

**VIDEO
PAPERS**

SA1-1
Session: Banking
1st Jan. 2023 (Sunday), 9:00am to 11:00am
Session Chair: Narinder Kumar Bhasin, Amity University

2073 Pre-opening Trading, Price Limits, and the Volatility of IPO Initial Returns

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In 2012 SEBI introduced a rule mandating a pre-opening trading session for IPOs on the listing day and price limits for the first ten days of trading. We use this natural experiment to test whether the secondary market structure affects the level and volatility of IPO initial returns. We document a significant reduction in volatility after controlling for the market-wide volatility. The reduction is also significant for younger firms and hard-to-place offerings that face asymmetric information and valuation uncertainty. Our results suggest that regulatory price limits are useful in curbing the volatility of IPO initial returns.

2278 Impact of Privatization of Public Sector Banks in India

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While presenting Budget 2021-22 Finance Minister Ms Nirmala Sitharaman had announced the privatization of Public Sector Banks (PSBs) and approval of policy as part of its strategic disinvestment drive. The proposed Banking Law Amendment Bill 2021 to bring down the minimum Government holding in the PSBs to 26 from 51, which was to be introduced in the last winter session 2021 of parliament, was delayed. While responding to a question on privatization of two PSBs, Finance Minister responded in written reply in Rajya Sabha that the objective of the policy includes enablement of growth of public sector banks.

2314 Demand for Bank Loan During Economic Uncertainty: An Investigation among the Young Population

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The present study attempts to comprehend the impact of the various aspects that influence a person's credit decision during a financial crisis. When they run out of money, people usually use different credit facilities, but during a recession or economic crisis, their choice may change. Using the structural equation model, we identified how an individual's attitude, perception of family, and financial control influences the demand for bank loans among the young generation, particularly under economic uncertainty. This study has important implications to understand the demand for bank loans during the economic crisis.

2430 A study of Credit Risk Management of selected Private Sector Banks of India

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The primary source of income for banks is credit interest earned by them. In the present situation, the NPAs of Public Sector banks are significant obstacles for the Indian government. The government needs to add additional funds to run public sector banks continuously; simultaneously, private sector banks are doing great with movement toward secured advances. However, gross NPAs are increasing in private-sector banks. Therefore, studying the credit risk management used by private sector banks is necessary, which helps to examine the bank's financial future based on the bank's methodology to manage credit risk and bank profitability.

2453 Barriers to Resilience in Indian Cooperative Banking Sector in Post Covid Era

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COVID-19 has generated a tremendous loss in the Indian Cooperative banking sector. The study focuses on identifying the barriers or inhibitors preventing the banking sector from generating higher profits and becoming resilient in the post covid era. The authors have used PRISMA for literature identification, m-TISM for ranking the barriers and validating them, and AHP for comparing against identified criteria. The implications will help to generate propositions to help the sector become resilient again and generate higher profits.

2477 Impact of Merger and Acquisition on Indian Public Sector Banks

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The study investigates the impact of merger and acquisition on the financial performance of Indian public sector banks that participated in the mega-merger. The study considers 2-year pre and 2-year post integration period of the selected banks. Financial performance is measured in terms of financial ratios namely Capital Adequacy Ratio, Return on Asset, Return on Equity, Net Profit Margin, and Earning Per Share. Paired sample t-test is used to determine significant differences in the pre and post-merger phases on financial grounds. It is found that the performance of the banks shows slight improvement on most of the financial grounds.

SA1-2
Session: Covid-19
1st Jan. 2023 (Sunday), 9:00am to 11:00am
Session Chair: Rashi Taggar, Shri Mata Vaishno Devi University

2053 Women in Hospitality and Tourism Industry: A Study of the Pandemic Covid-19

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The outbreak of COVID-19 has shattered the whole world. It also served as a severe blow to the economy as nations imposed immediate lockdowns to contain the disease, and life came to a halt. The life-threatening pandemic has dissembled feminine employees working in the hospitality and tourism industry. Female employees in this industry face many challenges, such as job loss and domestic violence. Most female employees have lower coping, higher stress, low self-esteem, and a lack of confidence, leading to a mental breakdown.

2108 Mushroom Effect of Home Baking Business Trend in Social Media During Covid 19

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As a result of the Covid 19 people were detained to their home and this gave rise to the trend of baking. When people got more time to spend at home, they started baking to spend their leisure time wisely. Many home bakers started commercializing their products. Both amateur and professional bakers became active on social media, which continued as a main channel for this business. My study primarily focusses on portraying the mushroom effect of home baking business trend in social media during the pandemic period which showed a tremendous growth initially and ultimately began to decline.

2173 Analyzing the Role of FMCG Sector in Indian Economy: Post Covid-19

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The paper examines the characteristics, difficulties, possibilities, and advancements in the Indian FMCG market post-Covid-19. The FMCG sector is mainly driven by the growth of organized retailing and increased personal consumption of customers. The increased personal consumption of the customer can be attributed to rising incomes after liberalization, globalization, and privatization of the Indian economy. The expansion of the FMCG industry can also be ascribed to Indian consumers' increased exposure to international products and the rise of nuclear and dual-income families. This paper provides a futuristic approach to meeting the sector's future needs and primarily.

2201 Covid-19 and Recovery: The Role of Support and Personal Resources in Recovery

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The impact of Covid-19 pandemic has been far-reaching both at the micro as well as at the macro level. At the micro level the pandemic had an impact on the social financial physical and mental well-being of individuals. This study explores the various sources of support received and support expected by Covid-19 recovering individuals from personal as well as from organisational sources. The study further examines the various positive resources and mechanisms used by individuals to aid in recovery from Covid-19 and re-adjustments to personal and work-life post recovery. This study is a part of seed money grant project.

2218 Virtual Learning and Academic Achievement: An Insight in to the Student Perspective

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The recent uncertainties world-wide, caused by COVID-19 pandemic, have accelerated the technological/digital transformation of higher education. The institutions and the students have been driven towards virtual learning in an accelerated manner. Assessing from the perspective of students, this study explored dimensions influencing virtual learning - Institutional Support, Internet Potency, Social Synergy and Technical Self Efficacy. Academic achievement of the students is found to be affected by Family Support, Space Availability and Attention Distraction. The results of the study may support the higher education policy makers to formulate the ways for successful transition towards the Hybrid model of teaching-learning process.

SA1-3
Session: HRM
1st Jan. 2023 (Sunday), 9:00am to 11:00am
Session Chair: Yuvraj Rathod, Rai University

2160 Competency-based Recruitment and Selection: An Antecedent to Employee Engagement?

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In the last two decades concept of Employee Engagement (EE) has been part of exciting research across contexts, constructs, and cultures. Whereas researchers have observed generally positive results in analyzing its effect on organizations, teams, and employees, what causes EE remains an area of debate. Existing research has increasingly focused on the post-onboarding phase when the employee has joined the organization. We believe examining pre-onboarding HR practices that lead to EE can be helpful to both academia and practice and posit Competency-based Recruitment and Selection as a potential antecedent of EE in this paper.

2182 Display of Anger at Workplace: Comparative Study Between Men and Women Leaders

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Leader who demonstrates emotions appropriately are argued to be perceived by followers as effective leader. The emotional display of leaders specifically negative emotional expression namely anger by the leader and its direct consequence on the follower evaluation of the leader's effectiveness is explored in the study. In addition, an outcome of the study is, how does it really vary depending upon the gender of the leader. The difference in the perception of employees on the effectiveness of the leader when he/she displays negative emotion is the outcome of the study.

2252 New Economy Employment and Self Branding: Narratives of Kerala's Dalit Graduates

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Finding and maintaining jobs in the new economy involves complex challenges. Precarity is becoming a common feature of the labour market. At the same time, proving oneself employable has become a nuanced process, and employers expect job seekers to possess the skill to navigate this process. COVID-19-induced changes in the labour market have amplified these complexities. There is a literature gap in exploring these high-culture expectations of postmodern self-brands in the developing world context. This paper will present these nuances for Kerala's Dalit graduates and the intersection of caste and employment-seeking experiences among migrants from Kerala in Australia.

2362 Mapping the Intellectual Structure of HR Technology Research

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Technology is disrupting all the sectors and the field of Human Resource Management (HRM) is no different. In this article, we review the evolution of use of Technology in the field of HRM using the method of bibliometric analysis. We analyzed 892 papers containing 43559 cited references and identified four unique clusters which represent the intellectual base of the field. The results give a comprehensive perspective of the HR & Technology field, recognizing its significant works and analyzing scholastic linkage between these works. We conclude with a discussion on the directions for future research.

2462 An Empirical Analysis of Job Satisfaction of Faculties in H. E. Institutes

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This is an empirical analysis of the dimensions affecting job satisfaction of faculties in HEI Total 150 faculties were surveyed. The study examines the difference in dimensions of job satisfaction across different age group gender and status. The research concluded that there are most of the dimensions which shows significant difference across age group and across status. Only three dimensions which show significant difference across gender are activities praise for good work and variety of job. The results of study can help the institutions and government to modify their policy to provide maximum level of job satisfaction.

2467 Promoting Life Satisfaction in IT Sector Employees through Leaders' Inclusiveness

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In the post-COVID period, Organizational leadership, as a work-centric variable, is considered crucial in promoting the life satisfaction of employees. Using LMX theory as background, this study attempts to assess the impact of Inclusive Leadership on employees' life satisfaction by analyzing the mediation and direct impact of Career Satisfaction in the relationship. Data was collected from IT sector professionals based in Kolkata, India, by administering standardized questionnaires. Relevant Statistical analyses, including PLS-SEM using SmartPLS4.0, are conducted to investigate the relationship between the variables. The findings indicate that a significant relationship exists between Inclusive leadership and life satisfaction through career satisfaction.

SA2-1
Session: Post Covid HRM
1st Jan. 2023 (Sunday), 11:00am to 12:40pm
Session Chair: Sachin Kumar, O.P. Jindal Global University

2109 Mindful Path to Covid-19 Phobia in FLEs Employed in Services Sector

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The present study examined the association between frontline employees' (FLEs') trait mindfulness and COVID-19 phobia, and also the mediating effect of self-compassion on this relationship. Grounded in the S-ART framework and Self-Compassion theory a model was conceptualized and based on the responses from 335 FLEs working in the services sector in India, an analysis was undertaken. The findings of this study extend the literature as well as the aforesaid theories by showing that trait mindfulness and self-compassion significantly and negatively influence COVID-19 phobia among FLEs employed in the services sector. The mediation role of self-compassion was also noted.

