indian retail investors is characterized by a tendency to avoid risk as they lack the mental readiness to absorb the shocks of the volatile capital market. The study help the retail investors to make valued judgment in terms of deploying their savings to the capital market through mutual fund investment in terms of risk and satisfaction level. The result of study found that, investors with moderate risk tolerance level prefer to invest in mutual funds and return, marketability and liquidity are the most satisfying factors they look into.

FF4
Session: Quantitative Models-I
03 Jan 2020 4:50-6:10
Session Chair: Arit Chaudhury, *IMT Ghaziabad*

259 Arriving at Probability of Default

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We use the asymptotic single risk factor model with the factor based structural Credit Metrics portfolio default model to empirically estimate the relationship of probability of default with asset correlation of the loan portfolio of Public Sector Banks. We use actual bank loan rating transition data for the period 2000-2010. Our study evidences that probability of default of loans increases with asset correlation and that asset correlation is an increasing function of probability of default. Our findings suggest that it is imprudent to assume a decreasing relationship between average asset correlation and default probability in measuring portfolio credit risk.

322 Axiomatic Solution for the Flood Cost Sharing Problem

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In this study, we model and study the flood cost sharing problem on a successive trans boundary river shared between n -riparian states. We propose a Sequential Upstream Proportional Allocation (SUPA) solution and axiomatically characterize it. We make use of the Extended Producers Responsibility principle to define a characteristic form game which models cooperative behaviour among riparian states. We show that the proposed sharing rule coincides with the Shapley value of this game. The proposed allocation is also a member of the Core of the game.

449 How Earnings Management Affects the Accuracy of Analyst Forecasts in India

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We study the accuracy of analyst forecasts in India, which are used by investors to guide their investment behavior, in an environment of poor earnings quality for Indian firms. We do a broad market study of consensus earnings forecasts by analysts in India for BSE500 firms from 1998-2018 to check whether earnings management practices of firms have any effect on the forecast accuracy. We find that analysts issue optimistic forecasts being misguided by earnings management practices of the firms. They are also unable to distinguish between the discretionary and the non-discretionary components of accruals while making their forecasts.

FF5

Session: Indian Capital Market-II

03 Jan 2020 4:50-6:10

Session Chair: Narinder Pal Singh, Jagan Institute of Management Studies

377 Relationship between Macro Variables and Bitcoin: Evidence from Indian Market

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This paper investigates the long-haul relationship between Bitcoin (INR) and macroeconomic indicators such as Indian stock indices (NSE & BSE), exchange rate (USD & INR) and proxies of inflation rate (CPI & WPI) in the Indian market. For this, monthly data of the variables from October 2014 to September 2019 is considered. The result of Johansen cointegration approach emphasizes the long run association between Bitcoin and the economic variables. On the other hand the Granger Causality test demonstrates one-way causal relationship of NSE, BSE and CPI to the Bitcoin. Hence concluded that Bitcoin prediction relies on stock Indices and inflation.

391 Empirical Testing of Markowitz Portfolio Management in Indian Capital Market

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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.

468 Efficiency and Global Financial Crisis—A Study on Indian Commodity Futures Market

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The present intends to analyze the efficiency of Indian commodity futures market across the global financial crisis GFC. The scope of this study is limited to gold crude oil copper and chana futures traded at MCX and NCDEX. These commodities account for more than 60 % weight in Comdex. Johansen's cointegration test results report that the spot and futures prices are cointegrated for all the select commodities in both pre and post crisis periods. Causality results report futures markets ability to predict subsequent spot prices in both the sub-periods. Therefore it is concluded that the Indian commodity.

484 Behavioral Finance and Investment in Indian Financial Market Post GFC 2008

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The people living in metropolitan India have been found to be more inclined towards investing in real estate, gold and silver over other investment tools, as they considered it to be a safe investment option. The results of occupation wise investment pattern across metropolitan India suggest that the business class takes risks with stronger preferences towards market determined options like stocks and real estate, salaried people prefer fixed deposits and the agriculturists have very strong preferences towards gold & silver. The trend has shown that Indians have a higher propensity to save in terms of physical assets.

