DOCTORAL PAPERS

TD-TF
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Session Chair: A K S Suryavanshi

217 From Career Shock to Career Success: Mediating Role of Career Resilience

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This study investigates the impact of career shocks on career success. The relationship between positive career shocks and career success, with career resilience acting as a mediator, is examined. SEM data analysis was used to examine the relationship. The study's findings indicate that career resilience mediates the link between positive career shocks and career success. The study also utilized theories from event system literature to address employees' career shocks. The study offers significant insights for career consultants, HR professionals, and organizational leaders. These stakeholders can work towards creating a list of positive career shocks to achieve career shocks.

220 Leveraging Artificial Intelligence for Sustainable Precision Agriculture

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Digital technology, such as Artificial Intelligence (AI) has the potential in advancing Precision Agriculture with enormous repercussions for sustainability and food security. This paper explores diverse forms of AI techniques like Predictive Analytics, Smart Sensors, Robotics and Web3 technologies in enhancing precision agriculture. Through empirical analysis and literature review, our findings demonstrate substantial improvements in resource optimization and crop yields. These advancements present practical solutions, greatly aiding farmers and policymakers in sustainable farming. The research highlights AI's capacity to revolutionize food production and management, thereby fostering a more secure and sustainable future for all.

224 Orchestration of AI and Humans to Create Value: A Meta-ethnographic Study

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Artificial Intelligence (AI), is the black box for some organisations but for some source of competitive advantage. Through this study, we orchestrate the efforts of organisations leveraging AI for organizational success. This study employs the meta-ethnography of the literature on AI use cases in management. Twenty papers are reviewed, and a seven-stage meta-ethnographic approach is used to synthesise the key findings. Thus, this study provides evidence that the orchestration of organisational technical, basic, human, and intangible resources to develop dynamic capabilities of collaborative human AI culture can create value for organisations.

234 Leadership Function Framework to Foster Team Flow in R & d Project Teams

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Research and development (R&D) in futuristic technologies, executed by R&D project teams, steers global economy and human progress. Team flow, an emerging topic in team science, is reported to improve team effectiveness and enhance team performance. Nurturing team flow in project teams is the responsibility of project team leader. In this first-of-its-kind study involving R&D project leaders of DRDO, based on a novel 5R framework of team flow, qualitative methodologies were used to explore leadership functions which can foster team flow in R&D teams. The study concludes by proposing a framework of twelve leadership functions for R&D project team leaders.

321 Impact of Social Media on Social Behaviour among Young Adults

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The Study carried out by the researchers is aimed at exploring the impact of social media on the social behaviour of the young adults in the age between 18-30 years. Employing descriptive research design the data was collected from 121 respondents residing in the state of Andhra Pradesh. Statistical tools such as correlation, regression, t-test are employed to assess the relationships between socio-demographics, duration of social media usage, nature

of social media usage towards alterations in social behaviour if any. The findings of the research indicate significant relationship between social media usage and various behavioural outcomes.

338 Drivers and Barriers to Data Sharing Practices in the New Digital Age

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Data plays a crucial role in most fields in the new digital age. To harness the potential of data, it should be Findable, Accessible, Interoperable, and Reusable (FAIR principle). The big question is how to make data FAIR. The private sector is the forerunner in acquiring, utilizing data, but government sectors are much neglected; education is one of them. The authors explored what are the drivers and barriers of bringing data to data exchanges from department silos. The authors conducted a Pan-India survey of 1336 respondents to gather insights on one of the data platforms of the central government ministry.

340 Exploring Impostor Phenomenon among Entrepreneurs

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While entrepreneurs are often perceived as highly confident, many contend with Impostor Phenomenon (IP), experiencing self-doubt despite demonstrable achievements. This interdisciplinary study investigates the antecedents of IP, examining its influence on financial decision-making. Analysis of 153 entrepreneurs reveals that limited education, experience, and social capital contribute to IP, subsequently shaping financing behaviors. Significantly, 47% of entrepreneurs report frequent to intense IP, leading them to rely on personal savings over external funding sources. However, robust social networks and accessible funding opportunities can mitigate these adverse effects, suggesting potential avenues for addressing IP-related challenges.