2144 Remote Work Effectiveness through Performance Management: Conceptual Framework

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Rise of remote work (RW) with Covid-19 impacted employees' Performance Management (PM). PM become a key issue for HR managers, since with RW handling continuous feedback, evaluating employees, and ensuring fairness, among others become a challenge. Current research in domain of PM and RW is dominated by challenges in managing hybrid work forms. There exists lack of understanding of unique issues arising due to complete shift to RW. Drawing from literature in PM and RW and using Goal-setting and Control theory this study gives conceptual framework to help understand the processes through which PM can be improved in RW.

2146 Examining the Impact of Role Stress on Employee Performance in Remote Working

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Role Stress (RS) is prominent in remote working as employees have been juggling in performing their work and non-work activities. Job-Demand Resources (JDR) model has been utilized to explain the hypothesized relationships. 133 employees working in Indian service sector organizations took part in the survey. Structured equation modelling revealed that work-life balance act as a mediator between RS and employee's extra-role performance. The paper contributes to the literature by extending JDR in understanding employee performance in remote context. It would facilitate managers in enhancing work-life balance of employees, so that performance can be escalated and resignations could be reduced.

2186 Workplace Ostracism: A Monumental Management Challenge in the Post Covid-19 Era

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Workplace ostracism has increased drastically during and post covid-19 era. But the facilitators accelerating ostracism are mostly unknown. Dealing with ostracism has become a monumental challenge for organizations. A deep understanding of what facilitates workplace ostracism can help organizations in designing tailored programs to tackle ostracism. But no research has paid enough attention to this research gap. Thus, we present an exhaustive review of literature on the current and probable antecedents of ostracism during and post the covid-19 era. Our study significantly contributes to the literature by being the first to present a review of ostracism's covid-19 linked facilitators.

2216 The Impact of 5 Dynamics of the Google Model on Team Effectiveness in a Postcovid

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This paper investigates the impact of the five dynamics of the Google model Psychological safety Dependability Structure Clarity Meaning of work Impact of work on team effectiveness in a post-covid world in Tamilnadu. An empirical test of the hypotheses using CFA and SEM was used for data collected from 286 R&D department respondents in the automobile sector The study finding gives an outstanding insight both practically and theoretically on how the dynamics play a vital role in team effectiveness in a post covid world which is the most needed factor for an organization to sustain in the competitive world

SA2-2
Session: Covid-19
1st Jan. 2023 (Sunday), 11:00am to 12:40pm
Session Chair: Tarika Singh Sikarwar, Prestige Institute of Management and Research

2255 Testing Relevance and Validity of Classical Theories through Covid-19 Narratives

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Unprecedented Covid-19 brought in its wake unheard realities. The VUCA (Volatile, Uncertain, Complex, Ambiguous) world changed to a new paradigm of BANI (Brittle, Anxious, Non-linear, Incomprehensible) world (Mayfield and Mayfield, 2022). This paper attempts to test three classical communication theories on their relevance and validity through new paradigms of Covid-19. Six dimensions (Littlejohn and Foss, 2010) are used to validate if empirical generalisations valid in one timeframe remain valid in another or not. Leveraging post-modernism approach, we observe that contemporary narratives of social distancing and online education during Covid-19 can be effectively explained using these theories in original form.

2343 Challenges of Covid19 and Innovations used by Women Entrepreneurs

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India is the second-highest populated country in the world with a sex ratio on par with that of developed nations. Yet the contribution of women entrepreneurs is very low, at 17% compared to the global average of 39%. Post covid19 small enterprises face existential dangers. Women entrepreneurs, particularly in MSMEs, must be studied to reduce the pandemic's detrimental impact on this vulnerable group of workers. The approach for this study consists of two-stage systematic review of literature after critical assessment of the challenges faced by women entrepreneurs. This research intends to highlight solutions to mitigate these issues.

2366 Predicting Sectorial Data of Automobiles Company During Covid-19 Pandemic

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The study tried to analyze the "Predicting Sectorial data of Automobiles Company during COVID-19 Pandemic: The role of Health news." This type of study had been done by Pre and Post data of different related event, Sectorial data of Automobiles Company. This study derived its motivation from the recent global pandemic, COVID-19, to evaluate the relevance of health-news trends in forecasting stock returns for the automobile sector. We demonstrated this using data covering the top automobile companies. We expected the results to show that the model incorporating the stock-news index outperformed the benchmark historical average model.

2438 COVID-19 Pandemic and Annual Report Disclosure

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The COVID-19 pandemic has plagued the global economies with resurgent waves of mutant variations supply chain disruptions and steepest downgrade in growth projections since 1990 Faced with these challenges corporations in India have experienced severe financial and operational implications. Within this context this study attempts to investigate the impact of COVID-19 on annual report disclosure particularly in the MD&A and Notes section Using a sample of firms listed in Nifty200 index the study finds that there is a significant increase in risk disclosure and decrease in readability during the COVID-19 period particularly for large and high-leveraged firms.

2468 Predicting the Determinants of Employees' Well-being: Role of Financial Literacy

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The COVID-19 pandemic's cascading repercussions rattled employees' well-being even more due to their inadequate financial literacy levels and deficit retirement planning behavior (RPB). The aim of the study is to investigate how demographics, RPB, and financial literacy affect employees' well-being. Employees in the Indian healthcare sector were employed as samples; 252 responses were collected. The results of multiple regression analysis revealed that financial literacy and retirement planning behavior positively and significantly impact employees' well-being. Gender has been found as a relevant factor among the demographics. However, the effect of age, employment, or income was not found significant.

SA2-3
Session: Health Care
1st Jan. 2023 (Sunday), 11:00am to 12:40pm
Session Chair: Sumedha Dutta, Maharaja Agrasen Institute of Management Studies

2320 Pandemic Reaction Scale: Development and Validation

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COVID-19 brought unprecedented changes across the globe. Escalating death rate coupled with draconian preventive measures increased the anxiety-level among masses. Identification of symptoms and invention of vaccine to curtail its outbreak received sufficient attention. However, literature addressing peoples' reaction towards COVID-19 is grossly neglected. Our objective is to develop and validate a 5-item 'Pandemic Reaction Scale' (PRS) to identify the probable anxiety's reasons connected with COVID-19 crisis. Analysis of 304 Indian employees using PLS-SEM identified PRS's factors-Infection Phobia, Erratic Sleep Pattern, Social Reluctance, Technology Dependence and Creative Engagement. Satisfactory assessment scores established PRS as a reflective-reflective second order construct.

2326 Child and Maternal Health in Madhya Pradesh: Analysis of LCDS-anganwadi Services

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Madhya Pradesh has been identified as one of the malnourished states in India. However, due to policies such as Integrated Child Development Scheme ICDS, Madhya Pradesh has seen a steady decline in mortality rates. In this paper, loopholes in the implementation of ICDS by focusing on three schemes: Anganwadi Services, POSHAN Abhiyaan, and Pradhan Mantri Martu Vandana Yojana, and the utilization and deficiency of funds released will be identified. The major challenges in the implementation of ICDS in MP include place setting and population coverage of AWCs, staff vacancies, competency of staff, linkages with community-based organizations, and inter-departmental convergence.

2388 Covid 19 as a Positive Disrupt for Pharmacist and Nurses - Newer Paradigms in Healthcare Workforce Management

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Our research tries to focus on characterizing the changes in management paradigm in healthcare workforce management during the Covid pandemic through a health systems study and an extensive literature review. Covid 19 resulted in many changes at societal and economical level especially in health systems and management, and we try to zero in on nursing and pharmaceutical domains. Pharmacy, which has already moved from being product oriented to service oriented, has moved from compounding centres to pharmaceutical centres and has consolidated into being medical pharmaceutical networks.

2500 People Management Practices in Hospitals

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This study deals with HR practices being followed in hospitals and the satisfaction level of employees in Chennai. The role of Human Resources in a hospital industry is very critical in ensuring the satisfaction of employees and further, provides a positive work environment. The study analyzes the existing HR practices, its effective employment, and the role played by People practices in ensuring employee satisfaction and quality services in turn. It is imperative to evaluate the satisfaction level of employees in terms of People Management Practices, to streamline the system and provide a Wow in healthcare industry.

SA3-1
Session: Supply Chain
1st Jan. 2023 (Sunday), 12:40pm to 2:00pm
Session Chair: Udit Chawla, University of Engineering and Management

2260 Strategy for Effective Supplier-buyer Relationships in Construction Supply Chain

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One of the prime contributors to project profit is construction equipment in the supply chain of the construction sector. Inadequate design/implementation of proven strategies may affect the supply chain. Here in, a case of major infrastructure company in India is discussed. Strategies that enable effective collaboration and coordination between supplier and buyer were not available during the covid times resulting in longer lead time with under/over utilization of inventory. This affected the bottom line and the reputation of the company. A novel framework based on Kraljic's portfolio analysis is proposed for enhanced efficiency, resilience, and higher margins.

2275 Supplier Selection for Rate Contracts in the Construction Supply Chain

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Sourcing decisions enable a typical firm to reduce costs and to improve profit figures. The post Covid -19 challenges have motivated to relook at the supplier selection and evaluation process. Key parameters like resilience, flexibility, improved use of technology and emphasis on digitalization need to be incorporated into such a process. The current procurement process of one of the leading construction companies (annual revenue of US\$20 billion) is analysed. The key issues of negotiation and repetitive procurement activities are identified. An Analytic Network Process based approach involving various stakeholders is proposed for facilitating selection and evaluation of rate contracts.

2345 Empirical Study in Analyzing Customers' Adoption of Technology in Retail

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Retail is undergoing an incredible transformation as a result of constant innovation and new technology. Consumers are empowered by technology as the Internet grows. To thrive in a dynamic and varied customer market, retailers must become more adaptable and creative in their value chain by incorporating new technologies. This paper elucidates shoppers' perceptions of fairness, value, satisfaction, and loyalty toward the retailer. Customers are affected by new technology, such as an interactive website providing a seamless shopping experience. Unison with advanced logistics and supply chain management perspectives. Customers' adaptability to changing retail markets is more technical in covid19.

2503 The mediating effect of Supply Chain Integration on Risk and Supply Chain Performance

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The complexity of a supply chain has increased with supply and demand uncertainties. The effect of supply and demand risks on supply chain integration in the supply chains is studied. The mediating role of Supply Chain Integration on the effect of Demand and Supply Risk on Supply Chain Performance is studied. Data was collected from manufacturing firms in India. The study found that Demand and Supply risk had a positive impact on Supply Chain Integration in supply chains of manufacturing firms. Supply Chain Integration mediated the effect of Demand and Supply Risks on supply chain performance.

SA3-2

Session: Case Studies

1st Jan. 2023 (Sunday), 12:40pm to 2:00pm

Session Chair: Rekha Singh, Thakur Institute of Mgmt Studies and Research

2059 Chinese Miniso: Can it make big in India?

Ratna Vadra, IMT GHAZIABAD, rvadra@imt.edu

Miniso is a Chinese retail store chain brand It started its operations in the year 2009 and since then has grown exponentially. The company operates mainly through the chain of brick and mortar stores and offers value products to customers worldwide to create a pleasant shopping experience It has a global presence and stores upwards of 4800 and it is still on the track of opening new stores in different countries of the world. The Chinese low-cost retail chain MINISO, which opened its first location in India in August 2017, is seeing growth driven by beauty and fashion products.

