338 Online Service Recovery co-Creation: Examining the Role of Source of Service

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The study proposed that a co-created service recovery intervention will create more favorable service attitude and recommendation intention and the effectiveness of such a co-created recovery intervention will be conditioned by the source of service purchase. The authors used 2 (co recovery vs. no co recovery) × 2 (direct source vs. third party source) between subject experimental design in an online hotel booking setting to test the hypotheses. The study findings revealed that in case of service failure, the customer's service attitude and recommendation intention will be lower for direct service provider than a third party service provider.

353 Review on Industry 4.0 Maturity and Readiness Models

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In an era, where new concepts and techniques are constantly introduced, it is, therefore, necessary to analyze the recent trends on Industry 4.0 maturity and readiness models. Hence, this study will review and identify the existing industry 4.0 maturity and readiness dimensions, assessment methods, levels and framework. The identified industry 4.0 maturity and readiness models will give future researchers and practitioners a holistic guideline to design, develop 4.0 maturity and readiness assessment tools in assessing maturity and readiness levels of a manufacturing organization.

354 Salience of Corporate Brand among users of Product Brands

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Over the past decade, customers are slowly starting to become aware that there is a large conglomerate behind the offering (Aaker, 2004). Implications of these have been most visible in the FMCG industry through actively use their corporate brand in TVCs. The aim of this study is to measure the saliency of Corporate Brand among users of respective Product Brands across Brand architecture. A study was conducted among randomly selected millennials users (900) for select categories (5). The results indicate substantial gap in the saliency of Corporate Brand across Brand architecture. This study will facilitate the resource allocation with RoI benchmarks.

362 Evolving Healthcare Ecosystem in Kerala: Survival Strategy for Small Hospitals

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Fierce competition from large / corporate hospitals is leading to closure of small hospitals that are critical for affordable and accessible healthcare. Study aims to understand the innovative business practices adopted by small hospitals in Kerala that helps them not just to stay relevant but increase patient visits. Methodology: Experience surveys and secondary research. A 'co-operative model' for small hospitals is taking shape in the state. Strategies include referencing patients within the small hospital network, collective procurement of medicines and medical equipment, collective deployment of medical technology and collective medical waste disposal. The model can be replicated in other states.

373 Understanding Electronic Word of Mouth: Literature and Future Research Direction

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The purpose of the study is to consolidate and critically evaluate existing literature on electronic Word of Mouth (eWoM) by conducting a systematic literature analysis based on different phases of eWoM. After applying formulated exclusion and inclusion criteria, papers are presented across different thematic categories. Discussion revolves around three different phases. In the first phase extant literature focus motives for electronic word of mouth generation. Next phase focuses on eWoM processing by consumers and the last phases highlights impact of eWoM on customer and firm. Paper provides insights on practical implications and future research opportunities.

403 Performance of Large Cap and Small Cap Funds in Indian Mutual Fund Schemes

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Mutual fund is an investment avenue to get good returns. We investigate whether the investments in large-mid cap and small cap schemes have given good returns or not. We use Daily NAV data from 1 Jan 2014 to 31 Dec 2018 to know the performance of schemes by using Sharpe, Treynor and Jensen measures. Results reveal that all five schemes in large-mid and small cap have given positive returns and the risk is less. The analysis of these schemes will have many implications to existing and potential investors.

405 Determinants of Capital Structure: Evidence from Indian Pharmaceutical Companies

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The study involves identification of determinants of capital structure of Indian pharmaceutical companies. Data used for the study is the annual financial reports of twenty selected Indian pharmaceuticals companies for the period 2007-17. For the analysis of determinants eight independent variables with a dependent variable have been tested using regression analysis .The results show that the determinants like profitability, growth, asset tangibility, size and cost of debt have no significant impact on capital structure. In contrast, liquidity, tax-rate and debt serving capacity have shown significant impact on capital structure on total debt of the Indian pharmaceutical companies.

467 Stock Price Reactions to Corporate Tax Rate Reduction Announcement in India

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Stock market efficiency has been of considerable importance in modern finance. The stock prices are responsive to internal announcements of results and external major policy changes for structural reforms. Securities prices adjust instantaneously to new information which has gained lot of attention from worldwide researchers. The study is based on Nifty stocks. This paper examines to test the semi-strong form of efficient market hypothesis to corporate tax rate reduction announcement event. The abnormal returns, average abnormal returns (AAR) and cumulative average abnormal returns (CAAR) are worked out for 29 days prior to and 30 days after the event date.

469 Testing of Fama and French Three Factor Model for Nifty Stocks

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Fama and French three factor model considers the fact that value and small capitalisation stocks outperform markets on a regular basis. By including these two factors, the model adjusts for outperforming tendency, which is thought to make it a better tool for evaluating manager's performance. We use daily data of Nifty stocks for the period of 2013 to 2018 to conduct an empirical test of Fama and French three factor Model. Results of the study show that that the Fama French Three Factor Model holds good in the Indian capital market.

474 Antecedents and Consequences of University Brand Image, an Integrated Model From

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This study aims at creating and empirically validating a model assimilating factors that form university brand image. Factors forming university brand image were collected through rigorous literature review. A Structural equation model was built and model fit was tested using various model fit indicators. Data was collected from 269 respondents belonging to 3 universities in Vadodara. It was found that teaching & faculty support, academic and research facilities, and support services has an effect on student satisfaction and university brand image. Student satisfaction has an effect on word of mouth and word of mouth has an effect on university image.

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490 A Study of Financial Inclusion in North Maharashtra Region

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Financial inclusion will enable millions of unbanked population in rural area especially low income and financially disadvantaged groups to improve their economic status by participating in organized financial system. It broadens the resource base of the financial system by developing a culture of savings and access to formal credit among large segment of unbanked population. It focuses on various ways of enhancing the income by availing banking services. It also analyses the recent developments in banking technology and telecommunication network. Also concluded that, financial inclusion helps to enhance individual income level and reduces transaction cost and saves a time.

501 Study of Digital Payment Diffusion Amongst Small Merchants

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This study investigates the factors influencing the adoption of mobile payment solutions by small merchants. Small merchants in India have different operating conditions that offer a new set of challenges for mobile payment operators. This is a large market waiting to be tapped. Enhanced UTAUT framework is used to study the adoption of mobile payments amongst small merchants. This study has been conducted in micro-markets in Chennai to understand the preference of small merchants and their expectations from service providers. This study is expected to have high managerial relevance for payment system executives.

599 Do Incubator Specialization Affect Startup Technology Achievements?

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In this article we look at the startups developing new products/services and are supported at institution based incubators located in the two Indian states of Karnataka and Tamil Nadu. We performed our analysis to understand effects on achieving technological outcomes by the startups against the extent of utilization of incubator services. We find that specialization of incubators, alignment to institutional knowledge base and extent of utilization of the networking services provided by the incubator to be significant factors in helping startups achieving technological outcomes. We then draw practice implications.

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