348 Identity and Brand Positioning: Polarized Vs. Inclusive

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Amidst growing demand for brand stance, the study investigates how self-identity and social identity levels impact consumer preference for polarized versus inclusive brand positioning, using the fitness industry as context. Two fictitious brands, Brand X (polarized) and Brand Y (inclusive), were introduced to participants after assessing their self-Identity and social identities in Fitness. Data from 164 respondents showed that individuals with lower identity scores preferred Brand Y, while those with high scores preferred Brand X. Significant differences in Consumer Brand Identification was also found between the brands, indicating that marketers should align strategies with audience identity levels.

376 Redefining Luxury: Analyzing Hotel Reviews of Luxury and Masstige

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This study examines the distinctions between luxury and masstige hotels through a comparative analysis of online reviews. Masstige a term that blends mass and prestige refers to products and services that offer premium quality at accessible prices catering to a broader audience seeking a taste of luxury without the associated high costs. Utilizing qualitative approach this research analyzes a dataset of hotel reviews from China India and Malaysia focusing on sentiments expressed regarding amenities services and overall guest experiences. By employing topic modeling and sentiment analysis the study identifies key themes and attributes that differentiate luxury and masstige hotels

426 Mapping Network Dynamics and Funding Patterns of Sustainability Startups

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Startup ecosystems are globally recognized as engines of economic growth, innovation, and social impact, positioning them to drive substantial progress toward Sustainable Development Goals (SDGs). Studies highlight the role of high-centrality hubs in facilitating the flow of knowledge, resources, and funding within these networks. This research presents a social network and funding trend analysis of Indian sustainability startups founded and funded over the past two decades. By examining funding patterns and centrality metrics, we provide insights into

influential network structures to support targeted policy interventions and foster an SDG-aligned startup ecosystem.

511 A Study of the Role of Social Media in Impulsive and Compulsive Shopping

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In pursuit of happiness and hurry to announce one's social status, materialism has engulfed the mindscape of the Indian consumer. While some studies explain spontaneous shopping, it remains unclear what factors affect and augment such shopping. This study aims to investigate the role of Social-Media, Hedonic Motivation and impact of Covid-19 in Impulsive and Compulsive Shopping of Apparels and Accessories. It is further reaffirmed by Factor Analysis, Regression analysis and explained with Structural-Equation-Modelling. The influence of Friends, Hedonic enjoyment and Therapeutic effect of shopping have emerged as the strongest predictors of Impulsive and Compulsive shopping.

572 Collective Teacher Efficacy: Fostering Teacher and Learner Effectiveness

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The globally changing educational needs and policies highlight the importance of teachers for providing quality education. Collaboration among teachers is very important as it enhances teaching experience and learning outcomes. Collective Teacher Efficacy is a shared belief among teachers that promotes individual effectiveness of teachers through collective and supportive environment. Recent studies shows that the belief of collective teacher efficacy enhances students success as the teachers tend to adopt more effective strategies through collaboration. The study's goal is to examine important of collective teacher efficacy in developing teacher effectiveness thus enhancing learner effectiveness.

612 The Psychological Impact of Sensory Branding on Brand Recall and Purchase Intent

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The objectives of this study are to investigate the impact that sensory elements have on purchasing intentions and brand recall, in the context of hotels, looking at sight, sound, smell, taste and touch. Based on the analysis of 464 responses of clients of hotels and hotel managers, in the territory of Gujarat state of India, the research utilizes Structural Equation Modeling (SEM) and regression analysis which outlines the fact that there is, however, a fairly good association between sensory elements' presence and any consumer activities, brand recognition, and purchasing intentions being the targets. Emphasis is placed on the efforts which need to be made in sensory branding so that it can be used better for enhancing the customer experience and retention in the hotel industry.

613 A Study to Explore the Motivational Factors Influencing the Decision to Use Digital Payment Platforms

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This paper investigates the motivation behind the use and the acceptance of digital payment platforms. The research maps out the primary variables that were perceived usefulness, ease of use, trust, and social influence, using theoretical frameworks such as the Unified Theory of Acceptance and Use of Technology (UTAUT). A quantitative methodology seeks to explain user engagement, social characteristics and the determinants of adoption. The results provide suggestions for policy making, businesses and technological developers in relation to improving financial inclusiveness and encouraging digital modernization.