2194 Exploring the Supportive Drivers to Create Knowledge Management Culture

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In today's competitive environment the biggest challenge for organizations is to retain the knowledge which the individual's carry with them when they change their jobs The paper analyzed the various research studies done on Knowledge Management It was found that the factors like trust Incentives onboarding process and policies can be the enablers of Knowledge Management Emails Web 2.0 and social media can work as a promoter and Face to Face interaction Expert Interview Story Telling Mentoring Apprenticeship can be used as Methods It can also be used as a Strategy Albeit in Recruitment and Selection Training Reward Management.

2502 "Identifying sustainable borrowers"- A sustainable credit rating model (SCRM)

Pranith Roy, IIM Raipur, pkroy@iimraipur.ac.in

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The green economy is an ideological paradigm that balances the economy, nature, and human civilisation to secure a better future. As a stakeholder, organisations worldwide commit to reinforcing their values toward sustainable development. Financial institutions can play a significant role by promoting finance for socially important and sustainable activities. To achieve the objective of green finance, this research presents a sustainable credit rating model (SCRM) based on the triple bottom line (TBL) traits besides management characteristics. The model was developed using the fuzzy-BWM and the recently developed fuzzy-TOPSIS-Sort-C. The usefulness of the model has been illustrated with an empirical study.

2509 A Case Study of Uttar Pradesh Government Policy Framework for Zero-Emission Vehicle

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Rapid growth of vehicles in Indian (Urban/ Rural) road in this particular, the increment of the gasoline-based vehicle may lead the excessive price of fuels, air pollution, traffic congestion, and so on. Due to this Government of India take a proper and appreciable initiative to control the price of fuels, pollution, and many more factors which adversely affect the country's economy as well as social development also. The GOI has given a call for only Electric Vehicles on Road by 2030. Hence, in this study, we mainly focus on government policies regarding EVs.

SA3-3
Session: Management
1st Jan. 2023 (Sunday), 12:40pm to 2:00pm
Session Chair: Suraj Shah, Ganapat University

2093 Diffusion Dynamics of 4G LTE Mobile Broadband: The Case of Growth Market Economy

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An empirical explanation concerning the "diffusion" dynamics of Mobile Broadband services has immense implications for both business and policymakers. Considering the lack of such empirical analysis in the extant literature, especially in the context of emerging market economies, this study analyses the diffusion of 4G-VoLTE (fourth generation-voice over long-term evolution) innovation across India's twenty-two telecom circles using non-linear growth models. Counterintuitively, we find the speed of diffusion to be greater in the rural regions than their urban counterparts. We also forecast the potential adoption for the incumbent 5G services to be launched in the near future in India.

2143 Choosing Right Target Market for Faster Diffusion of Electric Vehicles in India

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The transportation sector is one of the significant contributors to global greenhouse gas emissions, and India is the 3rd largest emitter of carbon dioxide. Electric vehicles (EVs) have been considered a promising solution. Government incentives are key determinants in promoting EVs and selecting the right target market in this process is decisive. Quantitative research with secondary data is used in this research paper. India's EV market is segmented on demographic elements, as an outcome of the analysis The target market to be served for faster EV adoption are middle-class populations, Generation of Y, Z & α and the two-wheelers automobile segment.

2281 Role of Performance Management System on Employee Performance

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Employee performance is a major determinant of the productivity of an organization. Numerous reasons affect employee performance, and PMS is tool to analyze the reasons for employee performance. The aims to examine the association between PMS and employee performance. Using the questionnaire, data will be collected and analyzed using PLS-SEM software to test the hypotheses. This paper is in the working stage, that's why we could not state the results and findings. The study's practical implications are to provide valuable insights into the importance of PMS in improving employee performance by developing the mechanisms to handle the performance outcomes.

SP1-1
Session: Case Study
1st Jan. 2023 (Sunday), 3:00pm to 4:40pm
Session Chair: Subhalaxmi Mohapatra, Anant National University

2164 Up in the Air! Managing Talent in a Masked-loved Era

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This study is an attempt to explore talent management practices in the airline hospitality industry during the pandemic era. In doing so, the study explores the challenges, opportunities and threats pertaining to the acquisition, development and retention of talent in the airline hospitality industry. The study uses an inductive approach to explore and examine talent management practices in the airline hospitality industry. The findings identify three major themes – “Dynamics of Distance”, “Psychographics of Fear” and “Negotiated Professional Identity of Selves” as the three broader themes based on the interviews.

2241 Raasleela Textiles: The Dilemma of a Women Entrepreneur in Covid times

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The teaching case is on Raasleela Textiles formed in 2013 by Hetal Shrivastava along with a co-founder in Ahmedabad India. The initial vision of Raasleela was to make a difference for the artist communities particularly women artisans with the philosophy of creating sustainable fabrics through zero waste. There were however several issues that she realised that were creeping up as the company was growing such as delegation vs control, quality vs price and the challenges of being a woman entrepreneur. The case is based on primary data and is a teaching case with a focus on applied problem-solving.

2394 A Study of Career Choice Influencers of Gen Z Management Students in Telangana

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Gen Z is the youngest generation that is all set to enter the workforce. This research study explores the most important factors that influence the career choice decisions of Management students in India belonging to this cohort. The study sample consisted of 161 management students from Hyderabad, India. A survey method was used to collect the data. The quantitative data analysis findings from the study help us understand the different aspects of career that seem to influence the career choice of these students: education and training, desire for independence, career growth & contentment and societal influence.

2463 Future of Phygital Education: Evidence from Kerala

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Adopting phygital is more about the process than the end result. Coronavirus accelerated the rate of digital adoption. No sphere of human existence be it as a consumer or citizen has been left unimpacted by the digital adoption. From online shopping to online court hearings, our world has experienced it all. This paper is an inquiry into the experiences of school teachers while adopting online teaching in India. There is no denying the fact that technological adoption can do wonders. Supported by appropriate infrastructure, online teaching can be a time-saving and cost-effective way to teach a larger audience.

2482 Value Co-creation through Digitalization: A Study in Healthcare Management

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Healthcare services are a complex service system with its inherent nature of heterogeneity and affordability. Here, although value co-creation among caregivers and patients is a necessity, however, it is a rarity in the current Indian healthcare setting. Digitalization has been successful in other sectors in bridging this gap by encouraging the participation of all the stakeholders in the value network. Hence, it can be explored how digitalization can be used in the healthcare sector too. The aim of this study is to understand the feasibility of digitalization in value co-creation through a literature review.

SP1-2
Session: HRM
1st Jan. 2023 (Sunday), 3:00pm to 4:40pm
Session Chair: Pratima Pandey, RJS Institute of Management Studies

2090 A Scoping Review of Quiet Quitting

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The pandemic has not only disrupted business operations at the organizational level, but it has also forced people to rethink their career choices. With certain terms like “The Great Resignation” finding prominence, employees are not only quitting but limiting their work to a bare minimum. The research aims to focus on this phenomenon termed “Quiet Quitting”. A scoping review was undertaken to identify the available evidence on quiet quitting to attain a deeper insight into the issue.

2091 Interplay of Diversity, Inclusion, Job Satisfaction and Turnover Intentions

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Present study examines the sequential mediating effect of inclusion and job satisfaction to elucidate the link between diversity (based on surface and knowledge diversity) and turnover intentions. Hypothesized relationships are tested using SEM and PROCESS Macro. Findings indicate that employees in institutions with high knowledge diversity report lower turnover intentions not only directly but also indirectly through inclusion and job satisfaction. While surface diversity did not significantly predict employee turnover intentions. The present study adds to literature on diversity by propounding a serial mediation model, providing evidence of the influence of multiple mechanisms in a single integrated causal process.

2138 Accountability: A Multi-level Review

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There has been an increasing call to examine the matters of accountability due to increasing pressure on businesses of reducing fraud and jacking up implementation and compliance, especially in the post COVID – 19 world. Accountability is considered to be one such phenomenon that acts as a control and coordination mechanism to align individuals to organizationally prescribed behaviors. The purpose of this paper is to develop a multi-level review of felt accountability to identify organizational mechanisms that would work to make individuals more accountable toward work outcomes. The paper discusses such mechanisms at individual, group and organizational levels.

2391 An Empirical Study on the Organisational Benefits of Green HRM in the IT Sector

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The traditional financial perspective of businesses is changing. Ethical, social and sustainability implications are gaining importance. Green HRM focuses on developing and employee's technical and managerial competencies through the application of innovative and sustainable initiatives. The study aims to understand from an employee's perspective if implementing green HRM policies and practices in the Indian IT sector benefits and organisation and contributes towards building a green organisational culture, enhances the green employer branding and improves the organisational attractiveness. The study uses a sample size of 230 and uses the Baron and Kenny method of mediation analysis.

2459 A Study on Management Challenges and Opportunities Experienced by MSMEs Employee

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MSMEs are considered to be essential part of Indian economy. It is providing employment to millions of individuals. It plays an important role in development of rural and backward areas. Unprecedented outbreak of pandemic has paralyzed the Indian economy. The supply chains were distorted and people were struggling to make both ends meet. This pandemic has triggered one of the worst job crises all over the world Problems include getting adequate funds, lack of skilled employees, inadequate financial education. Research tries to elucidate the challenges and opportunities experienced by this sector It helps in exploring the corrective and remedial measures.

SP1-3
Session: OB
1st Jan. 2023 (Sunday), 3:00pm to 4:40pm
Session Chair: Salamah Ansari, IIM Kozhikode

2266 Corporate Governance and Ethical Leadership - A Sustainable Framework for All

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With Covid 19, our Adversity Quotient or Crisis Leadership has proven that it is failing at all levels; while only Institutions with strong character and values are resilient, others with no Corporate Governance seem to be falling apart. Are following ethical practices not profitable? Can Business Growth and Ethics co-exist? What does it take to have ethically strong and balanced leadership? Hence, it is highly imperative for specially family grown and MSMEs to have good corporate governance, to be able to sustain and grow. The study is focused on a CG framework by all-size companies.

2328 Spill over Effects of Perceived Firm Innovativeness on Corporate Brand

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This research reviews the previous research on perceived firm innovativeness and its effects on corporate brand. The previous studies mainly focus on the interlinkages between innovation and branding and examines the effects on customers such as satisfaction loyalty trust advocacy behaviour and purchase intention. This review brings out the dimension on how perceived firm innovativeness can have outcomes in the other constituents of a firm that could have implications in selecting and prioritizing innovation projects communication of innovation efforts to key stakeholders through the product development lifecycle and leveraging positive effects of innovation on brand for gaining competitive advantage.

