

# Absentia Papers

## 91 The Budgetary Deficit and the Public Debt in Albania

*Majlinda Bello, Fan S. Noli University, majlinda\_bello@yahoo.com*  
*Aida Gabeta, Fan S. Noli University, gabetaaida@yahoo.com*

The financial global crisis, although beginning as a crisis of the financial markets and institutions, actually has become a crisis of public finances management. The deepening of the budgetary deficit and the growth beyond allowed limits of the public debt on most of the European Countries, impacts directly or indirectly even on the Albanian public finances' performance. The misbalance on the public finances is maybe the most serious internal thread of the Albanian economy. This approach aims at analyzing the status of the budgetary deficit and the public debt in Albania for a period of 13 years.

## 92 New Public Management

*Aida Gabeta, Fan S. Noli University, gabetaaida@yahoo.com*  
*Majlinda Bello, Fan S. Noli University, majlinda\_bello@yahoo.com*

Public administration reform is global trend. Every society tries to reform its administrative system so that it is more efficient, productive, transparent and responsive to the needs of citizens. Improved performance and capacity of each public institution is critical to any political administration, which seeks to increase the performance of the government as a whole. There was always a debate whether the concepts that apply in the private sector can also be transferred to the public in full. Purpose of this paper is to identify problems facing public administration in Albania and the importance of public management reform.

## 109 Dissecting Client-based Projects in an Academic Setting: Modalities, Outcomes

*Kishwar Joonas, Prairie View A&M University, kajoonas@pvamu.edu*

This paper examines the elements of undertaking client-based projects within a course. Theoretical moorings in from the 1968 Critical Pedagogy Thesis (Paulo, 2006) are discussed, along with course setting, implementation, Moodle platform integration, and enhancing the project value beyond the classroom. Further, pedagogical perspectives are presented, along with issues faced, and directions for future projects.

## 304 Performance of Monthly Income Schemes in Indian Mutual Fund Industry

*Dharmalingam Nalligounder, Bharathiar University, dharmal405@gmail.com*  
*K Balanagagurunathan, Alliance School of Business Alliance University, balanagagurunathan@yahoo.com*

Performance of monthly income schemes in Indian Mutual Fund Industry to invest the investment in the field and return high profit with low risk in every monthly income. Budget has provisions to exempt securitization Trusts from taxes. Sebi recently changed rules to encourage the mutual fund industry. To analyse the monthly income scheme performance net asset value ratio analysis and high return and low risk factor. To evaluate the growth of monthly Income in Mutual Fund in India. 2. To examine the risk and return from Mutual Funds. 3. To examine the regulatory frame work methodology include the size design.

## 341 Professional Students Perception on Effectiveness of Entrepreneurship Development

*Maran Kaliyamoorthy, Sri Sai Ram Institute of Management Studies, maran.mba65@gmail.com*  
*Lawrence Thomas, Dravidian University, sthomaslawrence@gmail.com*  
*Priyadhrashini Palaniappan, Tagore Engineering College, priyapalani@yahoo.com*

The entrepreneur as a person brings in overall change through innovation for the maximum social goal. The objectives of this study are to identify professional student's perception towards entrepreneurship and development program and the factor influence to initiate the entrepreneurship in the present scenario. The survey is to gain insight and knowledge as how the professional student's perception towards effectiveness of entrepreneurship development programmes and satisfaction. The primary data was collected through a structured questionnaire and convenience sampling technique was adapted. The SEM was used to propose a model that may be followed by student's perception about the entrepreneurship.

## 349 Managing Demand for Products in India: Role of Financial Literacy

*Sonali Chavan, SIES(NERUL) College of Arts Commerce & Science, chavan.sonali@gmail.com*

Meaningful Inclusive Growth is today's buzzword. This can be achieved through investments by all including lower part of the pyramid into sectors like agriculture, health, education and housing. Such investment requires knowledge about different financial

products available. Supply side talks about access, availability, affordability and transparency of such financial products. However the demand side talks about behavioral change required to access such products and thus highlights the importance of Financial Literacy. Aim of the paper is to develop theoretical model based on exhaustive literature review to investigate the role of Financial Literacy in managing the demand for financial products.