FF6
Session: Marketing-II
03 Jan 2020 4:50-6:10
Session Chair: Pronobesh Banerjee, IIM Kozhikode

255 Promotion through Selected Social Media Platforms: Strategies for Revenue Generation

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Facebook and Instagram are two of the biggest social media companies in the world, especially for online advertising. These two sites/apps are said to be 8x more effective than other online advertisers (Shumaker, 2018). As users like, join, and/or comment on pages and posts, the information is inputted into algorithms. These algorithms determine what consumers to target, as well as the kinds of ads consumers see. Online advertisement constituted the majority of Facebook's and Instagram's revenues for 2016, 2017 and 2018. This income was generated through paid advertising by users. There users have different and unique interaction experiences with the sites and their corresponding advertising due to the personalized design of these sites' features (Shumaker, 2018). This case study looks into how Facebook and Instagram strategize their online advertising to generate revenue and unique customer experiences.

314 Product Development Excellence in Uncertain Environment- Dynamic Capability View

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Making sound decisions in an uncertain environment is a big challenge. The dynamic capability perspective helps a firm remain competitive in a changing or uncertain environment. This study investigates how a firm can achieve excellence in new product development in the electronics sector. We benchmarked the dynamic capabilities of 30 new product development units in electronics manufacturing sector against their performance employing data envelopment analysis in an empirical study. The combination of dynamic capability concept and the data envelopment analysis for benchmarking gives a very powerful tool for managers to achieve new product development excellence in an uncertain environment.

334 Exploring Factors affecting M-Commerce Acceptance: Survey Evidence from Gujarat

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This study primarily aims to explore the factors that affect customers' intention to use mobile commerce (m-commerce) in the context of Gujarat. For this, using survey approach, 214 respondents out of 275 questionnaires yielding a response rate of 77.82 percent (214/275 * 100) were contacted with structured non-disguised, self-administered questionnaire by following non-probability convenience sampling technique. First, the psychometric data were analyzed for its reliability and thereafter, exploratory factor analysis (EFA) was carried out through SPSS version 20.

427 Repulsion Effect: When an Asymmetrically Dominated Decoy Increases the Competitor's Choice Share

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The attraction effect refers to a phenomenon when the introduction of a decoy increases the choice share of the target. In this article, the authors show that under certain conditions the introduction of decoy increases the choice share of the competitor, resulting in "repulsion effect." They show that for products with skewed attribute values (i.e., products rated as exceptional on one of two attributes and mediocre on the other), the introduction of an extreme decoy favoring the target results in the repulsion effect rather than an attraction effect. The authors offer a categorization-based explanation and provide two studies in support.

SA1
Session: Ethics and Spirituality
04 Jan 2020 9:20-10:20
Session Chair: Sridhar Guda, IIM Kozhikode

264 Ethical Orientation: A Solution for Workplace Monitoring and Privacy Issues

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The advancement in Information Technology paves a route to several workplace monitoring and surveillance practices. Employers are focusing on the teleological perspectives of workplace monitoring such as increased productivity, workplace safety, and security, quality, etc. However, the critics of monitoring concentrate on the deontological perspective, claiming that monitoring at the workplace invades employee privacy leading to decreased mental and physical health, creativity, autonomy, morale, productivity, work-life balance, organizational trust, job satisfaction and increased job stress. The issue is touched ethically and it is identified that ethical orientation of both the employers and employees towards workplace monitoring is a solution.

423 SDGs– Can we Leverage on the Complementary Use of Technology and Spirituality?

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The Sustainable Development Goals (SDGs) are the blueprint to achieve a better and more sustainable future for all by 2030. The rapid development of ICT based solutions offer the possibility for a global transformation to achieve the SDGs, especially for developing countries like India. Development of spiritual values would directly contribute to the realization of SDGs 3,4,5,10,16 and 17 and indirectly to the achievement of remaining goals. This would also address the ethical and sustainability challenges arising from the use of ICT. This paper explores the complementary use of technology and spirituality to achieve the SDGs.

426 Spirituality and Ethical Climate in Sales Organizations

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Vaibhav Chawla

We discuss individual's spirituality as an emerging frontier in sales research. Our main objective is to provide an overview of existing theory and research on individual's spirituality in sales context. While doing so, we put a special emphasis on discussing the theoretical linkages between individual's spirituality and ethical climate in sales organization.

