

Doctoral Dissertation Abstracts

Psychological Ownership and its Relationship with Interpersonal Trust and Individual Work Outcomes

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The 21st century marks the advent of the modern workplace. Employees' attitude and behaviour in the workplace contributes to the organisational survival and long-term productivity. Recently, the service sector industries have significantly raised employment issues. The macro-environmental transition is pushing organisations to redefine themselves for a sustainable growth and development as employees consider the emotional connect. Psychological ownership falls within the emerging literature of positive organisational behaviour as it explains a sense of positivity and willingness to strive for the accomplishment of the long-term objectives of the organisation. Statistical tools SPSS 21 and AMOS 20 is employed for the study. The research seeks to establish the relationship among the identified constructs of the study - employee participation in decision making as an antecedent, psychological ownership as the significant predictor and also the mediator, interpersonal trust in the work environment as the proposed moderator. The outcomes are in-role behaviour, extra-role behaviour, knowledge sharing behaviour and intention to stay are coined as individual work outcomes of the study. The findings were in line with the objectives of the study that emphasises the pivotal role of the identified constructs are positive resources impacting employees' performance and overall well-being at their workplace.

Keywords: Employee participation, Psychological ownership, Interpersonal trust in the work environment and Individual work outcomes.

Market Microstructure and its Impact on Market Quality – An Empirical Study of Indian Financial Market

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The study on market microstructure of Indian financial markets focuses the working efficiency of stock exchanges in terms of Opening Call Auction (OCA), Anatomy of Bid-ask spread and liquidity position. To analyse the efficiency of OCA, we use Cohen et al. (1983a, b) regression methodology. The results prove that the deterioration of market quality in the market opening after implementation OCA in both NSE and BSE. We estimate and analyse the behaviour of Bid-ask spread of 1000 stocks by using Roll spread estimator, Modified roll spread estimator and High-low spread estimator. The NSE Nifty stocks and BSE Sensex stocks bid-ask spread is low compared to other indices stocks their respective exchanges. The BSE listed companies spread is more compared to NSE companies. The results suggest that the HLSE is applicable to the Indian stock market by considering RSE as a benchmark.

The generalized method of moments (GMM) model findings on liquidity of both NSE and BSE revealed that the variance and lagged information significantly influence all broader indices stocks and sectoral indices stocks. As per the prediction, the prices has negative effect with low magnitude on a majority of the stocks in both NSE and BSE listed stocks.

Study of Inventory Policies for Deteriorating Items in Two Warehouse Environment

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The world has seen significant development of organizations, since the beginning of industrial revolution. It is observed that for businesses to run effectively they must focus on vital element of core operations i.e., inventory management.

Deterioration of goods is a practical phenomenon and managing deteriorating items – like fruits and vegetables, pharmaceuticals, chemicals, volatile liquid, blood, etc. is the main concern in inventory systems. With varying market trends, the retailer is bound to place bulk orders in order to take advantage of attractive price discounts, or in anticipation of growth in demand and also during inflationary market conditions. Thus in such scenario, the retailer is forced to order a quantity that exceeds the capacity of his own Warehouse (OW), and use Rented Warehouse (RW) to store additional units. Considering the recent competitive business scenario another important reason for the retailer to order a large quantity is trade credit provided by the supplier. Moreover, in the single echelon systems, the decisions taken considering the retailers in isolation may not prove favorable to other players of the supply chain. This has lead to the emergence of two-echelon supply chain systems concerning the supplier and the downstream customers.

Thus the thesis entitled “Study of Inventory Policies for Deteriorating Items in Two Warehouse Environment” includes various inventory models in two warehouse system under different pragmatic situations such as deterioration, ramp type demand, inflation, permissible delay in payments, two-echelon supply chain, price and stock dependent demand, etc. The main objective of the study is to develop inventory models applicable to current business establishments for deteriorating items in two warehouse setting.