2449 Effect of Opportunities-motivation and Abilities on Social Capital and Innovation Capabilities

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This paper aims at studying the relationship between social capital and innovation capabilities of MSMEs in Punjab. Innovation capabilities help a firm to adapt and survive in the competitive and dynamic business environment. This study seeks the answer to the question of how social capital when backed by motivation ability and opportunities leads to improving the innovation capabilities of a firm. By clarifying the link between social capital motivation ability opportunities and innovation capabilities we also contribute to the literature on social capital and innovation.

2451 The interplay of Entrepreneurs, Intermediaries, Stakeholders in Emerging Economies

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Sustainable entrepreneurship in emerging economies is not only a slow-rising pursuit but is also challenging with limited access to resources and networks. These demanding entrepreneurial ecosystems can be eased and facilitated by the presence of intermediaries who spur the entrepreneurial process by acting as a bridge between entrepreneurs and their relevant stakeholders. Our research focuses on the linking role of intermediaries in connecting entrepreneurs and stakeholders at different stages of the entrepreneurial process in emerging economies. Through our research we demonstrate how the three groups of players in the entrepreneurial ecosystem complementarily leverage the key resources rooted in market.

2464 A Study of the Theoretical Underpinnings of Phygital Governance

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In the recent times there is an unprecedented move towards being phygital. Alike other sectors even public administration has actively adopted digital technology along with the physical. To gain an insight into the evolution of phygital this paper attempts to understand the prior evolution of Governance from New Public Management (NPM). The concept of Governance has emerged along with NPM, it has a market-based approach. NPM brought in change in the classical bureaucratic form of state. There is a shift towards a hollow state which has a significant involvement of third party in its functioning.

SP2-1
Session: Finance
1st Jan. 2023 (Sunday), 4:40pm to 5:40pm
Session Chair: Narinder Kumar Bhasin, Amity University

2123 A Review of the Progress and Future Prospects of Impact Investment

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Impact investments are an amalgamation of both Philanthropy and traditional investments. In this paper we present an exploratory study on different dimensions and main players of Impact Investment ecosystem, Definition, Its current state and prospects in future. Subtle differences among ESG, Socially Responsible Investment and Impact Investment are also explained in this paper. The journey so far is encouraging, but we still have a long way to go. Mass awareness needed to be created and significant academic research has to be done for ample development in the field of Impact Investment.

2249 Plan for the Uncertainty - Empirical Study on Optimal Portfolio and Investments

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Portfolio selection is a key to financial management and investment decision-making; Numerous classes of portfolio selection issues are amenable to efficient optimization-based solutions. This paper examines the study to devise a method for selecting the best portfolio for investing in Indian equity stocks that correspond to various economic subsectors. The paper's theme is an empirical study using the latest data on the topic. The methodology and calculations can be replicated to build an optimal portfolio of sectors for investing in related stocks. Hence the optimal portfolio balances, low risk with high return while considering all other pertinent factors.

2280 Non-Banking Financial Services Crisis and Risk Management

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Public sector banks are expected to come under stress in the event of stress in NBFC sector because public sector banks have a net receivable position vis-à-vis NBFC Sector. With recent systematic liquidity problem and asset-liability mismatch in the NBFC sector in India have resulted in the free fall of NBFC sector stocks in capital markets leading to the contagion spread to other financial stocks creating bearishness and crashed benchmark indices.

SP2-2
Session: Marketing
1st Jan. 2023 (Sunday), 4:40pm to 5:40pm
Session Chair: Abdulkarim Dahan, American University in the Emirates

2300 Role of Deception in Advertising

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Deception has become an inevitable part of marketplace interactions that takes place between marketers and consumers. The Federal Trade Commission (FTC) defines deceptive advertisement as any

2399 An Empirical Study of Utilization of Digital Marketing During Covid-19 Era

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The Covid 19 epidemic resulted in important developments, particularly in marketing that influenced the use of social media and digital technology in this age of the internet. Digital marketing can have to be claimed to have had a significant part in increasing corporate efficiency, effectiveness, two-way communications with clients, and spreading awareness and information, but on the other side, it also helped to public fear. This article aims to determine the prospects and effects of digital marketing in the pandemic period and develop the concept of digital marketing.

2425 Consumers' Perceptions on Digital Shopping in the United Arab Emirates

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The purpose of this research is to build an economic model to measure the perception of the digital shoppers. A survey was conducted, which included: employees and professionals from different fields of society. Findings show that that online shopping is still risky, and shoppers believe that there are delay in product delivery, lack of accuracy on websites, information insufficiency, and therefore buyers still prefer traditional shopping over online shopping. The study concludes that the need for more awareness among shopping participants regarding safety, the need for improving online services such as providing accuracy and information and enhancing products' time delivery.

SP2-3
Session: Finance
1st Jan. 2023 (Sunday), 4:40pm to 5:40pm
Session Chair: Vandana Goswami, University of Delhi

2427 Impact of Personality on Decision Making of Mutual Fund Investors

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Traditional finance supports the fact that investment decision-making is made on the basis of all the information available in the market and thereby leading to rationality. The decision of making an investment by individual investors in their perception is assumed to be rational. On the other hand, the theory of rationality is challenged by the assumptions of behavioural sciences that supports the role of psychology in decision making. The theoretical and empirical study in this paper also suggests that personality of an individual has an impact on decision making of mutual fund investors.

2432 Impact of Diaspora Direct Investment

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Remittances from the migrant population are becoming increasingly vital for many countries, including India, in order to maintain their balance of payments and fund household expenditure. This study reimagines the role of the diaspora in fostering the creation of entrepreneurship-focused economies in India through the provision of remittances, technology, and entrepreneurial skills. A number of country-specific qualities, such as a nation's ability to retain and recruit human capital, promote the population's ability to create and use technology. We discover that financing, technology, and entrepreneurial uptake all have a significant impact on the development of the entrepreneurial ecosystem.

2446 Impact of Behavioural Bias on Livestock Investment Decision-Making of Individual

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The study proposes to analyse the interrelationship between Behavioural bias and Livestock Investment decisions. It considered Behavioural bias (Exogenous) and Livestock Investment Decision Endogenous variables. The study paper found that most of the middle and low economic-class rural people had invested in Livestock. The research paper was finding a limited number of urban people and most of the village persons invested in cattle, goat, lamb and Naatu Kozhi. The research paper concludes the positive relationship and moderate impact on the livestock investment decisions in Tamil Nadu.

SP3-1
Session: Sustainability
1st Jan. 2023 (Sunday), 5:40pm to 7:20pm
Session Chair: Suraj Shah, Ganpat University

2074 Study on Impact of Covid-19 on the Sustainability of Civil Aviation in India

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The outbreak of the Corona virus has been extremely disruptive to the aviation industry, threatening the survival and sustainability of Indian airlines. Alongside massive losses due to restricted movements, fuel prices and halted operations, industry predicts a bleak future; passenger demand is also expected to be compressed due to weak tourism, reduced income, and compressed commercial activities. The purpose of this paper is to examine the impact of the COVID 19 on Indian civil aviation, as well as the potential future challenges. The study also suggests a possible solution for mitigating the expected losses.

2259 Sources of Consumer Awareness towards Eco-friendly Shoes and its Impact on Purchase Decision

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Footwear emits 1.4% of global GHGs and 700 million metric tonnes of carbon. The Sector mercilessly exploits non-renewable resources and creates toxic, non-recyclable trash. This study investigates Gen Z's eco-friendly shoe consumer awareness and purchases decision. Purposive sampling was used to obtain primary data from 267 customers using questionnaires to determine their sources of awareness and Impact on Purchase decision. This study found that social media raises awareness more than other media. The study found that social media advertising, reference groups, and customers' awareness of eco-friendly shoes are the most significant factors in their purchase decisions.

2315 Drivers of Tourist Decision to Visit Sustainable Tourism Destination

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The paper attempts to examine the evolving dynamic role of promotional activities in creating a positive image of the destination and influencing the visiting intention of tourists based on stimulus organism response theory. A total of 402 Indian tourists' data was collected through a self-administrated questionnaire at five ecotourism destinations in Rajasthan from December 2021-March 2022. Since the aim of the study was more on prediction rather than model confirmation, thus the technique used and found to be appropriate is PLS-SEM. It is observed that promotional activities via social media are indeed instrumental in creating a sustainable demand amongst tourists.

2344 Studying the Post Covid-19 Challenges to the Sustainable Tourism Industry

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The objective of a sustainable tourist's implementation plan should be to maximize the economic advantages and minimize the environmental consequences of visitor arrivals This study looks at how relationships between visitor numbers GDP pollution resource use and capital creation are changing over time Increases in visitor numbers have a positive effect on the overall amount of capital creation Tourism arrivals are severely impacted by the need for power hence it is important to focus on increasing the efficiency and promoting change To sustainably grow rural regions the tourist industry is an important sector The consistency of tourist experience.

2346 Sustainable Manufacturing and Design: Perceptions, Practices and Requirements

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The globalization of the world is causing it to demand more capital and consumer products, but it is not ensuring that these goods are sustainable. We need to find an industrial value for this issue so that we can meet the sustainability challenge. Sustainability is a pressing concern for the future that will have a profound impact on all aspects of human life. Recent advances in sustainable production techniques and infrastructure are helping to make products and procedures more sustainable. The paper tries to address the procedures, and methodologies in the implementation of sustainable manufacturing principles.

SP3-2
Session: Health Care
1st Jan. 2023 (Sunday), 5:40pm to 7:20pm
Session Chair: Bharati Deshpande, University of Mumbai

2285 Disruptions in Healthcare Services in Specialty Hospitals During Pandemic Covid

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COVID-19 outbreak resulted in widespread disruption in healthcare services. It caused prolonged disruptions in access to healthcare services for patients with critical illnesses who were to undergo regular treatment in hospitals. Based on outpatient data from a tertiary hospital in Kerala, we determine the trends in number of patients visiting hospital before, during, and after the outbreak of Covid-19. Study revealed an ostensible denial of treatments for patients suffering from critical illnesses including cardiac arrests and cancer during the pandemic. Significant relationship was observed between patients' comorbidity factors and their inability to access healthcare services during the critical phase.

2308 Impact of Maternal Healthcare Services on Double Burden of Malnutrition in Child

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Maternal health care services received by mothers during pregnancy and childbirth are an essential factor in determining the lifelong well-being of child. With increase in obesity among children, a new threat of double burden of malnutrition has emerged. This study extracted data from the Demographic and Health Survey 2019-21, which includes 174,947 women aged 15-49. Using a binary logistic regression model, it was found that mothers who have received antenatal and postnatal care were less likely to have underweight children. On the contrary, childhood obesity increases almost 1.4 times with a greater number of antenatal care visits.