489 Managing Organizational Misbehavior through Workplace Spirituality: A Person Org

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Managing attitudinal outcomes to enrich the organizational performance is an ever-growing interest alongside spirituality at the workplace. In this study a framework is proposed to manage organizational Misbehavior through workplace spirituality utilizing the Person organization fit approach. The current study hypothesized that spirituality can restrain the intention to misbehave at the workplace depending on the compatibility of person (individual) and organization. A framework is proposed Person–Organization (P–O) spirituality fit approach to reduce misbehavior at the workplace. Various suggestions and examples are included to illustrate the practical implementation of our recommendations.

SA2

Session: Education Issues

04 Jan 2020 9:20-10:20

Session Chair: Arti Chandani, Symbiosis Institute of Management Studies

169 Can Emotional Intelligence Assure Campus Placement? An Exploration

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Emotional Intelligence (EI) is one of the top ten employability skills of 2020, according to the World Economic Forum's "Future of Jobs" Report. EI remained in the top employability skills even with technological advancement leading to Industrial Revolution 4.0 that brought in Machine Learning, Design Thinking and Artificial Intelligence. A high EI is more self-aware, has better.

231 Robo-advisory Services in India: How aware are Millennials?

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Robo-advisors have emerged in the area of finance of late. The present study is aimed to understand the awareness of Robo-advisors amongst college students in India. These students will be joining the workforce in next 2-5 years. A questionnaire was sent out to the students and 200 responded to this. The responses were analysed using Chi-square test using SPSS 22. Our findings indicate that there is a lack of awareness about Robo advisors amongst college students. Measures should be taken by universities, colleges to include this as a part of syllabus along with industry-academia partnership to create awareness.

242 Early Dropouts in the Schools: Barrier to Successful Workforce Readiness

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Education is the most important tool for building a successful nation. It is a vital investment for human and economic development. The importance of suitable workforce has always been emphasized in the business world. Skills and appropriate education is essential for achieving this. High dropout rate of the girl students have been observed and reported not only in the higher education area but also at primary and middle education level. The current study focuses on understanding the factors responsible for early dropout of the students in school, belonging to the lower income family. This will support further policy making.

336 Optimizing E-learning Activities for Enhancing Learning and Engagement in Gen Z

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E-Learning is the popular buzz word in learning space today. It has caused disruption to the traditional classroom learning. The present study is based on the perceptions of students of higher education mapped to the AARRR Framework and subjected to statistical analysis. The paper explores the scope for engaging and retaining learners exposed to E-Learning. The respondents were exposed to E-Learning through MOOC courses provided by popular E-learning portals. The outcome of the research would help in curating instructional design for E-learning and help organizations explore new domains to provide better engagement to learners.

SB1
Session: OB-II
04 Jan 2020 10:30-11:50
Session Chair: Isha Sharma, ICccR & HRM, University of Jammu

216 Does Antecedents Influence Effectual Behavior and Performance?

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The purpose of this paper is to understand the effect of Entrepreneurial Antecedents on Effectual Behaviour of Entrepreneurs and Performance in the Context of Select Indian MSMEs Clusters. Design/methodology/approach – The proposed framework is tested through analysis of a sample of 60 MSMEs of the Auto Component Cluster and Belgaum Foundry Clusters from India. Originality/value – The study enriches the importance of Antecedents of the Entrepreneurs in influencing Effectual Behaviour and Firm Performance in the context of an emerging economy and MSME Cluster Environment where studies are limited.

317 Emergence and Role of Resonant Leadership in Organizations

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Businesses today are plagued by not only political, economic, technological and cultural challenges but also ecological, social, behavioral and psychological crises. This calls for conceiving a leadership design that will mobilize human endeavor to face the complexities of the contemporary world with panache. Hence the pursuit of new philosophies of leadership, distant from the old mechanistic perspectives, can never be overemphasized. This paper aims to explore the existing work in the field of Resonant Leadership to compile different dimensions of the construct, gain insights and identify research gaps so as to lay out a plan for future research.

