

Absentia Papers

2133 Humanizing OT Research: An Explorative Review

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Emotions in Organisational theory and humanizing organizations have caught scholarly interest only over the past two decades. Researchers have explored the significance and nature of emotions in organizational theorizing from varied lenses and levels of analysis. Drawing from the emerging literature, I seek to address the research question: How do emotions influence organizational-level research? I review the papers studying emotions at the organizational level and further propose the scope of emotion research in Organisational theory. b) how do we capture emotions at an organizational level and c) the role of power politics and ethics of emotions in organizational theory.

2135 Accountability Manifestation: Impact of Platform Business on Felt Accountability

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Platform businesses have emerged as a new organizational form, distinctive from market, hierarchy and network. Different organizational forms distinctively shape the subjective perceptions of accountability, called felt accountability. Felt accountability significantly shapes an Individual's behaviour. Research in felt accountability recognizes the importance of organizational form. However, the impact of emerging organizational forms, including platform or gig businesses, on felt accountability remains underappreciated. Therefore, this paper integrates the literature from the organization theory and the social psychological view of accountability. It discusses the impact on accountability due to platform features, including accountability relationships, big data processing, rating, and ranking mechanism.

2178 Pragmatic Ways of Sustaining Loyalty among the Private Label Customers Post Covid-19

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In the current context of the post-COVID-19 pandemic among consumers of private label brands in certain cities of north Karnataka, India, the research intends to explore and evaluate relationship between satisfaction, trust, and loyalty among private label brand customers. Paper used descriptive research and structural equation modelling to determine the impact of trust having mediating relationship customer satisfaction and loyalty. Snowball sampling technique used, 446 respondents from Belagavi city were included in the study. It found that trust is a mediator between satisfaction and customer loyalty and also found major impact of satisfaction on both trust and customer loyalty.

2185 A Study of Effect of Tax Revenue on GDP and Inflation-evidence from India

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The purpose of the research study is to establish an econometric model that can be best used for predicting the effect on tax revenue due to a change in the macroeconomic variable like GDP and CPI inflation. Method- The study examines the level of impact of GDP and CPI on direct tax, indirect tax and tax revenue from the year 1994 to 2021. Finally, based on the regression analysis an econometric model is obtained, which shows whether the fit is good or whether there is a positive or negative correlation between dependent and independent variables.

2197 A Study on the Hermeneutic Methodology in Management Studies

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Hermeneutics may be described as a method of understanding and interpretation of texts. The conceptual study aims to deliberate on applying the hermeneutic methodology in management studies, which is not new, but limited. The application is affected through an illustrative example of the Bhagavad Gita's approach to stress management. The paper also highlights hermeneutics as an effective method of literature review. Hermeneutic analysis of the Bhagavad Gita's stress management and its developed process/ path-way/road map, as elucidated in the paper, both of which are offered by none of the management studies, are notable contributions of the article.

2217 Post Pandemic Challenges in IT Project Management

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The onset of the pandemic challenged the capacity of organizations to deliver projects. Though some companies have adapted their projects to remote working, others have experienced significant issues. Data for the article has been collected primarily from secondary sources. The objective of the study is to assess the various challenges faced in project management as a result of the global pandemic, and evaluate strategies to overcome the same. The study reveals that lack of clear communication, changing priorities, changes to IT infrastructure, speed of progress, dependencies and large learning curves are obstacles in the path of smooth project management.

2274 The Influence of Social Media Practices on Firm Performance in the ICT Sector

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The Indian ICT sector is a major contributor to India's GDP with an estimated total revenue USD 194 billion in 2021. Marketers have embraced social media to assist in marketing practices in their firms. This study seeks to understand the influence of social media practices (SMP's) of ICT firms on firm performance in these firms. Specific information was obtained from the managers of ICT firms in India. Regression analysis supports the significant influence of SMP's on firm performance. Insights into these SMPs enhances the understanding of both their usage and their contribution to firm performance.