Keywords: Inventory, Deterioration, Two Warehouse, Trade Credit.

Green Marketing Strategies and their Impact on Business Performance

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The thesis is primarily on the green marketing strategies and their impact on the business performance. The impact finding is in the marketing term which tries to find about the awareness, credibility, satisfaction and repeat purchase of the Green products. The thesis focuses on the strategies which have been chosen keeping in mind the latest trends going on in the area of Green Marketing. The Green Marketing strategies used specifically for the study are Eco-Labeling, Supply chain initiatives, Product modification for green effect and customer adoption of Green Products. The objective of this research is to understand the relationship of Green Marketing Strategies and their impact on the Business performance of an organization. Primarily two aspects were considered while undertaking the research. What do Green Marketing Strategies imply? Is it related to environment friendly marketing processes wherein complete marketing system inclusive of Segmentation, Targeting and Positioning and 4Ps along with their relationship on other elements of the Supply Chain . Further based on the understanding of the organizations on above contentions how do they define Green marketing strategies and how do they implement those and what would be the parameters of relationship of Green marketing Strategies hence defined by the organizations with the Business Performance.

Keywords: Sustainability, Green Marketing, Consumer Behaviour, Business Performance.

Preparedness of Chandigarh Against a Deliberate or Accidental Release of a Biological Agent and Responsible Consequence Management

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Disasters are the constant companions of mankind. Mostly, any talk of disasters centres only around natural disasters with anthropogenically caused disasters not being given adequate credence. Utilising an exploratory approach this study examines the preparedness of Chandigarh to combat incidents of Biological Disasters by evaluating the individual percentage preparedness quotient of government and private health facilities, while the technique of Principal Component Analysis was employed to examine the readiness of the essential services as also the public awareness about biological disasters amongst the community.

The findings for the health facilities have been discussed, based on the World Health Organisation's: Hospital preparedness checklist, which specifies nine major heads – viz. Command & Control; Communication; Safety & Security; Triage; Surge Capacity; Continuity of Essential Services; Human Resource Development; Logistics and Supply Management and Post Disaster Recovery.

To accomplish a wholesome overview of the level of coordination and preparedness amongst the organic and inorganic Essential Services of Chandigarh a detailed examination of the Civil Defence, Traffic Police, Chandigarh Police, Fire Brigade, Indian Army, Indian Air Force, and the Indo Tibetan Border Police was undertaken.

Lastly, utilising the alternative paradigm of Community Based Participatory Research (CBPR) the public awareness of the community was obtained to evaluate their level of awareness and individual responses when faced with the spectre of a biological disaster.

Keywords: CBRN, Disaster Management, City Preparedness, Biological Agent, Bioterrorism, Health Facility Preparation

A Critical Analysis of Protégé's Views on Efficacy of Mentoring Programs: A Study on IT Employees in MNC's at Bangalore

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Mentoring plays a very important role in enhancing an individuals' potential to achieve personal and career goals. Employee formal mentoring as a tool for employee development is being largely implemented in many organizations. The current study has following objectives; a) to understand the perception of protégés towards the formal mentoring system in their organizations, b) to appreciate the various aspects of mentoring experience and the benefits associated with it, c) to elaborate on demographic challenges in implementation of such program. In this exploratory study, the primary data was collected from 312 employees of IT sector in Bangalore region, who are part of formal mentoring program, through a structured questionnaire. Statistical analysis used Factor Analysis and Correlation Regression analysis and hypothesis was tested using SPSS statistical tool. It was found that respondents preferred mentoring program at the beginning of their career, and they felt it greatly helped them to solve work issues and adjust to the company. Mentoring experience did not significantly differ for male and female employees and was found beneficial for all age groups. The study highlights the different aspects of mentoring program implementation which are considered very important from the mentee perspective.

Keywords: Mentoring, Formal Mentoring, Mentor, Protégé, Employee, Gen Y, Development.