2309 E-commerce in Health Care Application: A Post Pandemic Analysis

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Pandemic has changed the perspective of people towards e-commerce. Healthcare being a crucial part in pandemic, such online healthcare applications came into limelight and use of these applications became a new normal. This research paper is an attempt to study the e-commerce application in health care. The objective of this research is to have an overview of the health care industry and further to study in-depth the uses and preferences of online health care application by customers during pandemic and post-pandemic. Data collection is based on a well-designed questionnaire including variables like knowledge, awareness, usage, preferences, expectations, and trust.

2489 Mixed Marriages and Women's Health Status: Evidence from India

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We estimate the gaps in health outcomes (such as self-assessed physical health, BMI, and incidence of underweight) between women who had same and inter-economic group marriages. For this purpose, we use data from the two waves of the India Human Development Survey (IHDS) (2004-05 and 2011-12) and use various panel data techniques. We find lower health status (self-assessed physical health), lower body mass index, and higher incidence of underweight among women from inter-economic group marriages.

SP3-3
Session: Post Covid HRM
1st Jan. 2023 (Sunday), 5:40pm to 7:20pm
Session Chair: Alka Bajpai, Delhi University

2106 Influence of Work from Home on Employee Absenteeism in Post Covid 19 Era: Focus on IT Employees

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COVID-19 has not just distressed people's health. However, the world economy paused. In response to the COVID -19 pandemic, government guidelines have forced many employers to allow their employees to WFH, greatly reducing the number of staff working in an office. 100% of Information Technology sector employees totally worked from their homes at times of pandemic period. Employee absenteeism is a complex issue that can be caused by various factors. The present study will evaluate the influence of Work from Home on Employee Absenteeism during post COVID 19: focusing on IT Sector employees in Infopark, Kochi.

2223 Enhancing Mental Health At Work Through Job Crafting in the Post-pandemic Period

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This paper explores the role of job crafting (JC) on job embeddedness (JE) through mediating role of meaningful work (MW) and perceived flexibility (PF) as a moderator in enmeshing employees with organizations by enhancing mental health. It contributes to literature relating JC and JE, owing to limited studies on this. JC eliminates work alienation and instils motivation to achieve mental wellbeing. This model will serve as an indicator for managers to understand and use JC as a lever to drive MW, promote mental health and JE of employees; organizations combating the phenomenon of 'Great Resignation' in the post-pandemic period.

2240 Workplace Incivility During Covid-19: A Systematic Review and Research Agenda

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Although workplace incivility is a rampant challenge in organisations, as depicted in management research in the last two decades. Various studies have confirmed a significant increase in workplace incivility during the Covid-19 pandemic. This paper aims to systematically identify and review empirical studies that measure workplace incivility in the unique setting of Covid-19. Our study (a) identifies the motives and impact of workplace incivility through antecedents, consequences, and boundary conditions, (b) suggests interventions to managers/practitioners for mitigating workplace incivility and further preventing it during future outbreaks or emergencies.

2251 Leveraging on Employee Proactivity in Walking Past the Covid-19 Crisis

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The sudden acceleration towards a hybrid workplace and the resultant ambiguity surrounding the advent of the pandemic have together driven the scholarly focus on job crafting as a potential strategy for exerting active control over one's job to ensure an effective and meaningful transition through the crisis. Therefore, our work offers a systematic review of job crafting research in the context of the COVID-19 pandemic. Based on our review, we attempt to provide a conceptual framework that elucidates job crafting as an effective response to pandemic-induced workplace transformations, such as flexible work arrangements and the diffusion of work-home boundaries.

2483 Re-experiencing the Work-life Post Pandemic: A Qualitative Exploration

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The ongoing pandemic has led to the discourse of the new normal in organizational life. The present reports the findings of 2 qualitative studies undertaken to explore the thoughts and reflections around the re-discovered meaning of workplace or office spaces and home-life for employees. The study reports data from 20 working professionals and results from thematic analysis are reported. In the first study data was collected through in-depth interviews around their experiences and sense-making around re-entering the workplace formal and informal workplace communications. Second study reports experience of men working from home and their sense-making of work-life.

MA1-1
Session: Consumer Behaviour
2nd Jan. 2023 (Monday), 9:00am to 10:20am
Session Chair: Musarrat Shaheen, IBS Hyderabad

2354 Stimulus Characteristics and Choice Deferral

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When presented with attractive options to choose from, consumers often defer choice, known as choice deferral. Past research has explored choice deferral in different contexts like how positive mood impacts choice deferral. In this research, we use how the description of the attributes values, and numbers (gas mileage 32) versus ratings (gas mileage on a rating scale, 70/100) impact choice deferral. Through two studies, we show that choice deferral is lower when attributes are rated compared to when numbers are used and show that this happens due to a change in choice strategy from attribute-based to alternative-based processing of attribute information.

2420 Human Crowding and Store Choice in Subsistence Consumers

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The social dimension of retail store atmosphere leads to perceptions of human crowding in the store. Retail crowding has been shown to have an inverted U-shaped relationship with store satisfaction. Extant literature has reasoned that the variances in this relationship are due to differences in tolerance for crowding by virtue of culture. But crowding perceptions may be contingent upon individual traits and store format. In this conceptual study, we propose the under researched impact of communal orientations and dense social networks in the crowding perception of subsistence consumers, and their evaluations of mom-and-pop stores.

2473 Psychological Factors Affecting Bottom of the Pyramid Consumer Behavior

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The study presents the psychological factors that shape consumer behavior at the Bottom of the economic pyramid. The study uses a systematic literature review procedure. The study relied upon Scopus and Web of Science databases for the extraction of relevant papers. Study found the prominent psychological factors which are playing a crucial role in shaping consumer decisions. These psychological factors play a crucial role on BoP consumers in comparison to their counterparts or high-income consumers. Subsequently future research agenda has been developed. The study brings out the implications for business organizations and other organizations engaged in the BoP segment.

2487 A Study on the Determinants of the Purchase Intention towards Handloom Products

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Due to the COVID-19 pandemic consumer attitude, behavior, and spending patterns have been changed and will persist after the post-COVID-19 situation. Customers frequently have trouble deciding on handloom products Due to the lack of information and dilemma regarding purchasing traditional ones. The primary data was collected from the consumer residing in Jharkhand. To analyze the data, structural equation modelling was used. According to the findings, quality consciousness positively affects product diagnostic. Additionally, it was discovered that a decrease in perceived information asymmetry increased the desire to buy traditional handloom products.

MA1-2
Session: Quality and Audit
2nd Jan. 2023 (Monday), 9:00am to 10:20am
Session Chair: Sheela Thiruvadi, Morgan State University

2134 Chair Gender Characteristics and Audit Fees

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The purpose of this study is to examine the relationship between the characteristics of a female chair of the audit committee and audit fees using S&P 500 firms for the period 2010 to 2011. Findings show a positive association between the characteristics of female chair on the audit committee and audit fees. Our results have important implications for regulatory and legislative changes encouraging the appointment of females on corporate leadership roles. Their appointment may signal a positive influence for stakeholders investors.

2499 Relationship Between CEO Power and Audit Committee Effectiveness

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This study investigates how CEO gender mitigates the CEO's power to influence audit committee effectiveness. Audit Committee effectiveness is crucial for effectively monitoring firms' management for better performance. However, the literature shows that a powerful CEO might influence the audit committee to compromise their role. It is also established in the literature that gender plays a vital role in corporate governance, where female CEOs are expected to be more ethical than men and therefore are likely to make more ethical decisions. Consequently, we expect gender to moderate the effect of powerful CEO on audit committee effectiveness.

2510 Association between Experience and Perceived Audit Quality: A 3 – year Trend Analysis of Commercial Bank Industry Audit

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A trustworthy and prosperous firm has to have audits. As a result, academics have long researched the elements that influence audit quality and have proposed a wide range of variables, such as global auditing standards, auditing ethics, industry type, and the existence of independent and active audit committees. This research investigates the association between auditor experience and audit quality. A total of 1,455 observations across 247 commercial banks were selected, spanning from 2019 to 2021. A logistic regression model was fitted to determine the probability of audit quality as a function of auditors' experience and year of audit.

MA1-3
Session: Globalizing
2nd Jan. 2023 (Monday), 9:00am to 10:20am
Session Chair: Radhakrishna Pillai, IIM Kozhikode

2228 Consumer Buying Motives: Special Reference to Herbal Products

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Herbal Products Industry has seen tremendous growth throughout the globe. Amidst this promising scenario, this industry has outshined in the Indian setting as well. Customers are gradually shifting from chemical-made products to natural products. The rationale behind this shift inculcates health consciousness which is creeping up among customers. Moreover, it has been observed that the market for herbal products is expected to grow multiple times in the approaching years. Therefore, this study is an attempt to explore the buying behavior and motives of Herbal personal care products among customers.

2373 Discretionary Accruals and Rounding-up

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I investigate whether managers use DACC for rounding-up in 1741 non-financial listed companies on National Stock Exchange of India in 2001-2016. Bendford's law is applied to derive the expected occurrence of left-most second single digits and Jones discretionary accruals model is applied to measure discretionary accruals. The empirical analysis of annual reported earnings of the sample companies do not show the evidence for managers' practice of using discretionary accruals for rounding-up of reported earnings in India.

2437 How Competitive are Indian Family Owned Businesses?

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There is a significant body of work done on family-owned businesses across the globe. This paper looks at how competitive are Indian family-owned businesses compared to international MNCs in India. The analysis was carried out on a sample of 186 family-owned businesses and 36 MNCs from the top 300 companies. The findings suggest the MNCs perform better, more competitive driven, have greater efficiency, more productive employees, better advertising/ CSR spends while also benefiting from their international resulting in greater EPS. Family-owned businesses need to increase professional managers and move beyond taking a safe cautious approach

2496 Which Gita can Lead us to Realizing the Truth in Satyam-nityam-purnam?

Radhakrishna Pillai, IIM Kozhikode, krishna@iimk.ac.in

Gita is well known to the world for its eternal wisdom that can be applied to address the problems of VUCA World. At the same time, there are many "Gitas" in the Indian literature. This paper explores the connotation "Satyam-Nityam-Purnam" and examines which Gita helps us to realize the Satyam or Truth from a spiritual perspective that can be applied universally, in line with the vision of "Globalizing Indian Thought" set by the Indian Institute of Management Kozhikode.

MA2-1
Session: Moonlighting
2nd Jan. 2023 (Monday), 10:20am to 12:00noon
Session Chair: A K S Suryavanshi, Karnavati University

2226 Antecedents to Perceived Moonlighting Intention

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The recent Covid-19 pandemic has accentuated the need to study the intentions of employees to take up moonlighting opportunities. There exist various intrinsic and extrinsic reasons for moonlighting including economic, personal passion, dissatisfaction with the current leader, and better employee-related practices among others. This study establishes a conceptual framework to examine the relationships between antecedents and perceived intention to moonlight. This study intends to examine the relationship between organizational resources (perceived authentic leadership) and personal resources (protean career attitudes) on perceived intention to moonlight due to work engagement.

