

Session: Doctoral
28th Dec. 2022 (Wednesday), 11:30-5:00
Session Chair: Prithvi Yadav, Symbiosis University Indore

2083 Mediation Effect of Job Security and Teamwork in Between Physical Health Problem

Harilal A, BHARATHIAR UNIVERSITY, drhlapillai@gmail.com

Santhosh V A, University Of Kerala, drsanthoshva@gmail.com

This paper aims at studying the mediation effect of job security and teamwork in between physical health problems, mental health problems and presenteeism and exploring the relationship between physical health problems, mental health problems and presenteeism. Data collected from employees in public sector manufacturing organisations. This research provides evidence that physical health problems and presenteeism show a significant relationship. But mental health problems and presenteeism not showed significant relationship. The results indicate that job security is working as a mediator variable in between physical health problems and presenteeism and result also indicates that teamwork not working as a mediator.

2147 The Performance of Beta, and other Risk-based Trading Strategies in Major Asian Markets

Sarika Rakhyani, University of Delhi, sarikarakhyani@gmail.com

Sanjay Sehgal, University Of Delhi, sanjayfin15@gmail.com

This study examines the performance of Betting against beta (BAB), its drivers (that is, betting against correlation and betting against volatility), and other risk-based anomalies for five major Asian markets. The present study fills an important gap in the literature by being the first comprehensive work focusing on a range of risk-based anomalies for five major Asian markets. The present study contributes to the literature by covering the drivers of BAB as well, which were not covered by the prior studies. Thus, helping global fund managers to select the most profitable risk-based strategy while investing in major Asian Markets.

2166 Study of Bank's Systemic Importance and Moral Hazard Behaviour

Arushi Jain, University of Delhi, jainarushi74@gmail.com

C.P. Gupta, University Of Delhi, guptaco@gmail.com

This study has two objectives first to investigate if the lending behaviour of banks exhibits moral hazard in and second to investigate whether banks' moral hazard behaviour changes when their systemic importance is taken into consideration. We study banks' moral hazard behaviour by observing the impact of their level of Net Non-Performing Loans on their lending behaviour. This study uses threshold panel regression by using 1 year lagged values of NNPL as the threshold variable to find its endogenously determined value that impacts the lending behaviour of the banks.

2168 Perception and Impact Analysis of Employer Branding on Employees of Pharma Industries

Jaimini Yagnik, GLS University, jaimini.yagnik@glsuniversity.ac.in

Kavita Kshatriya, J. G. University, kavita_kshatriya@rediffmail.com

Employer Branding is considered one of the important practices in the academic fraternity and in the corporate world as attracting and retaining the right talent has become the successful leading strategy of human resource management. All organization in this robust competition wants to be an employer of choice. This study has been conducted to analyze the perception of employees side towards employer branding. The sample size of the research is 551 employees of Pharmaceutical Industry. The perception and impact of employer branding on employees have been analyzed through a structured questionnaire and Partial Least Square Method.

2193 Impact of Mandatory Dividend Policy Regulation on Dividend Payout

Pratibha Kumari, Indian Institute of Management, Raipur, 19fpm005@iimraipur.ac.in

Securities Exchange Board of India brought the Mandatory Dividend Policy regulation 43(A) in 2016, amid grievances from investors regarding lack of dividend distribution. We use regression discontinuity approach to estimate the impact of this regulation on the firm's dividend pay-out. We find that, on an average, firms have reduced their dividend payment after the regulation. The regulation directs firms to disclose their dividend policy. This may prove counter-productive if firms, now provide obscured information through their dividend policy. Therefore, we further explored the impact of the regulation on information asymmetry. This study contributes to the dividend policy literature.

2204 Engaging Nurses towards Retention along with Mediation of Organizational Culture

Ridhya Goyal, Thapar university, Patiala, sain.ridhya13@gmail.com

In today's unpredictable environment, where the rapid emergence of the COVID-19 pandemic shook the world and its healthcare infrastructure, nurses play a crucial part in making up the health care personnel. As a result, businesses should develop tactics that aid in their retention. With a solid theoretical foundation in self-determination theory, this study aims to understand the role of employee engagement in keeping nurses of 51 hospitals in the northern region along with the mediation of organizational culture through smart PLS. Nurse retention is positively correlated with employee engagement with complimentary mediation relationship of organizational culture.

