

## VIDEO PAPERS

6 Jan 2020 10:00-12:00

**Session Chair: T. Manjunatha, Visvesvaraya Technological University**

### **164 Can Sustainable Development Goals lead to Sustainable Development?**

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Economic growth should ultimately lead to the development and well-being of the people and the planet. The Sustainable Development Goals (SDG's) unfolds various dimensions but misses on the very important aspect of ecological sustainability. The present paper is an attempt to analyze the Sustainable Development Goal Index and link it with the Human Development Index and Ecological Footprint of the countries to find out: Are the goals really leading the countries towards sustainable development or merely development at the cost to the future generations? The paper argues for harmonious growth policies to attain sustainable development and well-being of humanity.

### **202 Conceptual Framework Predicting Employee Voice Behaviors**

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This paper provides a conceptual framework and propositions for empirical testing of relationships of psychological ownership with four types of employee voice behaviors directed to the supervisor, and the moderating effect of individual power distance orientation on these relationships. This is the first study to theorize relationships of psychological ownership with supportive voice, constructive voice, defensive voice, and destructive voice, and the first study to theorize the moderating effect of individual power distance orientation on these relationships. Through empirical testing of our model, researchers and practitioners may reduce negative voice forms and increase positive voice forms in organizations.

### **248 Correlative Study on ORS among Working Women of Bangalore City**

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Stress causes disruption of physical and mental well-being of individuals. The effective process of identifying and managing stressful events depends on the personality/ characteristics of the people. ORS is a comprehensive tool to elicit data about different role stressors afflicting a respondent. The study was conducted in Bangalore and a sample of 200 each women employees from academia and corporate were used for data collection. The instrument for data collection was the standardized questionnaire developed by U.Pareek. The data was collected using Likert scale. The data collected was analysed through t test for comparing between the employees.

### **313 Does Demographics influence different Shopping Values in Online Buying Behavior?**

*Nauma Rafique, Jamia Millia Islamia, nauma.rafique@gmail.com*

*Naushadul Haque Mullick, Jamia Millia Islamia, nhmullick@jmi.ac.in*

The research is undertaken to investigate the effect of demographic characteristics of gender, age, income and occupation on customers' shopping values. Current study also find out influence of demographics on social value and trust value which lacks in previous studies. Females are more hedonic and social than males. Young consumers are motivated more by hedonic value and social values whereas older ones are more focused towards utilitarian value. No significant difference found between income groups with respect to shopping values. Additionally none of the demographic factors affect the total trust value.

### **318 Analysis of Clickstream Data using Markov Chains**

*Swapna Khan, Army Institute of Management, captsdk@gmail.com*

Markov Chains help predict Consumer Behaviour by analyzing the switching process of customers from one brand to another. Contemporary predictive analytics enabled by Markov Chains uses Clickstream Data to realize customer preferences in online retailing and online services by predicting the next click or the destined click given a pattern of clicks a user generates. This generic paper studies literature to throw light on the analysis of Clickstream data to study online Consumer Behaviour. Objective of study is to study the contribution of Markov Chains towards the analysis of Clickstream.

### **321 Qualitative Study of Consumer Mindset that has led to the Rise of New Tourism**

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The UNWTO(1995) defined tourism as people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes.

### **379 Dynamic Long-memory Behaviour of Cryptocurrencies and the Role of Market Sentiment**

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Adopting the recently developed Adaptive Market Hypothesis (AMH), this study examines the long-memory properties of cryptocurrencies returns. Unlike, the traditional Efficient Market Hypothesis (EMH), the AMH does not assume the market is frictionless. The AMH suggests present of behavioural bias leads to changing degrees of market efficiency. Additionally, we implemented statistically robust techniques in the rolling window framework to explore the dynamics of long-memory and measured how the dynamics of long-memory is affected by change in investor sentiments. Findings of this study corroborate to the AMH framework as long-memory fluctuates over time.