2263 Exploring the Conceptual Structure of Moonlighting: A Bibliometric Review

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Moonlighting or holding multiple jobs simultaneously to realize a boundary-less career is a trending labor market phenomenon. Factors like the rise of the gig economy in the present digital age, socio-economic disparities and psychological factors like motivation etc have been some of its key drivers. The advent of remote working as a global response to sustain business activity amid COVID-19 crisis has also acted as a catalyst to amplify this trend further. This research leverages a bibliometric approach to analyze the past body of knowledge through the R Package to illustrate the emerging themes and avenues for future research.

2356 Moonlighting and the Evolving Workforce Ecosystem

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Moonlighting as a phenomenon gained visibility post the pandemic for various reasons. Even within the same industry, employers are divided on the issue. For a comprehensive understanding and assessment of the issue, one needs to analyze the views and opinions of different stakeholders. This study examines the voices of different stakeholders by analyzing conversations on publicly accessible social media and data collected through unstructured interviews. The outcome will be in the form of an overall framework that maps issues, concerns, challenges, interests, and their consequences for different stakeholders.

2361 Moonlighting Changing Trend of Employment

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Employees are practicing multiple jobs and it coined the term moonlighting. The study wants to examine the preference of employees why they are working in various occupations and to understand employee's perspectives towards moonlighting. The study is based on qualitative data hence, secondary data has been collected to complete the study, ignoring all unknown journals and non-English papers, data was taken from Scopus database and google scholar, the study indicates that covid has given a new direction to the industry and created 4.0 industrial revolution, Employees prospective towards moonlighting is positive because they are getting to participate.

MA2-2
Session: Entrepreneurship
2nd Jan. 2023 (Monday), 10:20am to 12:00noon
Session Chair: Romi Sainy, Jaipuria Institute of Management Indore

2180 The Entrepreneurial Privilege: Whether a Myth for Chartered Accountants in India

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A professional including Chartered Accountant has the luxury of being an entrepreneur even by standing alone if he/she chooses the practice route. However, it has been observed that instead of starting their own practice, increased CAs are taking the employment route. Qualitative method semi-structured interview was used to understand the unique circumstances of the CAs in practice in India. The data suggests the presence of stressors that are a result of the recent attitude of society and Government towards the CAs. Also, entrepreneurial orientation is in conflict with the professional restrictions imposed by law.

2383 Analyzing the Role of Innovation in Family Firms for CSR in Emerging Markets: CSR

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Family firm literature has witnessed growth in recent times. Extensive analysis of the drivers of corporate social responsibilities in family firms has been done, however, an understanding of the impact that moderating factors such as Innovation have on these corporate social activities has been inconclusive in the Indian Context. Using Bibliometric mapping and systematic literature review (SLR) I bring out the moderating effect that Innovation has had, drawing on Emerald Insight database. This will lead us to a framework of the most frequently studied topics in family firms, identifying the impact CSR has had on this body of literature.

2415 Comparative Analysis of Entrepreneurial Tendencies of Students

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In this study, authors aim to examine the entrepreneurial tendencies of students by using General Enterprising Tendency Test (GETT) developed and tested by Sally Caird and Cliff Johnson at Durham University in 1998. It measures the entrepreneurial characteristics of around 700 students pursuing undergraduate, masters or doctorate degrees from different universities in Delhi NCR and then the comparative analysis is performed with respect to the demographical variables. Key factors influencing entrepreneurial mindset were identified; it helped students to realize and understand their enterprising potential and reflect on their qualities and aspirations.

2445 An Evidence-based Business Continuity Model for Indian Micro Enterprises

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Indian MSEs were already struggling with sluggish demand, unavailability of affordable credit, and low productivity when COVID-19 made hit and disrupted the entire sector. The government realized the criticality of the situation and quickly announced relief measures including a financial stimulus package to address the crisis. The objective of the study is to critically review these measures and identify the gaps that remain unaddressed in the government response. The recommendations to address these gaps and hope that the government incorporates them soon in its future policies. It would enable MSEs to sail through this crisis and develop sustainability.

2457 Funding Pitch Deck for an Edtech Startup - Scratch the Hell

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Startups are increasingly gaining traction and success. Government policies, economic incentives, evolving social perception and increasing adoption, growing infrastructure, collaborative ecosystems have all been pivotal. Consequently, from Jan 2016 to Dec 2020, there has been a multifold increase in the number of startups with 4.7 lakh jobs created and investments scaling 885 million USD. Given this, several entrepreneurs are venturing into providing innovative, accessible and convenient solutions. However, understanding funding opportunities, analyzing its prerequisites and the fine print forms a challenging crux of the entire process. Hence, this case aims to illustrate the behind-the-scenes process and considerations while arriving at numbers.

MA2-3
Session: OB
2nd Jan. 2023 (Monday), 10:20am to 12:00noon
Session Chair: Lara Priyadharsini, Bharathiar university

2064 Integrating Quakerism in Contemporary Management for Holistic Development: Cases

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Provided the dynamic corporate scenario; Philosophy significantly creates positive leadership for fostering inclusive organizations. The authors have aimed to give a background of the relevance of Quakers philosophy to managerial practices by citing examples through specific cases and brief reflections. The current article claims a great deal to be learned about business practices by reflecting on how the 'Friends,' mostly forgotten and disregarded in the foundation narratives of management studies, were structured and how they successfully managed their businesses, and consider multiple implications that management studies may derive from researching the Quakers' management style in the future.

2087 Psychometric Analysis of Organizational Authenticity: Scale Development Validation

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Values are identified by personal beliefs or social norms, which are not a direct outcome of situations and the force that guides behavior (Rokeach, 1973). Organizational values are espoused when the organization claims to observe those values in its daily operations (Argyris, 1999). Enacted values are the ground reality of the espoused values and whether they are practiced in the organization. We conducted a psychometric scale development to test organizational authenticity based on employee perception. Scale was developed using item generation and filtering followed by Exploratory/Confirmatory Factor Analysis. We developed a measurement model to develop scale using AMOS and SPSS.

2115 Impact of Organizational Conversation on Organizational Health

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Conversation is core process by which human beings think, coordinate their actions together The living process of conversation lies at the heart of collective learning and co evolution of the human affairs These conversations can be between peers leaders and teams etc Often these conversations play a pivotal role in determining how effectively can organizational teams function Similar to organizational conversation is the subject of organizational health Although subjects of organizational communication less conversation and organizational health have been independently discussed in literature through this paper we try to establish a coherent link between how organizational conversation impacts organizational health.

2155 Technostress and Employee Creativity, Considering Organizational Support

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Employee creativity is a major concern for most organizations, whether they are small, huge, for-profit, or non-profit. All organizations value employee creativity. The importance of employee creativity has been extensively studied. This research has been done from both the employer's and employee's perspectives. In this article, we investigated how technostress affects employee creativity now and in the future. We sought to predict the result by focusing on their link to suggest future implications and explain how it would benefit the organization and the individual. The relationship between them was emphasized.

2215 Impact of Emotional Intelligence on Employee Entrepreneurial Behaviour-postcovid

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Covid -19 Pandemic creates a huge expectation of the Employee Entrepreneurial Behavior (EEB) concept that leads to several outcomes such as innovation, individual productivity, and mainly organizational performance. The purpose of this research is to analyze the impact of emotional intelligence on EEB. A sample of 286 managers from start-up companies in TamilNadu participated in the research. Results showed that there is a positive impact of Emotional Intelligence dimensions (Self-Awareness, Self-Management, Social Awareness & Relationship-Management) on EEB. This research gave a perception for start-up companies both practically and theoretically to sustain their business, especially in the post Covid 19 era.

MA3-1
Session: Finance
2nd Jan. 2023 (Monday), 12:00non to 2:00pm
Session Chair: Abhilash Nair, Indian Institute of Management Kozhikode

2088 Digital Financial Inclusion: A Bibliometric Review

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Several researches on financial inclusion have been conducted however hitherto there is a paucity of efforts at a comprehensive science mapping of the area Therefore the current study aims to bring out the trends in the research of digital financial inclusion based on amalgamation of knowledge structures The study uses an advanced search query to identify relevant documents on digital financial inclusion in the Web of Science and Scopus databases The study illustrates and describes the social intellectual and conceptual structure of digital financial inclusion research and also highlights the important issues in the area for effective policy formulation.

2100 Utilisation of Linkage Loan Facility and Its Repayment among Kudumbashree NHGs

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The financial empowerment of women in Kerala through the focused initiative of Kudumbashree has gone long way drawing even International recognition. Covid-19 affect most of the rural women's family income. KDMs main micro-finance programme i.e., the Bank linkage program has made inclusive growth possible by providing easy access to bank loans without any physical collateral. The aim of this paper is to understand the utilisation and repayment mode of linkage loans by selected Kudumbashree NHGs especially in post-covid situation.

2101 Predicting the Stock Market Index Using Decision Tree

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Stock markets have high-frequency data and the crux lies in precisely forecasting the market trend based on historical prices This paper analyses the daily prices of BSE SENSEX company stocks for the period June 2012 to May 2022. The decision tree model is one of the most influential predictive analytic tools and systematic review of the literature was conducted for volatility in the stock market, predictive analytics and decision tree. The findings and suggestions will help the investors in enhancing the accuracy in decision making, and optimize their stock returns by investing in the benchmark index.

2167 Effect of Exchange Rate Volatility on International Trade of India

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This study investigates the relationship of international trade flows of India with exchange rate volatility, income and inflation using quarterly data over the period of 2001:1 to 2020:1. For estimating the volatility, the study employs GARCH based models and it is observed that the volatility of nominal effective exchange rate significantly impacts the international trade flows. The major results of the study suggest that exports of goods is positively impacted by income and exchange rate volatility while, negatively by inflation. Additionally, the imports of goods are positively impacted by the income of the country.

2222 Fintech Enabling Financial Inclusion: Review of Trends and Way Forward

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Fintech is seen as a key promoter of financial inclusion as it helps in enabling transactions through mobile phones or other internet connections, lowering the cost of payments and accepting remittances, and making credit more affordable for the segments of the population which were found to be underbanked or unbanked. The primary goal of this study is to review the academic literature related to fintech capabilities to enable financial inclusion using a sample of 677 articles from the Scopus database for the period 2007-2022 using bibliometric analysis and offer a solid path for future research in this area.