2295 Application of Vaictm in the Indian It Sector for Measuring Intellectual Capital

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This paper attempts to measure intellectual capital in selected Indian IT companies. the data was collected from NSE IT Index using the CMIE Prowess database. To prove that the VA is a function of each of the components forming the performance of Intellectual Capital in the formula of Ante Pulic, the Three Regression equation is done by taking VA as a dependent variable and HC, SC, CE as the independent variable for different years. Taking Firm Age, Firm Leverage, and Firm Size as control variables.

2363 Human Resource Practices and Covid 19

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The changes at the level of individuals, society and economy have pushed organizations to adapt to events that cause insecurity among employees and threats to the organization's effectiveness. Human Resource function is particular positioned at the core of such changes. We investigate the impact of COVID-19 on key Human Resources Practices in Information Technology organizations. Our empirical analysis of 225 Human Resource professionals reveals that COVID-19 had an effect on the work-life balance, employee engagement and the recruitment & selection process and forced organizations to rethink employee well-being. An era before and after COVID 19 could be clearly distinguished.

2382 Impact of Personality and Emotional Intelligence on Investor Behaviour

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Investment decisions are generally practiced considering the fundamental, technical aspects. Even though, there are many situations where the individuals make investment decisions taking into consideration their personality and emotions. The present research examines the effect of personality traits and emotional intelligence while an investment decision is made. Stratified sampling technique will be adopted for the purpose of gathering the data from the investors. Regression analysis is adopted for the purpose of examining the hypothesis of the research. The study results provide an insight on the way in which the investment decisions are made and factors considered while investing in stocks.

2414 Readings on Covid Situations and its Outcome on Teaching and Assessment Models

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The moments of the pandemic were unstoppable due to its rapid spread that before one could realise and accept the truth, the situation developed extremely uncontrollable for various sectors. Due to the issuance of strict orders to shutdown most of the essential spots, many educational institutions picked up e-learning as their choice for teaching pedagogy to handle the situation tactfully. The case study proposes to take a bird's eye view on the state of affairs to be handled by higher educational institutions at times of pandemic by exploring contactless student engagement avenues such as e-learning portals and virtual classrooms.

2444 Study on Role and Performance of Edible Oil Manufacturing Companies in India

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As of now India is the leading importer of edible oil worldwide. One of the main reasons influencing the demand for edible oil in India is the rise of the food processing Industry. Other important drivers include rising disposable incomes, changing dietary preferences, and changing dietary habits. The need for healthy edible oil is primarily being driven by the growing consumer health concerns around the increasing prevalence of gastrointestinal ailments and coronary heart disease. These reasons motivated the researchers to investigate the function of Edible Oil Companies in India and to examine the role and performance of oil companies.

2497 A Review of Implementing Lateral Thinking in Higher Education

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Innovativeness is a sine qua non for authoritative survival. Associations, for example, colleges have an unsaid assertion of the requirement for innovativeness in scholastic situations. Be that as it may, the execution of inventiveness is impeded by neither formal support and arrangements nor realization of its advantages and motivations. The reason for this study is to consider the degree of the conceivable builds of cultivating imagination in a scholarly office. It is recommended that inspiration, inventive considering, imagination objectives and group setting, transformational authority, and institutional backing are basic parts to encourage imagination in the scholarly world. Further ramifications.

2501 a Study On Incarnation of Social Stock Exchange in India

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The key objective of this paper is to understand the reason behind the advent of SSE in India to improve access to capital for social enterprises that seek to deliver a positive change in society. Narrative Literature review methodology is followed here. In July 2019, when, India's Finance Minister Nirmala Sitharaman in the Union Budget FY19-20 proposed the idea of social stock exchange to help India's voluntary organizations to raise capital through debt, equity or other modes of instruments, its ambit was set up under the surveillance of Securities Exchange Board of India (SEBI).