**6 Jan 2020 4:00-6:00**

**Session Chair: Narinder Bhasin, Amity University**

**167 Does Leadership Style Influence Employee Sustainability**

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The purpose of this paper is to investigate if there is any leadership style associated with sustainability of employees in the organization. This paper examines the effective leadership and its impact on the longevity of the organisations. The significance of this study showed that in the hospital environment the leadership style may have caused a change in employee sustainability. The second area of significance is that it will add to the body of literature regarding the effects of leadership styles that are associated with actual impact on sustainability. The managerial implication of this study recommends application and adoption of sustainable leadership style.

**175 Mindfulness Role between Vitality at Work and Sustainable Employability**

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The intended study would like to explore the role of mindfulness between vitality at workplace and sustainable employability Based on capability approach we speculate that vitality at workplace and mindfulness will together promote sustainable employability Further the results might indicate a partial mediation effect between vitality at work and sustainable employability The study is one of its kind testing the mindfulness and vitality as capability that can help the organizations to achieve sustainable employability The study will be cross-sectional in nature investigating in different context sectors and it will contribute to literature on sustainable employability and that of mindfulness.

**177 Emotional Labor: A Study of Its Antecedents and Outcomes on Academia**

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The role of emotions has gained prominence for a considerable period now. In recent years, there has been a growing interest in the role that emotions play in the workplace (Fisher & Ashkanasy, 2000). The proposed paper aims to study the emotional labor in university professors. This study also aims to analyze its relationship to selected antecedent variables and outcome variables and attempts to determine a good model fit for the same. Supervisor support and coworker support are the antecedents to be studied while emotional exhaustion and job satisfaction are the outcomes considered.

**265 Analyzing the Impact of Religious Diversity at Workplace**

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The globalization, increased migration and mobility of the workforce necessitate the need to study religious diversity in organizations. A systematic literature review is presented in the paper. An attempt has been made to define religious diversity with the help of theories from the psychology and sociology domains. The legal provisions of different countries regarding religious discrimination at workplace also find mention. Further this paper analyzes the pros and cons of religious diversity at workplace and suggests that favorable outcomes of bringing religion to the workplace outnumber the unfavorable outcomes. Lastly, few suggestions and practical implications have been discussed.

**400 Examining the Demand Determinants of Organic Food in India**

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Awareness towards nutritious diet and health concerns has triggered the demand of organic food globally. The present study attempts to identify factors driving consumers demand to purchase organic foods in Delhi/ NCR, India. A sample of 400 respondents was collected. SPSS was used to analyze the data. Subjective norms, Environmental concern, health consciousness and trust significantly influenced consumers' attitude, purchase intention and actual buying behaviour. The study will help manufacturers and retailers of

organic foods to identify their target consumers as the impact of various socio-demographic were also tested. The paper provides linkage of various factors to actual buying behaviour.

#### **482 Influence of Demographic and Personality Factors on Entrepreneurial Orientation**

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The study of entrepreneurial orientation among b-school students is of much significance today as most government are trying to develop entrepreneurial skills in students. Most of the studies on entrepreneurial orientation have concentrated on psycho graphic factors. But there is no conclusive study on how the demographic factors and personality traits influence on entrepreneurial orientation (EO). The impact of demographic variables on EO via risk taking, innovativeness and leadership is also studied .In this paper personality traits are also expected to have an influence on entrepreneurial orientation.

**7 Jan 2020 10:00-12:00**

**Session Chair: Anupama G., Dayananda Sagar University**

**168 A Credit Scoring Model for SMEs**

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Easy access to the formal source of finance from banks/FIs is a key challenge to SMEs. Similarly, banks/FIs also face difficulties while selecting potential SMEs. Researchers have developed credit scoring models mainly based on financial parameters. Realizing the relationship between credit granting and non-financial factors of SMEs in this study a credit scoring model has been proposed based on MCDM using both financial and non-financial factors. The creditworthiness of applicant SME is calculated based on its riskiness using TOPSIS. The results indicate its accuracy to predict the creditworthiness of SMEs. Consequently, banks/FIs can utilize the model for rating purposes.