2400 Deleveraging and Enactment of Insolvency and Bankruptcy Code

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Debt financing can be a source of growth and instability in emerging markets The main aim of this paper is to study the long-term trend in financial leverage among non-finance Indian corporations We analyzed data for all listed firms between 2003 and 2021 We see that the financial leverage of Indian corporations has declined as is the trend globally Further we analyze factors contributing to deleveraging and the impact of enacting Insolvency and Bankruptcy Code IBC Following an interrupted time series design preliminary results show that while there is a trend to deleveraging this trend is more pronounced post-IBC.

MA3-2
Session: IT
2nd Jan. 2023 (Monday), 12:00non to 2:00pm
Session Chair: Ruhi Bakhare, DAIMSR

2063 Effects of Digitization on Society with Reference to Increase Usage of Technology

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The current coronavirus pandemic not only poses a large threat to the health of our population, but also has impacted our daily lives in a disorganized manner. Although most of the mainstream services are available through our accessibility to technology and internet, the constant isolation and loneliness has caused a silent uphill battle with emotional and mental health. This study will be observing the over-usage of internet as a current trend with a stark contrast of abrupt social changes that were caused by the pandemic.

2104 Factors of Digital Transformation in Indian Maritime Sector Post Covid-19 Era

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Digital transformation of maritime processes enhances intermodal connectivity with maritime supply-chain performance by affecting maritime transport chain through optimized freight handling; improved business processes & services and minimized environmental impacts. Based on an extensive literature review, digital transformation influencing factors were identified and clustered using organizational, technological, and environmental (TOE) framework. To confirm relevance of influencing factors, interviews with experts from domain experts were conducted and research model was designed. Questionnaire survey was conducted on the sample of major seaports stakeholders & commercial stakeholders and research data collected was analysed for various evaluation results using the PLS-SEM approach.

2107 Catalytic Role of Pandemic and Online Food Delivery Apps in Consumption Pattern

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The COVID-19 pandemic had caused a profound and severe impact on the global economy. The outbreak of pandemic had significantly altered some markets, like the online food ordering sector, as customers are expected to be extremely cautious if they continue to place food orders. The purpose of study is to understand the role of pandemic and online food delivery apps in the food consumption pattern. Pandemic made people to eat healthy food and lockdown increased the usage of food delivery apps. Furthermore, this survey demonstrates an increased understanding on the importance of health quality and food safety in food selection.

2207 Explaining the Antecedents of E-sport Gaming Intentions

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E-Sports has witnessed a substantial increase in the number of users in recent times. The purpose of this study was to explain the relationship between the structural aspects of e-Sports, attachment to the e-Sport, and consumers' gameplay intentions. Information from students (N=390) was gathered through an online survey. Using SmartPLS-4, the Partial Least Square Structural Equational Modelling technique was applied in this study. The results showed that, contrary to Price Value and Flow, Effort Expectancy had no significant impact on attachment to e-Sport. Overall, customers' attachment to e-Sports influenced their e-Sports gameplay intentions significantly.

2398 An Empirical Study on Data Privacy and Security Protection

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The privacy protection Principles of the tech industry are designed to protect user privacy while ensuring that the industry grows. This is evident in the field of artificial intelligence (AI). There are security and privacy issues with IoT devices that need to be addressed. IoT technology could lead to users' personal data being shared without their consent, which could lead to them avoiding using the technology. This paper tries to provide a comprehensive overview of the state of the art of IoT and AI, with a focus on privacy and security threats, attack surface, vulnerabilities, and countermeasures.

2424 Effectiveness of Fear Appeals in Protecting Online Privacy Using EPPM

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The present study applies the extended parallel process model (EPPM) to examine the effectiveness of fear appeals in influencing consumers appraisal of threat and efficacy on their online privacy concerns and privacy-protective behavioural intentions. By employing experimental designs and using stimuli we examine the influence of EPPM factors dispositional mindfulness and self-esteem on privacy concerns and intentions to protect online privacy. Thus by applying EPPM and further extending the model to understand the influence of individual differences in fear appeal in an online privacy context the study contributes to the existing literature on effectiveness of fear appeals and EPPM.

MA3-3
Session: Post Covid Education
2nd Jan. 2023 (Monday), 12:00non to 2:00pm
Session Chair: A K S Suryavanshi , Karnavati University

2233 Teachers' Adoption and Intention to use Technology in the Post Pandemic Era

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Covid-19 pandemic created widespread disruptions across industries including the education industry. Approximately 1.5 billion students were affected across 165 countries as schools and colleges were shut over the entire globe. Pandemic forced educators to adopt online mode of teaching and learning. This study attempts to determine the factors affecting teachers' attitude and their intention to use technology using the TAM model. Results indicate that perceived ease of use, perceived usefulness, and personal innovativeness have significant positive impact on teachers' attitude and their intention to adopt technology. However, technology that is complex has a negative impact on attitude and adoption.

2304 Post-pandemic Student Well-being: Scale Development and Validation

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Strewn with intense workload competing demands and unrealised expectations tertiary education has been notorious for challenging students well-being SWB long before COVID-19 Post-pandemic well-being concerns have exponentialized with increased uncertainty over degree completion and job prospects Existing measures are limited in their ability to assess SWB in the post-COVID era In this article multiple samples have been used for developing and validating a multidimensional reflective measure assessing SWB Five dimensions of SWB have been identified university satisfaction resilience financial well-being associative well-being and physical well-being Practical implications for educational institutions and future research prospects of this measure are discussed.

2318 Psychological Skills Training in the Field of Sports: A Narrative Review

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COVID-19 pandemic has had a tremendous impact on the sports industry and on the physical and mental health of individuals. Sportspersons at the moment are confronted with challenges of social isolation, career disruption and restricted access to training amenities that negatively impact their physical and mental well-being and result in sub-par performance. The need for coherent measures to resume sporting activities, prioritising the well-being of sportspersons, is clear. Our research aims to understand how the spread of Coronavirus has affected the mental health of sportspersons and how it can be improved with the help of appropriate psychological skills training.

2392 Scope of Online Education Industry in Post Covid Era

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The pandemic has changed the entire way the world behaves, even the way one learns. E-learning is the new normal and many Online education companies have emerged post-pandemic. There are pros and cons of online education. The research problem lies in identifying the challenges faced by the students and teachers in this online education ecosystem. This research will explore the scope and factors affecting the online education industry. The research would throw light on the consumer perception towards online education so that the edtech companies could work on making online education more effective.

2397 Management Challenges in the Education Sector Post Covid-19 Era

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The study describes the post-pandemic issues faced by the management in the domain of education. It identifies some unique problems that any educational organization's management department will confront following the pandemic. The data for this narrative and the findings of the study are the result of a rigorous review of major challenges faced post-pandemic. The importance lies in identifying the major challenges faced by the management in the post-pandemic era in the evolving world because identification of the challenges is an important factor for adapting to the change for smooth and productive functioning of any organization.

MP1-1
Session: Consumer Behaviour
2nd Jan. 2023 (Monday), 3:00pm to 4:20pm
Session Chair: Nirzar Kulkarni, DAIMSR

2060 Modelling Consumers Behaviour Towards E-waste Management: A Planned Behaviour

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There is a need to understand the awareness amongst consumers and their overall behaviour towards e-waste collection and recycling. The respondents were selected using snow ball sampling technique around 525 responses were collected through structured questionnaire prepared in the google form. This study is based on the planned behaviour study and unlike the theory in the current study the five variables attitude perceived belief perceived behavioural control intention and behaviour are studied. The researcher has developed AMOS model which studies the mediating effect of habit of e-waste recycling and moderating effect of customer.

2116 Understanding Consumer Narratives in the Post Covid- 19 Era

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Consumer digital consumption preferences and choices have evolved in the post-COVID-19 era. A netnographic study of Millennials and Gen Z consumers has aided in exploring consumer interest in the metaverse and participation in the blockchain community. Market reports were analysed, and in-depth semi-structured interviews have been conducted to study consumers, market intervention and new stakeholders in Web 3.0. The service-dominated logic framework has been explored to understand the new digital space and findings indicate the need for digital governance.

2192 Digital Advertisement: Strategy to Influence Teenage Purchasing Decision

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In present era, Companies are approaching to many digital advertisers to create awareness and maximize the revenue. Advertising companies further create the accessible forum on social media platform and connects with the social media influencer for various promotional as well as marketing activities. It is evident from literature that teenagers are quite efficient in adapting the technology in comparison of their parents. Thus, it would not be surprise to say that teenagers are showing their immense presence in purchasing decisions. Hence, this conceptual paper is an attempt to understand the role of digital advertisement on teenagers' purchasing decision.

2401 Mystery Shopping: A Trending Technique to Check Effectiveness of CRM Post Covid

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MS is the primary form of CRM instrument widely used by Top brands to measure the quality of CX delivered through qualitative data collection. Top brands focus on building robust relationships & rapport with their customers, manifesting that they are the essential asset to the company. In such cases, CS data through surveys would undermine the result for change. Implementation of a nonbiased technique through MS can fill up the gap by acting as a facilitator to evaluate the effectiveness of a company's CRM. Conclusion-MS dominates the driving forces for customer retention by suggesting scope for improvement for the client.

MP1-2
Session: Marketing
2nd Jan. 2023 (Monday), 3:00pm to 4:20pm
Session Chair: Aishwarya Ramasundaram, Indian Institute of Management Kozhikode

2072 Impact of DTC Brands in Creating Brand Equity : Mediating Role of Brand Image

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The emerging Direct-to-Consumer (DTC) business model has been disrupted and has transformed the e-commerce industry. These digitally native brands have the innate agility and savviness that retailers are still trying to adopt. Especially after the pandemic, most consumers either want or need products considered modern, high tech and smartphone-enabled. Brands that can create quality products at affordable prices and engage consumers online will redefine the future of retail in India. This new normal is expected to change the DTC business model and provide sustainable solutions for the long term.

2242 Consumer Perception of Socially Responsible Marketing: A study of Food Industry

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With lots of changes and uncertainties, when it can't be foreseen how pandemics like Covid-19 may affect our lives, responsible behaviour, socially responsible marketing strategies, and consumer perception towards them become more prominent to face these difficulties, particularly in the food sector. Being socially responsible, companies can create a position in consumers' minds and positively affect the behaviour of all participants, from individuals to business entities, towards themselves and others to enhance their well-being and enrich our society. This research is descriptive and survey-based, and a questionnaire will be used as a research instrument to collect data.

2436 Pride and Prejudice: Academic Vs Practitioner Research in Marketing

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Shelby Hunt distinguishes between market research and marketing research in "Market theory". 'Marketing research' seeks to expand the total knowledge base of marketing while 'market research' attempts to solve a particular company's marketing problem. Simply put "marketing research" is academic research and "market research (or MRX)" is practitioner research. The paper looks briefly first examining the challenges of each and the differences between the two. It then discusses where and how practitioner research has contributed and furthered practitioner knowledge among marketing teams. It then examines how academic and practitioner research can try and work together.