477 Exploration into the impact of TL on OC: Mediating Role of OD Interventions

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The present paper through theoretical underpinning brings forth the role of transformational leadership in bringing institutional change through the selected organizational development interventions. The present paper through propositions substantiated by literature support presents the conceptual proposed framework that displays the interplay amongst the TL-OC-OC and the resultant organizational outcomes. The underlying propositions for the study are as under A. Transformational leadership boosts and supports organizational learning and drives organizational development. B. Transformational leadership mediated by organizational development plays an important role in organizational change. C. Organizational development Interventions are vital for producing desired organizational change.

491 Cross Cultural Competencies and Synergy: Analyzing Resultant Innovative Potential

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The MNCs in the present day context are gazing at multiculturalism and cultural diversity as the key to seeking a competitive advantage and incorporate those strategies that can potentially bring positive outcomes and innovative business solutions. Moreover, despite the complexity that may arise because of the functioning of diverse workforce together, the opportunities that can be seen as a resultant of culturally synergistic problem solving are numerous. In this context, the paper aims to establish the relationship between synergy, cross cultural competencies and innovative behavior in organizations to shape a progressive workforce.

SB2
Session: Finance-III
04 Jan 2020 10:30-11:50
Session Chair: Abhishek Parikh, GNU-VMPCMS

227 Relationship Between Cash Conversion Cycle and Firm Profitability: Contract and Construction Companies Listed on BSESME

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Cash conversion cycle is useful in understanding the efficiency of converting firm's inventory into sales and same converting in to cash. Present study has objective to find out the relationship between cash conversion cycle and firm profitability of contract and construction companies listed on BSESME. CCC comprises of Inventory Turnover Period, Debtors Turnover Period and Creditors Turnover period are independent variables. Return on Assets and Return on Equity are dependent variables. Finding shows significant negative relationship between cash conversion cycle and Profitability of the firms. There should be a constant watch on working capital Management

306 Dividend Distribution Taxes, Stock Prices and Corporate Financial Policy

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Papers that examine the stock market reaction to the JGTRRA in the U.S. generally document a positive reaction. In this paper, we use a unique natural experiment in India to study how corporate financial policies are influenced by the introduction and withdrawal of a system of taxation in which companies pay tax on behalf of investors and how investors react to this change. We find a statistically significant three-day cumulative abnormal return of 8.69% around the introduction of dividend distribution tax. When the DDT is withdrawn or reintroduced, we find an insignificant return. We find that mostly retail investors tend to rebalance their portfolios and firms may alter their payout especially when retail investors hold a larger fraction of shares. Overall, we provide support for the tax relevance hypothesis of dividends.

366 Modified Capital Asset Pricing Model: an Empirical Study Using Dow Jones Industr

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After the significant contribution of Capital Asset Pricing Model CAPM by William Sharp 1964 and John Linter 1965 many CAPM extensions were developed and accepted for the equity pricing. However in the context of equity valuation many researchers started raising questions about the stability of beta Baesel 1974 Porter and Ezzell 1975. In fact this question about beta stability leads to create the scope for the new methodology of predicting beta for the CAPM prediction model. This study used monthly adjusted return data from January 1996 to May 2017 to develop a better predictive CAPM model.

399 Boosting Financial Literacy using Behavioural Finance

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Financial Literacy has been at alarmingly low levels over the years all across the globe as only 33% adults worldwide are financially literate In India. The figures are worse than this especially among youth. The problems of bad financial management like increasing Credit Card debt and its defaults is an indicator of the same. The paper aims to study the application of Behavioural Finance in these situations. Financial information and their perceptions define investors decision making. We review this existing body of literature and deduce broad guidelines for the youth to be more rational in their financial decision making.

SC1

Session: Online Business

04 Jan 2020 12:10-1:30

Session Chair: Musarrat Shaheen, ICFAI Business School, Hyderabad

212 Exploring Consumer Behaviour Factors towards Purchase of Diesel Engine Oil

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This study was conducted to identify the consumer behaviour factors leading to the purchase of a particular brand of diesel engine oil for commercial vehicles. The work is based on primary research and responses were collected on the factors identified. Multivariate regression analysis is carried out to find the relationship of the variables identified with the inclination towards purchase of the diesel engine oil. This work is expected to assist the marketers strategise and improve their sales by prioritizing the relevant factors.