**178 Analysis of Repository Selection for Legal Database**

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This paper addresses a systematic way of optimizing content driven online repository selection for the online database of law books in India. The optimization process of repository selection is facilitated by the process of Multi-Criteria Decision Making. The premise of Repository Selection is based on law firms in which literature is scarce; although sophisticated legal content database is a growing industry requirement in today's Indian context. Primary data was collected from 50 Indian law firms for optimal selection of the best out of 3 best repository alternatives in the practicing Industry. Findings suggest baseline strategies for database selection activities.

**316 The Role of Space in Online Shopping Behavior**

*Aishwarya Ramasundaram, Indian Institute of Management, aishwaryar@iimk.ac.in*

The paper studies how variations in virtual space (Micro and Macro space) in an e-commerce website will affect the consumer preference for the product, with all else constant. The results from three studies show that micro and macro space interact with each other to affect the visual processing fluency and the feeling of relaxation. The combination of high-macro and low- micro space leads to the best store evaluation, most engagement with the site and highest purchase intentions, and held true for utilitarian and hedonic product categories. This effect is mediated by visual processing fluency and the feeling of relaxation.

**421 Way of Waste To Wealth in E-waste Management- Role of Mahalaxmi E-Recyclers, Pune**

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Electronic devices play an important role in everyone's life turning into obsolete due to lifestyle changes, or replacement and turn to e-waste. E-waste with diverse composition pose challenges in management causing concern for environmental sustainability. Productive usage of E-waste has played a considerable role in reducing the stress on natural resources through ventures turning "Waste to Wealth. Innovations in Green Entrepreneurship and E-waste Policies would be of help. E-waste management startups like Mahalaxmi ERecycler have played an important role which authors in this paper have attempted to understand and depict the role using field visit.

**425 The 21st Century Startup Fallacy - High Cash Burn in a Price Conscious Economy**

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In the present Indian start-up ecosystem, start-up are burning cash on a huge scale to attract and retain customers. While they do so to maximize their profit and attain monopoly in the market, they tend to burden themselves with negative cash flow. Our intention is to prove that such companies cannot achieve the desirable market share through price wars. We have used Cournot's principle and a primary survey to explain our point. In our view, unless the switching cost of the customer isn't high enough, the Customer LifeTime Value (CLTV) has a negative impact.

#### **442 Negative Appeals Negative: Influence of Family Incivility on Burnout**

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This cross-sectional study attempts to analyze family incivility as a home demand leading to acute work demand burnout. Involving 255 employees working in an organization examined how family incivility faced by individuals influenced the burnout experienced by them at work. We found a positive relationship between the experienced levels of family incivility and the reported burnout levels by participants. We also found that gender moderated this relationship. Finally, we found that objectification and emotional exhaustion with participants were higher when employees experienced family incivility.

#### **470 Receptiveness of Mobile Wallets By Gen Y**

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M-wallets resulted as a major supportive tool to enhance cashless economy. The study has been intentionally conducted on Gen Y i.e the generation from early 1980s as starting birth years and the mid 1990s to early 2000s as ending birth years. The study has adopted TAM scale. The objective of the study is to analyze the level of awareness of M-Wallets among GenY users It also intends to find out the factors affecting intention to adopt m-wallets The study used Exploratory Factor Analysis Regression Crosstab Chi-square for finding out the results.