#### **400 Reexamining the Politico- Economic Fabric of South Asia in a New Light**

*Jay Bhatt, V I T, University of Mumbai, jay.bhatt@vit.edu.in*

This paper attempts to study the political economic situation in the south Asian region. While it is a universally accepted fact that there is a nuclear arms race between two neighbors known to be perennially hostile and yet share a common history, culture and a host of other similarities including social and economic problems and yet views each other with mutual distrust and a source of their problems. This paper is an attempt to understand the similarities between the regions and map them towards building a peaceful south Asia working on Economic cooperation rather than conflict.

#### **418 Economic Growth and Human Development: A Theoretical Comparison of Select Countries**

*Isha Sharma, University of Jammu, sharma.is.isha@gmail.com*

*Neelu Rohmetra, International Centre for Cross Cultural Research and Human Resource Management, nrohmetra@yahoo.co.uk*

Human development in the era of globalised and glocalised world has adopted the center stage role and has been advanced as the ultimate objective of human activity in place of economic growth. The intellectual antecedents may be traced to the earlier basic needs approach of the ILO and the World Bank, as well as the concept of capabilities. Human development refers to the enlargement of the portfolio of choices for people or enlargement of people's choices in a way, which enables and empowers them to lead longer, healthier and fuller lives.

#### **440 Workplace Spirituality: Rekindling the Humanitarian Climate to Improve Organizational Outcomes**

*Sneha Munda, Banaras Hindu University, singhmunda\_sneha@yahoo.com*

The purpose of the study is to investigate the relationship between Workplace Spiritually variables include meaningful work, having a sense of community and alignment with the organizations values and mission and two work-related outcomes that is intention to leave, and quality of care among medical professionals working in the government and private hospitals of India. The study was conducted on a sample of 253 medical professionals from a large public hospital (N=127) and a large private hospital (N=126) in north India using questionnaire method. The workplace spirituality was measured with Ashmos- Duchon Spirituality Scale. While quality of patient.

#### **465 Sustainability Reporting Practices in India: Challenges and Prospects**

*K. S. Venkateswara Kumar, K L University, venki@kluniversity.in*

*V. Rama Devi, Central University of Sikkim*

Sustainability reporting is now a mainstream activity among large global corporations Although India lags behind, a growing consciousness has been put towards the betterment of the situation so that societal governance and environmental performances are integrated with the traditional economic and financial reporting. This paper will try to focus on the state of sustainability reporting practices in India It will also try to analyze in brief the factors that caused slow pace on this front and will try to understand how to increase the depth and scale of the commitment of Indian Companies towards Sustainability Reporting in the years to come.

#### **467 Corporate Social Responsibility: A Check on Indian Banks for Responsible Investment**

*Ruchi Gupta, ABV- Indian Institute of Information Technology and Management, ruchi.gupta.1086@gmail.com*

*Gaurav Agrawal, ABV- Indian Institute of Information Technology and Management, drgauravagrwal@gmail.com*

CSR and its strategic values in policy formulation for an industry may differ from another industry and this is the reason that one industry feel more responsible for environmental issues while other industry feel like to invest in social issues. The purpose of this paper is to study the significance of CSR in Indian banking industry; content analysis was done to achieve this objective. Annual reports of top 10 banks were collected from official websites and it seems that banks feels more responsible for social issues and financial inclusion is central part for this while environmental issues mostly remain unaddressed.

#### **483 Effect of Stamp duty & Transfer of Development Rights (TDR) factor in EIRR and Feasibility of Infrastructure Projects**

*Mahesh Thakur, Pacific University, Udaipur, mmt.mcgm@yahoo.co.in*

*Suchismitaa Sengupta, IES Management College and Research Centre, sensmita123@gmail.com*

The road infrastructure projects increase the personal mobility and quality of life. The transportation investment also boosts productivity and the economy. Land is a premium asset, which is a major source of revenue to the Government in the form of sale of land; lease/ground rent and conversion charges and infrastructure development. Hence for calculation of Economic Internal Rate of Return (EIRR) of Road Infrastructure project the factor of increased revenue to the State/Municipal Corporation by way of Stamp Duty and transfer of development rights (TDR) is not directly or completely taken into account. This leads to an erroneous EIRR projection.