2236 Knowledge Management Practice: Its Effectiveness in a Select Manufacturing Company

Ramya M, St. Joseph's College, ramyashri18@gmail.com

Arockiam Kulandai, St. Joseph's College, arockiamk@gmail.com

Knowledge plays a key role in determining the success of an organization/industry. This paper investigates KM practices and their effectiveness in a private company in Pondicherry. The researcher by adopting a descriptive design collected responses from 169 employees who had been using KM practices for the last five years. The tool consists of knowledge dimensions; acquisition, creation, storage, and transfer. SEM model is applied. It is a common understanding that IT companies have more KM practices. But now it is noticed to have its play in manufacturing industries also.

2256 Financial Inclusion and Caste Affiliation: Empirical Evidence from India

Ashok Thomas, IIM Kozhikode, ashok.thomas@iimk.ac.in

Sivadasan T M, IIM Kozhikode, sivadasant11fpm@iimk.ac.in

This paper empirically investigates the demand-side determinants of household financial inclusion in India. We emphasize the role of financial literacy and caste affiliation in the awareness and actual usage of financial products among households. The result of our empirical analysis based on the nationally representative large-scale survey on financial inclusion suggests a positive influence of financial literacy on demand for financial services among Indian households. However, the households from the backward caste group experienced lower awareness and usage of formal financial services, revealing the heterogeneity in non-tangible resources including the financial skills and social interaction within the groups.

2257 Artificial Intelligence in Recruitment Process as an E-HRM Practice

Suba Durairaj, Tagore Engineering College, dsuba.phd@gmail.com

Arockiam Kulandai, St. Joseph's College, arockiamk@gmail.com

Artificial intelligence plays a significant role in every business operation in the modern era. This research study is aimed at investigating the impact of AI in the recruitment process, adopting a descriptive design. It consists of 169 respondents as a sample size, being collected from Chennai city-based companies. The major elements; AI in scrutinizing candidates' resumes, analyzing the suitability of candidature, and understanding employee perceptions are being analyzed through SPSS software. Since it is connected to information systems, involving knowledge as power, it also permeates into the management field, especially after covid' 19. Thus, it contributes to the existing body of knowledge.

2270 Investigating the mediating role of Employee Engagement on Emotional intelligence and organisational effectiveness: An Empirical study

Miss Akshara, Central University of South Bihar, aksharacommercehcs@gmail.com

Pawas Kumar, Central University of South Bihar, pawas@cusb.ac.in

Although there are few studies available on studying the relationship between emotional intelligence and organizational effectiveness of firms in general, literature is scant about systematically analyzing the mediating role of employee engagement on the relationship between emotional intelligence and organizational effectiveness of firms in specific. Following the theory of JDR, the present study develops conceptual framework which provides valuable insights. First, the employee engagement of IT employees mediates the relationship between emotional intelligence and organizational effectiveness of the same. Next, this mediated relationship is moderated by gender. Third, emotional intelligence is significantly related to the organizational effectiveness.

2378 Stakeholder Management Issues in Megaprojects: a Network Analysis Approach

Aritra Halder, IIT Delhi, aritra.nicmar@gmail.com

Megaprojects are often deemed as the neoliberal vehicles of economic growth in the emerging economies. Interestingly they are also notorious for failing regularly in terms of cost time or benefit delivery. Majority of the megaprojects fail due to strategic mismanagement of stakeholders. Assessment of criticality of stakeholder related issues (SRI) is a vital part of successful stakeholder management. This paper proposes a social network analysis-based approach to identify critical stakeholder groups and SRIs in Indian megaprojects. Additionally, the paper also proposes link-betweenness centrality as a metric to assess the critical linkages among major megaproject SRIs in India.

2407 Effectiveness of Governance Mechanisms in Managing Dark Side in B2B

S V Venkata Ramanan, Indian Institute of Management Indore, svvramananphd@gmail.com
Shubhabrata Basu, Indian Institute Of Management Indore, sbasu@iimidr.ac.in

The post pandemic disruption of global supply chain has caused severe stresses and conflicts in business-to-business dyadic relationships. Opportunism induced intentions to dissolve extant relationships, or the actual terminations have aggravated the situation. Reposing on the dark side literature, we investigate the precise nature of the antecedent of stress inducers, the types of manifested conflicts and their outcomes on B2B dyadic exchanges. We further investigate how the constellation of governance mechanism effectively controlling the negative outcomes when applied together.