**7 Jan 2020 4:00-6:00**

**Session Chair: Musarrat Shaheen, ICAI Business School**

**170 Investors Decisions Towards Gold Retailers in Mumbai Region**

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This paper will attempt to understand the Behavioral and Demographic factors influencing investor's decisions in choosing Gold Retailer. The study will be based on primary data will comprise minimum hundred adult respondents of Mumbai region. The paper will examine the aspects of Cognitive and Emotional Biases portrayed by consumers in choosing Gold Retailer. Primary data will be collected with the help of questionnaire. The proposed research used essential statistical tools such as chi square, descriptive analysis, factor analysis with help of SPSS software. Secondary Data would be gathered from various Journals, Published Research Papers.

**253 Are Indian States Ready for Direct Benefit Transfers? A Case Study of TNPDS**

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India has witnessed a drastic decline in poverty with its population below poverty line more than halving to 21.9 between 1970s and 2011 It's extensive Public Distribution System is credited substantially for this While the PDS has largely evolved towards a targeted approach Tamil Nadu has the unique distinction of retaining the Universal PDS This study revisits the TN PDS system attempting to check the feasibility of the Direct Benefit Transfer as an alternative mechanism to the in-kind one The primary and secondary research assesses districtwise preparedness and points out lack of institutional preparedness and mixed perception of beneficiaries.

**415 Green Finance in India: Initiatives and Challenges**

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Green finance plays a pivotal role in achieving inclusive, resilient and cleaner economic growth by creating environmental benefits. To build economic development in a sustainable manner, India also needs national green finance strategy. The contribution made by both public and private sector organisations/banks will play a crucial role in the green financing. The present study therefore mainly explores the various green financing initiatives taken by the public and private sector organisations/banks in India. The study showcases the various challenges in the area of green financing in India and also recommends measures to face those challenges.

**447 Analysis of Benevolent Leadership using Structural Equation Modeling**

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This study was inspired from Bregman (2018) which explains four important traits of 'great leaders' i.e., confidence, connected, committed, and courageous. This research mainly focuses on benevolent leadership (BL)- an indigenous leadership style followed largely in China. The present study examines whether BL apparently possess the four qualities of 'great leaders'. Consequently, the data was gathered from managers working in IT firms of Coimbatore region. Structural Equation Modeling indicated the research model revealed independent variables (confidence, connected, committed, and courageous) have significant relationship with dependent variable (BL). The findings provide valuable insights on how to foster benevolence at workplace.

**452 Impediments to Growth of Timeshares in India**

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Timeshare vacation ownership, a purchase of the right to occupy accommodation or facility over a given number of years or permanently for a defined period of time over a year, has experienced significant and sustained growth over the past 30 years to become one of the most sought after commodities in the hospitality industry. The timeshare market grew from 2010 to 2019, driving a substantial increase in the efficiency of the sector in India and USA. This paper ascertains time shares in the tourism industry in India versus the USA and why time shares have gained so much significance for hotel developers and whether consumers should invest in ownership of time sharing vacations.

#### **504 Roadmap for Project Risk Management in Asset Propelled Industries Using Tollgate**

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Globalization has increased the challenges for project management (PM) and probability of risks for asset propelled industries (API). This scenario motivates to provide a roadmap for project risk management (PRM) in API. The objective of this study is to develop a roadmap for PRM in API using the tollgate approach. The methodology starts with a literature survey in the domain of PRM, and PM. Further, discussed the usage of developed roadmap for PRM with example. Usage of tollgate approach makes PRM simple and adoption of PRM practices in the initial phase of PM improves the project success rate.

#### **505 Physicians' Prescribing Behaviour-based Healthcare Inventory Management Systems**

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The study investigates the involvement of physicians in shaping the inventory management systems in a healthcare setting. The physicians prescribing behaviour for medicines is predicted and decisions regarding when and how much of medicines to order under different conditions and constraints by incorporating uncertainties in medicine prescriptions is modelled using Markovian decision processes. As a case study a multispecialty hospital in India is considered. The proposed model may result in a significant cost reduction of around 47 percent with patient and physician demand fulfillment. This complex modelling ties the satisfaction of all the major stakeholders in a healthcare system.