#### **515 Challenges and Opportunities faced by Organized Retail Players in Nagpur**

*Meena Rajesh, G H Raisonni Institute of Management & Research, meena.rajesh@raisonni.net*

The Indian retail industry has got ample opportunities to flourish upon though there are number of challenge factors which they need to overcome This study revolves around the opportunities and challenges faced by organized retail players in Nagpur The biggest challenge that the organized retailers face are the stiff competition from the unorganized players and also competition between organized players The opportunities which organized retail players see in Nagpur is the growing upper middle class and upcoming big projects. The study shows mitigation of challenges and leveraging on opportunities to have a win win situation for all.

#### **544 Analysis of Performance Measures for Total Quality Management (TQM) in Manufacturing Industries**

*Rajiv Wad, NCRD's Sterling Institute of Management Studies, rajivpw@gmail.com*

*K. N. Vijaya Kumar, D. J. Sangavi College of Engineering, kotturvijaykumar@gmail.com*

Performance Measurement is very essential, and valuable for control, and also improvement. Performance Measures (PMs) have to be relevant, balanced, and comprehensive. The focus of this paper is on PMs used in manufacturing industries having implemented, or are implementing, TQM. Apart from reviewing the literature, the paper attempts to examine two aspects: First, whether the PMs have undergone changes so as to adapt with the changing, uncertain business environment. Second, to find if the PMs used in Indian context differ from those used in other countries or regions.

#### **545 Emotional Intelligence: A Critical Dimension of Learning Organisations**

*Nitu Ghosh, Brindavan College, nitughosh2k@gmail.com*

Dynamism is the secret for survival of the fittest in this high tech millennium. Macro-environmental transitions are compelling businesses to transform and re-invent themselves for sustainable development of the global economy. These radical new off springs have delivered learning organizations to the global corporate world. Emotional intelligence ie, the ability to perceive, control and predict emotions of self and others, has been found to be an important variable in learning organizations as Organizational performance and learning are more effective if enacted by emotionally intelligent employees. This research dwells in this relationship that exists between emotional intelligence and learning organizations.

#### **560 Customer Satisfaction and Organised Retail Profitability: Complement or Contrast**

*Ashwini Sovani, IBS-Pune, ashwinisovani@yahoo.com*

This paper is based on the empirical research in seventeen outlets of four Organised Retailers in Pune India. The profitability indicators of four Organized Retailers are compared with the national benchmark of retail profitability. The Customer Satisfaction Index of these outlets is then compared with the profitability indicators. The analysis of the data is used to formulate the Marketing Strategies to balance the customer satisfaction against retail profitability. Suggestions related to rationalization of certain profitability indicators such as Lease Rentals, Foot Falls, Conversions, Ticket size etc. are given to complement the Marketing Strategies for better Customer Satisfaction Index.

#### **705 Gen Y Women in the Information Technology Sector**

*Shivani Inamdar, Symbiosis International University, sraserkar@gmail.com*

India is today considered as one of the youngest nations in the world. With the entry of the Gen Y/millennials in the workforce, IT sector provides plethora of employment opportunities for these young Indians. While a lot of research has focused on the Gen Y context, there is dearth of investigation related to the female employees of Gen Y who composite a major part of the workforce. The main aim of this paper is to develop a conceptual framework to understand the expectation and experience of the Gen Y women at their workplace and provide further research directions.

#### **707 Makeready Downtime Reduction in Printing And Packaging Production Sector**

*Lakshmi Priyadarshini, SIES- Graduate School of Technology, lakshmi.priya@siesgst.ac.in*

The purpose of this project is to reduce the Downtime in Production and majorly concentrating in the makeready department. Downtime is the time from the first equipment breakdown to full running production. Clearly if at any time production is not producing quality prints, profits are lost. Reducing machine down time has an instant beneficial effect on manufacturing production efficiency and output. On the basis of platemaking time reduction, ink consumption reduction, and pre-makeready time reduction segments issues concerning were analysed and daily reports were collected so that each and every issue is monitored and respective modified actions be generated.