2421 Success Factors of Social Entrepreneurship: A Systematic Literature Review

Nima Ravi, APJ Abdul Kalam Technological University, nimaravi@gmail.com
Suresh Subramoniam, APJ Abdul Kalam Technological University, sureshsubramoniam@gmail.com
Dhanya J S, Indian Academy Group of Institutions, dhanya@iasms.edu.in
Mithra Manmadhan, APJ Abdul Kalam Technological University, mithramohan18@gmail.com

To be effective in decision-making, social enterprises must have an understanding of the factors which will lead to their success. The aim of this paper is to explore and understand success in the context of social entrepreneurship and to identify as well as categorize the success factors. The study is done through systematic literature review using Search, Appraisal, Synthesis, and Analysis Framework. 40 items were identified as factors leading to the success of social entrepreneurship. These factors were grouped into 10 categories. Further, 10 main factors were classified into 3 groups via, organizational, individual and institutional factors.

2431 Family Firms: The Family Leadership Style that Matters

Nitin Appajirao Salunkhe, Birla Institute of Technology Mesra Ranchi, niteen2000@gmail.com
Asha Prasad, Birla Institute of Technology, asha@bitmesra.ac.in
D. P. Sahoo, Sri Sri University, d_p_sahoo@yahoo.co.in

Leadership in family firms has gained additional erudite attention as a result of its distinctive leadership and structure setting. supported this, our study provides an inspiration of family leadership by configuring family involvement and family leadership over a discourse leadership style that envisages context and dynamics of internal and external environment. Shaping a conceptual framework by reviewing current studies is predicated on a study of literature that focuses on family involvement and family leadership components specific to family enterprises. This study adds to the body of information on family leadership by reaffirming the basics of involvement and leadership.

2441 Empirical Testing on Performance of Private and Public Indian Mutual Funds

Shruthi M P, Visvesvaraya Technological University, mpshruthigt@gmail.com
T. Manjunatha, Visvesvaraya Technological University, tmmanju87@gmail.com

We examine the performance of private and public mutual fund equity, debt and hybrid schemes in India. We use yearly NAVs of 481 schemes using market proxies and T-bill yield as risk-free rate of return for the fifteen years study period from April 2006 to March 2021. We use QLR and CUSUM test to find structural break and the results indicates that there is no structural break in the data. Hence, results indicates that there is no significance difference between private and public sector in equity and debt schemes with exception of hybrid schemes when we use Jensen measure.

2472 Estimating the Determinants of Tax Morale of India

Pooja Bhatia, Indian Institute of Management Kozhikode, poojab11fpm@iimk.ac.in

Sthanu Nair, Indian Institute Of Management Kozhikode, srm@iimk.ac.in

Ashok Thomas, IIM Kozhikode, ashok.thomas@iimk.ac.in

Tax research in India has emphasized the role of pecuniary factors such as tax rates, audit rates, and exemption limits in explaining low tax compliance. The role of non-pecuniary factors like internal motivation to pay taxes is not explored. This paper analyses the determinants of tax morale of India for the period 1990-2014. Age, education, trust in government and religiosity are found to be positively influencing tax morale. The factors that negatively drive tax morale are the perception of individual income level and financial satisfaction. Compared to 1990, there was a significant drop in tax morale of India.

2505 User Opinion towards Digital Payment in Rural Gujarat: An Empirical Evidence

Darshi Suraj Shah, Rai University, darshishah37@gmail.com

Chinmayee Bhatt, Rai University, chinmayee.bhatt@gmail.com

Digital payment is payment without physical exchange of money. Such transactions are done through digital mode in Digital Financial Services industry. Different researchers have studied Various digital payment methods in developed nations but there is a strong research gap for such studies in developing country like India. Research objective for the study is to measure User opinion towards Digital Payment in Rural Gujarat. Study is based on primary research. Data analysis is done using SPSS 26.0. Study provides strong value addition to researchers, academia, industry and society as a whole.

2506 An Empirical Study to Measure Consumer Perception towards Sensory Branding in Gujarat

Hemisha Gedia, Rai University, hemishasgedia@gmail.com

Ashish Rami, Rai University, ashish.rami@raiuniversity.edu

Sensory branding is contemporary marketing that is connected with the senses with reference to brand. It is connected with customers on emotional and behavioral aspects. Many researchers have incorporated sensory elements such as vision, touch, sound, smell and taste in their research (Lindstrom, 2005; Wansink, 2003). Considering strong research gap, current study investigates the consumer perception towards sensory branding. Current study has adopted single cross sectional research design based on primary research in Gujarat. Data analysis is done using SPSS. Study provides strong implications to marketers and society as a whole.