341 Mobile Icon Aesthetics and User Perception

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The aesthetic appeal of modern mobile phone application icons decide whether the consumers click on the icon, download the application and purchase the services. Icons convey quick and concise information cutting across all language barriers. Specific logo design characteristics impact familiarity and recognition of brands, brand attitudes and consumer attention which are further influenced by increasing exposure. The present study tries to understand the aesthetic logo characteristics that impact customer's perception to click, download or purchase the application. The results are intended to help the brands design more appealing icons.

463 Online Wagering Games (OWG) – Business, Legal And Policy Debates in India

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Online wagering games OWG are one of the fastest growing sectors in the multiplayer online gaming environment. The world over OWG regulation has evolved around the policy issues of skill society taxation gambling gaming industry lobbying technology and addiction. While it may be a relatively late arrival in the OWG space technological advances and demographic patterns place India at the forefront of critical legal and policy debates facing OWG. In this paper we develop a holistic policy framework according due credit to various complex policy dimensions to comprehensively study OWG regulations in India. We identify challenges and suggest solutions.

495 Patient's Trust and Online Reviews: The Role of Positive and Engaged Employees

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The present study is among the preliminary interdisciplinary studies that proposes a mechanism through which patients' trust in the healthcare unit and their advocacy behavior can be achieved. The study also proposes how increased patients' trust can derive patient's intention to post positive online reviews. A systematic review of the past studies has been done to suggest the link between employee's positive psychological resources, their state of engagement, and the positive emotions on the patient's trust and advocacy. The propositions of the study can be used to design strategies which will help in winning the patient's trust and advocacy.

SC2

Session: Quantitative Models-II

04 Jan 2020 12:10-1:30

Session Chair: Viswanathan Thangaraj, Symbiosis Institute of Business Management

269 A Comparative Study of Factors Influencing the Choice of Mobile Network Operator

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The study is to identify the key factors that influence the choice decision of Mobile Network Operators and compares the varying level of importance of factors between Large enterprise and SME customers Brand image was identified as the key factor that influence the choice decision of enterprise customers Switching cost was found to be the low important factor The findings will help the practitioners to understand the Large and SME enterprise customers buying behaviour and to devise appropriate marketing strategies to acquire new customers and to formulate relevant tactics for existing customers that will result in customer satisfaction.

326 Stimulus Characteristics and Attraction Effect: Role of qualitative and quantitative attribute values

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Though attraction effect, when the choice share of an existing alternative increases with the introduction of an inferior decoy, is well-established in the literature, recent replication efforts have challenged its robustness. In this research, we demonstrate stimulus meaningfulness as a rationale for the lack of replication. In two studies, we show that when quantitative values are used attraction effect results from a lack of meaningfulness of the stimulus ratings; and attraction effect is eliminated when meaningful qualitative descriptions replace the quantitative values. We further demonstrate that such differences emanate from a change in choice strategy from non-compensatory decision making to compensatory processes.

347 Volatility Spill Over Effects of Foreign Currencies, Oil and Gold

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This paper examines the return relationship and volatility spillover between foreign currencies oil and gold We examine the spillover effect of 6 major currency pairs i.e Japanese yen(JPY Swiss Franc(CHF),Great Britain pound GBP Australian dollar(AUD and Canadian dollar CAD WTI oil index and spot price of gold We apply Diebold and Yilmaz 2009 methodology to construct a volatility Spillover index between currencies oil and gold The Spillover index developed using Vector Auto Regression forecast the future volatility and also shows the quantifies the spill over effect We apply machine learning algorithms for feature engineering and model optimisation.

349 Can Weather Wither You? Evidence from the United States

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Average surface temperatures in the US are now 1.11 degree Celsius higher than a century ago, and the last years witnessed above-average precipitation. We combine the daily Gallup data and the Agricultural Analytics dataset to address the question of whether such changes in the weather have increased or decreased wellbeing. The effects of weather are found to be very small on either health, life satisfaction, or an index of positive emotions, with general non-robustness. The only consistent result is that the effects are small, with equivalent wellbeing income variations for a 2 degree Celsius increase worth 0.3% of income.