#### **708 Study on Work Life Balance of Marketing Professionals of Pharmaceutical Industry**

*Jaya Suriyaa K, Bharathiar University, suriyaamba2010@gmail.com*

Work life balance WLB is the current distinct issue of pharmaceutical industry This is a very competitive field which often includes tight deadlines travel working in the public eye physical demand and danger keeps stress at high-levels. Due to this work pressure it becomes exceedingly difficult for a marketing professional to maintain work family life The study endeavors to explore the challenges associated with managing professional and personal life of Pharma marketing professionals This is also to study the determinants of Work Life Balance WLB policies and strategies of the organization and the effect of WLB on Organizational Effectiveness.

#### **709 Need for Mentoring in Educational Institutions**

*Savita Shastri, Bhandarkars' College, savitashastri@yahoo.co.in*

*Kavita Shastri, Vijaya College, kavitabsk@gmail.com*

Mentoring is all about understanding the KSA (Knowledge Skill and Ability) of Mentee and guiding him / her to enrich his / her strengths and curb or eliminate the weaknesses The concept of Mentoring has found a place in corporate world however Educational Institutions are alien to the concept of Mentoring. A new lecturer needs to have a strategy to attract and retain students attention. Mentoring can prove to be an effective tool in improving the capabilities of the teaching faculty. The need for mentoring will be studied through opinion survey of teaching faculty in Bhandarkars' College Kundapur, Karnataka, India.

#### **710 Culturally Intelligent Organizations: Towards Success in Global Business World**

*Pallvi Arora, International Centre for Cross Cultural Research and Human Resource Management, pallvi.arora12@gmail.com*

*Neelu Rohmetra, International Centre for Cross Cultural Research and Human Resource Management, nrohmetra@yahoo.co.uk*

Business in the global context calls for an understanding of diversity and cross-cultural concerns and issues that need to be carefully addressed to ensure that organizations function effectively Culturally Intelligent organizations are those that completely realize cultural differences and reflect upon ways in which they may be able to function effectively across international boundaries The present paper aims to deliberate upon the recent developments in the domain of Cultural Intelligence critically analyzing the challenges faced by such organizations in training their employees in becoming culturally intelligent while incorporating trust engagement, influence, authenticity and positive intent variables towards culturally synergistic solutions.

#### **713 Service Quality: A Study of Private Banks in NCR**

*Rupa Rathee, DCRUST, ruparathee@gmail.com*

*Pallavi Rajain, DCRUST, pallavirajain@gmail.com*

This study deals with the assessment of service quality in the banking industry The 22 items SERVQUAL scale was used for analyzing the gaps A sample size of 100 was taken using quota sampling Gap analysis and t test were applied using SPSS to find the difference between male and female perception and expectation in the private banks of NCR The highest gaps were found regarding reliability and empathy dimensions Moreover it was found that even though males and females had similar perception regarding most of the attributes of the service quality they perceived few attributes in different manner.

#### **716 Indian Firms and Double Exit Strategy: An Empirical Analysis**

*Madhvi Sethi, Symbiosis Institute of Business Management, madhvi.sethi@sibm.edu.in*

*Vijay Raghavan Kumar, Symbiosis Institute of Business Management, vraghemba@gmail.com*

Using a large database of firms across all sectors (Manufacturing , Mining , I.T , Hotel ,Utility), we analyse the determinants of IPOs getting merged in the first 5 years of going public .We understand the likelihood of getting merged with respect to Company Size , Age , Leverage , performance characteristics , sector , Industry concentration (HHI) using Sequential Logit model. Promoters of the firm take the firm to public first and then set it up for acquisition resulting in double exit/premium (IPO and Acquisition premium) and serving as an innovative financial model especially in an uncertain environment.

## **718 A Study on Financial Performance and Valuation Metrics: Application of EVA, MVA, CVA and TSR Techniques**

*Arpit Shah, IES Management College and Research Centre, sensmita123@gmail.com*

*Suchismitaa Sengupta, IES Management College and Research Centre, sensmita123@gmail.com*

The study aims at understanding the company practices to measure financial performance and valuation by using various emerging techniques like EVA, CVA, MVA and TSR. These metrics rate a firm's true intrinsic value by examining a series of metrics that reflect its ability to enhance shareholder's wealth, and compares the intrinsic value to the firm's actual market valuation as expressed through a family of MVA multiples. All the models are designed to help investors objectively assess whether what they are buying is really worth it and rates the overall score of the portfolio.