2485 Exploring the Influence of Cultural Drivers on Website Aesthetics

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The objective of this study is to look at internet marketing with particular reference to website design through a cultural lens. In spite of its global reach there has been evidence that usage and perceptions about websites varies with culture. This study attempts to look at how different elements of the website aesthetics (social, ambience and design factors) could be perceived differently across cultures using hofstede's classification and provides propositions for the same.

MP2-1
Session: Higher Education
2nd Jan. 2023 (Monday), 4:20pm to 6:20pm
Session Chair: Musarrat Shaheen, IBS Hyderabad

2092 Determinants of Employee Voice Behavior in Indian Higher Education Institutions

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Employee voice is a way through which organizations can create several alternatives through utilizing employees ideas suggestions and opinions regarding workplace The research was conducted on 700 faculties of different educational institutes across India Findings indicate that perceived organizational support felt an obligation for constructive change psychological safety and affective commitment are significant contributors of employee voice behaviour .Affective commitment and felt an obligation for constructive change mediate the relationship between perceived organizational support and employee voice behavior Moreover felt an obligation for constructive change and psychological safety also mediated the relationship between affective commitment and employee voice.

2176 Be Agile to be Competitive- Understanding Agility in Context of Higher Education

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The goal of this study is to comprehend the factors that enable HEIs to be agile to maintain their competitiveness and achieve teaching and research excellence Interviews with 22 academic experts were performed as part of qualitative methodology Internationalization society interaction industry connection and technology integration were identified as four facilitators of HEIs agility To have deep inside the theoretical lens of sense and response framework used Furthermore the study emphasizes on integrating all enablers with HEI response capabilities Where HEIs respond depends on factors like organisational structure organizational culture and leadership We also attempted to provide conceptual framework

2221 A Study of Satisfaction of Students Pursuing MBA Education about Quality

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Management education is considered as elitist, precious and professional course as it attracts young candidates who are very passionate and motivated by the positive consequences associated with management education to either become a successful manager or to set an example by becoming successful entrepreneur. It may be worthwhile to notice that management itself as a discipline has evolved from fundamental disciplines of philosophy, psychology, economics, accounting, computer science, mathematics, statistics and industrial engineering. In this decade India has witnessed a drastic change in higher education.

2307 Towards Identifying Dimensions of Thriving at Work in Universities in Delhi-CNCR

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The global pandemic has forced education system to reconstruct every aspect of their functioning. Hence, necessitating the need to study and measure how teachers thrive at work in challenging circumstances. The study discusses the findings of pilot stage in scale development process of thriving at work for faculty teaching in universities assessed with focus group discussions and exploratory factor analysis. Thriving at work is rooted in six essential dimensions: learning orientation, intrinsic resilience, proactiveness, future self- manifestation, student orientation and digital orientation. This scale will augment thriving at work literature by unveiling new insights for higher education research.

2474 Impact of Gamification on Student Learning Outcome using Social Learning Theory

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Educational institutions are continually revising their strategies on the quality of education at all levels to prepare students for labour markets. The instructor needs to offer the courses in a more meaningful way because conventional teachings are inadequate for the modern generation with a shorter attention span. The most topical development is game-based learning, that allows the introduction of appropriate games in the classroom. The goal of this study is to look into how gamification in the classroom, through various gamification tools and user experience in playing games, affects students' learning abilities (cognitive, affective, and behavioral), as well as motivation.

MP2-2
Session: Sustainability
2nd Jan. 2023 (Monday), 4:20pm to 6:20pm
Session Chair: Saroj Koul, O P Jindal Global University

2132 Greenwashing: The Seven Sins Perspective

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Greenwashing is the phenomenon of discrepancy between organizations' green claims and actual behavior. The current paper offers a review of greenwashing literature through the lens of the seven sins, i.e., ways in which greenwashing is perpetrated. Petroleum and energy production industry is identified as the largest perpetrator of greenwashing through literature. Subsequently, top five companies are identified, and their advertisements are analyzed. The content analysis reveals the most widely perpetrated sin. The paper also discusses the role of integrated marketing communication in reducing greenwashing as well as the marketing and policy implications.

2253 A Sustainable Supply Chain Finance in Post Covid Era: An Analysis with Fuzzy-AHP

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The Global supply chain has been severely affected during the Covid-19 pandemic, and this pandemic era hinders sustainable developments in the coming ten years. The present research is focused on supply chain finance to develop a sustainable supply chain after the Covid-19 outbreak. For the analysis, the study used the Fuzzy-AHP (Analytical Hierarchy Process) model for prioritizing the critical factors related to sustainable Supply Chain Finance. A case study of the dairy industry has been taken to analyze the critical factors, and the MCDM technique has been used for diagnosing the case study.

2301 Reinforcing a Culture of Sustainability: A Green Perspective of Gucci

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The concept of sustainability is becoming progressively inescapable And phenomenally it is poignant even towards the luxury segment wherein the organizations are allured by the remunerative advantages of the ecological-based models Sustainability and luxury though evidently juxtaposed as two unparalleled concepts are doomed to survive In this case the authors have illustrated the underlying mechanisms and the principal research question in context to Gucci that how are luxury brands adopting the approach of green aesthetics Primarily the impetus of this case is to identify the major blind spots pertaining to sustainable luxury and discuss the future implications.

2303 The Impact of Financial Development on Carbon Emission and Energy Consumption

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Climate change is one of the long-term processes in temperature and whether condition through the variation in diverse ways and carbon emission is the major cause for climate change. The main objective of this study consists of estimating the nexus between CO₂, energy consumption, GDP, domestic credit to private sector for OECD countries over the period of 2010 to 2020, and analysed tools to measure unit root & Cointegration test between the variables. This paper concluded that, with help of planned policies, structure and technologies increases financial development will create more CO₂ emissions and increase energy consumption and economic growth.

2455 Green Public Procurement and Policies: An Indian Paradigm

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With rising concerns about environmental issues and depleting resources, the successful usage of Green Public Procurement (GPP) is the need of the hour. While promoting sustainable development, this approach addresses such concerns by "purchasing and facilitating environmentally friendly services and products". As such, it can impact emerging economies. This paper reviews Green Public Procurement to analyse the 1) prevalent policies (legal and policy frameworks) and initiatives at the global, national and local levels; and 2) the conditions required for implementing sustainable procurement practices and programs in emerging and developing countries, such as India.

2495 What Do the Environment Expect from us for Sustainability?

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The whole world is trying to achieve the sustainable development goals by 2030 as priority action. This paper addresses the sustainability from the perspectives of systems thinking and spirituality with the human beings as the focal point. When the human beings loose their innate values, the five elements of environment also loses their values accordingly and cause pain to the human beings. Therefore, it is very crucial for the human beings to regain their innate virtues to set the environment in order. The paper also discusses a method to regain those values.

MP3-1
Session: HRM
2nd Jan. 2023 (Monday), 6:20pm to 8:00pm
Session Chair: Priyadarsini Nandakumar, Tagore Engineering College

2128 Why Corporate Leaders Hide Actual Time Available for Completion of Work

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The paper presents a scientific analysis of some frequently cited experiential sayings that are not yet verified and validated, still they attracted a widespread attention and gained notional acceptance. To quote, a few are: Pareto's 80-20 rule, Murphy's law and Parkinson's law. All these adages are pointer to a common issue in which 'time' takes the centre-stage. This is the reason why we have selected this problem to work on. To gather first-hand information on how people in general feel concerned about the importance of time allocation for the completion of work.

2153 Mapping the Literature on Workplace Happiness: A Bibliometric Analysis

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This research aims at providing insights through bibliometric analysis on workplace happiness. Analysis is based on 381 documents extracted from Scopus. Performance analysis is used to find publication and citation trend, most influential articles, most contributed authors, sources and countries. Co-occurrence analysis is done to identify most collaborated authors and countries. Keywords occurrence analysis and bibliographic coupling is done to identify major topics and themes in the literature. Researchers looking forward to undertake research on workplace happiness can consider the major findings that are revealed in this analysis. Findings also assist managers in optimizing strategies to boost workplace happiness.

2230 Micro and Macro-level Factors of Coercive Leadership

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The concept of organizational leadership has been described by theorists from both positive and negative perspectives. Coercive leadership is one among the negative styles of leadership. Current literature highlights the negative outcomes associated with display of such leadership behaviors. This study reflects on the literature and explores the possible usefulness of coercive leadership. The study first identifies the broad micro and macro level factors of organizational leadership and puts them in a framework. The study highlights that macro level factors and micro level factors play a significant role in shaping the actions of a leader.

2323 Empirical Evaluation of the Dimensionality of Work Life Fulfilment

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This empirical study develops a scale of work life fulfilment in the Indian context. A systematic review of fulfilment literature and focus group discussion with experts were employed to identify dimensions and corresponding items. The cross-sectional and descriptive study employed multistage sampling to collect data from a sample of working professionals of IT/ITeS and BFSI sector from the Delhi-NCR region. The principal component analysis method with varimax rotation yielded six-factor structure comprising of 26-items with acceptable fit statistics. The 6 dimensions comprising work life fulfilment are work prowess, work-life balance, reward and recognition, healthy lifestyle, relationship management and self-transcendence.

2479 Personal and Social Challenges of Women Employed in Underpaid and Overloaded Jobs

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The 21st century has seen a drastic transformational shift in the workforce. Women are actively participating in the workforce to have their own identity, source of income and career. The penetration of women into white collared, pink collared and blue collared jobs are high compared to 19th and 20th century, women employed in low paid and overloaded jobs face conflict in balancing their work and family. This paper discusses on conflict factors.

MP3-2
Session: Stock Market
2nd Jan. 2023 (Monday), 6:20pm to 8:00pm
Session Chair: Monalisha Pattnaik, Sambalpur University

2120 Financial Network Analysis on Retail Investors Investment in Indian Stock Market

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Even after all the clarity and transparency in the markets and their functioning, the normal markets risk always prevail. Some stocks give high returns and some stock give loss to the investor. Therefore, investors test shares not on the basis but many different factors. These factors may be rational, emotional, personal, investment objectives and opinion based. The present study is based on primary data which have been collected and descriptive in nature. The study is based on primary demand analysed with the help of factor analysis.

2439 Garch and Tgarch Models in Bric Economies: Prediction of Stock Market Volatility

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Volatility of returns in financial markets can be a major stumbling block for attracting investment in developing economies. In this study, the Autoregressive Integrated Moving Average (ARIMA) models and the Generalized Autoregressive Conditional Heteroskedasticity (GARCH) models are used to find out the presence of the stock market volatility on stock markets of BRIC economies. This study investigates the pattern of volatility in daily trading volume index of BRIC stock exchanges for the period 1997- 2020. The empirical evidence suggests that GARCH and TGARCH (threshold GARCH) specifications are superior to the traditional ARIMA model.