## **719 Human Resource Development Scenario - A Study of Manufacturing Sector of Punjab**

*Ramandeep Saini, Chandigarh Business School, ramandeepsaini2000@gmail.com*

*Rajiv Khosla, University School of Business, Chandigarh University, rajivkhosla78@gmail.com*

Human Resource Development (HRD) has assumed significance in recent past for all types of businesses. Managers around the globe prefer using HRD mechanisms for incorporating changes in organizations. Further, these interventions aim at changing the behaviour of employees, improvement in skills and competencies and enhancing performance. Present study has been carried out in dominant manufacturing industries of Punjab to analyse the extent of implementation of HRD interventions besides identifying the factors affecting them. The results of the study will facilitate managers to develop robust HRD systems in order to face challenges emerging in the changing business environment.

## **721 Business Process Reengineering in Dialysis Unit**

*Girija V R, Apollo Institute of Hospital Administration, girijat4@yahoo.com*

Hospitals in present scenario have to explore new management tools to provide patient satisfaction & quality treatment. There is high patient demand, manpower shortage and financial pressure in the present healthcare setup which can be surmount by applying tools like Business process reengineering (BPR). Application of BPR will help to bring innovations in work processes of dialysis unit to make renal replacement therapy available to general population. The present study was conducted at a Dialysis center located in the city of Hyderabad. By implementing BPR the quality of the processes in Dialysis unit was enhanced.

## **722 An Empirical Study on Employee Turnover Intent and Outcome in the BPO Industry**

*Praveen Kumar Sami Durai, Bharath University, professorpraveen@yahoo.co.in*

Employee turnover is a critical issue and pretty high in the BPO industry. Managers are interested in reducing employee turnover in the organization in such a way that it will contribute to the maximum effectiveness, growth and progress of the organization. The objectives of this study was to know the reasons for attrition, factors that dissatisfy employees and their satisfaction level. Chi square, weighted average, correlation coefficient, Kolmogorov-Simonov, Mann-Whitney U test and ANOVA were used. Lack of recognition, work environment, schedule and better opportunities were the major reasons identified for attrition.

## **723 Green HRM: An Innovative Approach to Environmental Sustainability**

*Ridhi Sharma, University of Jammu, ridhisharma1@gmail.com*

*Neha Gupta, University of Jammu, neha28gupta2000@gmail.com*

In recent times business organizations have become more conscious about the growing importance of integration of environmental Management and Human Resource Management i.e Green HRM Practices. Green HRM is the use of HRM policies to promote the sustainable use of resources within business organizations and more generally promotes the cause of environmental sustainability. The objective of this paper is to detail a process model of the HR processes involved in green HRM. The paper also examines the nature and extent of Green HRM initiatives undertaken by HCL Technologies as a case study.

## **727 A Case Study on Employee Attrition**

*Syamala Devi Bhoganadam, K L University, syamu07447@gmail.com*

*Dasaraju Srinivasa Rao, K L University, srinivasa\_mba@kluniversity.in*

Employee's of Amara Raja Batteries Limited were kept under probation for two years to evaluate their performance but unfortunately employee's are leaving the organization without any intimation within the probation period. This has turned in to challenge and burning issue for HR personnel at Amara Raja Batteries Limited. Hence a study has been conducted on employee attrition in Amara Raja Batteries Ltd to find out the reasons why the employees are leaving the organization without any intimation. Primary data was

collected from both personal interview method by structured questionnaire to the automotive battery division employee's with sample size 100.

### **729 Management Challenges in Uncertain Environment**

*Anuradha B. A., Bangalore University, anuradha\_aims@yahoo.com*

The final phase of last century has witnessed dramatic and drastic changes in the spheres of business around the globe. The advancement in science and technology has conquered the space, time & distance, thus transforming the world into a global village. Change is the operating lever of the 21st Century business. The present business is driven by technology and business is knowledge based. The twin forces of globalization & technology revolution has orchestrated a whole new wave of changes across economies, societies thereby radically impacting the way we lead our businesses. Excellent businesses across the world have a Heart Beat!

### **730 Empirical investigation of intrinsic attributes in IT Company in uncertain times**

*Timira Shukla, Institute of Management Studies, timirashukla@gmail.com*

*Anita Singh, Institute Of Management Studies, anitasinghims@yahoo.com*

The role of intrinsic attributes becomes manifold as these are important building blocks for skill development for performing organizations .To focus on attributes such as the feedback mechanism, career and development, communication systems becomes significant as the management is undergoing change .Measuring employees' pulse wherein the management has invested substantial resources in recruiting educated professionals from the campus and groomed them assumes strategic importance. The study is exploratory in nature; the data has been collected from IT organizations and analysed to obtain an insight into the factors that are important for skill development in the coming future.

### **732 Entrepreneurship Education: The Challenge for Small Scale Enterprises**

*Priti Goswami, Department of Business Management, Dr Harisingh Gour Central University, pritimba123@gmail.com*

Small-scale enterprises play a very important role in increasing the base of entrepreneurship. This paper is fully literature review based .The objective of the study is to discuss various problems of entrepreneurial education of small-scale enterprises. Small-scale enterprises are providing large scale employment with low investments and prove to be a second largest manpower employer after agriculture. Problems arise in small-scale enterprises give rise to industrial sickness. Study concludes that industrial sickness is more severe in a mixed economy like India that affects the performance of the small-scale sector & has direct impact on the growth of the economy.

### **733 Emerging Role Conflicts Among Female Faculty Members in Institutes**

*Sneha Kumari, Symbiosis International University, SNEHAKUMARI1201@GMAIL.COM*

*Asha Rani, Haryana Agriculture University, ashadahiya88@gmail.com*

*Yogesh Patil, Symbiosis International University, head\_respub@siu.edu.in*

The aim of the paper is to focus on the conflicts in role among working women.The working women are required to perform multiple conflictory roles The paper highlights the problems a woman has to face due to role conflict The study is conducted through primary data by survey method among female faculty members and has come up to assess the sources of role conflict with socio-demographic characteristics My existing study has supported to come up with a descriptive statistic and ranking of sources of role conflicts among working women and their consequenceses which is a major issue of concern.

### **736 Five Cs Strategy of Supply Chain Management in PPL: A Case Study**

*Monalisha Pattnaik, Utkal University, monalisha\_1977@yahoo.com*

Industrialization is an important means of modernization in supply chain management. The increased swiftness of it has given rise to a number of managerial problems in decision space. Among them, the problem of SCM is significant to take optimum decision. Paradeep Phosphate Limited captures 5Cs of the supply chain from the suppliers to the dealers. It covers the operational details of supply chain, which are required to clearly define the optimization problem. It captures details of different supply chain nodes and the business processes relevant to this study.

### **737 Impact of Mental State of Purchasing Professionals to Play Their Role in SCM**

*Suchismitaa Sengupta, IES Management College and Research Centre, sensmita123@gmail.com*

*Sandeep Nemlekar, Pacific University, sandeepnemlekar@gmail.com*

In history of Supply Chain literature, various perspectives of Finance, Operations & Marketing have been addressed so well, however very little research was carried out from the view point of Human Resources. This research is an endeavor to address this small gap. The objective is to understand the various states of mind of purchasing professionals, the key area of the SCM, with particular interest in how collaboration demands, innovation, technological changes, etc. are influencing emotional aspects in the purchasing management. It will also examine whether these sophisticated facilitation concepts & tools have created ease or further demands on human performance.

#### **738 Long Term Performance of Equity Based Mutual Funds**

*Suchismita Sengupta, IES Management College and Research Centre, sensmita123@gmail.com*

*Saudagar A. Godse, Sinhgad Institute Of Hotel Management & Catering Technology, sagodase.sihmct@sinhgad.edu*

This study focuses on the problem of mutual fund selection by investing the secret 'striking it rich' and high potential return funds among equity based mutual funds SIP (large cap, small & mid cap, diversified equity, thematic-infra, ELSS etc.) , choice of fund based on performance & reputation of funds remains to be probed. Hypothetical assumption is that the Systematic Investment Plan is the best way to build up capital over a period of time for those who don't have lump sum amount to invest as the risk will be reduced in to investing long term equity based mutual funds SIP.

#### **740 Performance and Challenges of Newspapers in India**

*Sanjay Kumar, Indian School of Business, sanjay\_kumar@isb.edu*

Newspapers has shown steep decline of circulation and advertising revenue in the west Online advertising is taking away the majority of advertising revenue from print Increasing printing costs also a major concern for the decline of profits of newspapers Asian countries like Japan China India is not seeing any immediate threat for daily newspapers as these countries are dominated by vernacular dailies compared to English language dailies This paper will highlight the performance and challenges of English and vernacular daily newspapers in India It will also highlight the impact of technology of daily newspapers in India.

#### **741 Entrepreneurial Characteristics and Strategic Choices of New Venture Firms**

*Abrar Ali Saiyed, Indian Institute of Management, abrarali@iimahd.ernet.in*

*Sunil Maheshwari, Indian Institute of Management, sunil@iimahd.ernet.in*

This study tries to understand how entrepreneurial characteristics affect strategic choices of new venture firms at three areas; resource acquisition and allocation, broad or niche strategy and choice of strategic alliances. It also explains how these strategic choices affect the performance of new ventures in terms of survival and growth. Two case studies were done on two new ventures funded by Center of Innovation, Incubation and Entrepreneurship in IIMA, and after analysis it was found that, entrepreneurial characteristics influence the strategic choices related to resources, strategy formulation and strategic alliances and these choices affect the performance of the new ventures.

#### **746 Pre-Joining Engagement Activity for GETs at Hindalco Industries Ltd.**

*Swati Kandlapelli, IES Management College and Research Centre, swati.kandlapelli@gmail.com*

*Rangana Maitra, IES Management College and Research Centre, Rangana.maitra@ies.edu*

According to David Macleod, "Employee engagement is about how we create the conditions in which employees offer more of their capability and potential." An engaged employee experiences a blend of job satisfaction, organizational commitment, job involvement and feelings of empowerment. Hindalco hires engineers every year under its Young Talent Acquisition program from eminent Engineering and Technology institutes. The company initiates pre engagement activity to make employees committed and involved to their job. The paper focuses on the pre-engagement activities for Graduate Engineer Trainees initiated at Hindalco.

#### **747 A Study on Data Analytics at SREI Infrastructure Finance Ltd.**

*Jimmy J Pardiwalla, IES Management College and Research Centre, jimmypardiwalla89@gmail.com*

*Rangana Maitra, IES Management College and Research Centre, Rangana.maitra@ies.edu*

The paper focuses on a study of the data management practices followed at SREI Infrastructure Finance Ltd. Based on the study of various documents and the interactions with various employees at SREI Finance Ltd., the researcher has identified how data is processed and converted into meaningful information. Accordingly analysis has been done and inferences have been drawn which ultimately lead to conclusions and recommendations.

**748 A Case Study on the Fly Ash Brick Manufacturing Plant for uplifting the deprived Human Resource of the society by TATA Power: A Step toward Sustainable business**

*Purva D.Kaushike, IES Management College and Research Centre, purva.kaushike@gmail.com  
Rangana Maitra, IES Management College and Research Centre, Rangana.maitra@ies.edu*

With 'Leadership with Care' being TATA Power's guiding principle or more than nine decades, the company has endeavored to positively uplift the lives of communities around its areas of operation. In line with the Tata Group belief that addressing the social needs of traditionally disadvantaged groups is the 'right thing to do' and as part of nation building endeavor, Tata Power has carved out a focused approach for the upliftment of these communities through Affirmative Action. The paper focuses on the initiatives taken by TATA for the upliftment of the less privileged class. Data has been collected from primary and secondary sources.

**755 A Strategic Approach on Managing Climate Risks in the Himalayan Region**

*Vivek Sharma, University of Jammu, sharmavivek19@gmail.com*

Himalayan region is known for its natural beauty and pilgrims have been attracted to the region for many centuries. The physical characteristic of the himalayan region combined with tourism has induced climate change which has rendered the region highly vulnerable. This study aims at devising effective management strategies to asses' risks and their impacts. Also, to implement Community-Based disaster risk management system and Finally, Networking and Advocate Policy Formulation Process Efforts to share information on climate change in order to promote coordination between governmental agencies and civil society organizations on climate research and practice of Climate Risk Management.