

**REGULAR
PAPERS**

TC-1
Session: Digital Transformation
Jan 2, 2025, 11:20-12:40
Session Chair: Harris Kumar D

178 Aspects of Digital Marketing: An Explorative Study of SEO and Brand Building

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Ever since digital marketing came into existence, traditional marketing strategies have been replaced by every business owner. Digital marketing is often associated with search engine optimization, but it actually covers a lot more than that. It is basically all about curating and implementing online marketing strategies and building a brand using different channels like search engine optimization, social media optimization, online reputation management, email marketing, pay-per-click, and a lot more. Usually digital marketing is misinterpreted to be just blog writing and SEO, but promotional activities and web-based advertising are additional aspects of digital marketing.

386 Rethinking Work - Intelligence Augmentation: Review & Research Agenda

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Artificial Intelligence (AI) is the major force behind the Fourth Industrial Revolution, with Intelligence Augmentation (IA) enhancing AI by integrating human capabilities with machine automation. Despite IA's potential in augmenting human intelligence, understanding of the construct remains limited. Therefore, this study synthesizes existing literature through a systematic review (using SPAR-4-SLR) of SSCI indexed articles, sourced from WOS database, guided by dual framework: the antecedents, decisions, and outcomes (ADO) framework and the theories, contexts, and methods (TCCM) approach. The study integrates IA into the broad theme of 'future of work', highlighting gaps in the current literature.

498 A New Work Era: Digital Integration in Flexible, Outcome-based Models

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This study examines how digital technologies are reshaping work styles, driving a shift from traditional paradigms to flexible, automated, and collaborative models. As organizations embrace digital transformation, technology-driven approaches now prioritize agility, efficiency, and autonomy, redefining productivity, operations, and engagement strategies. Through an interdisciplinary approach with case studies and content analysis, this research delves into emerging work frameworks—such as remote, hybrid, outcome-based, and agile. It addresses the strategic impact of digital tools on collaboration, automation, and adaptability, while highlighting challenges like corporate culture, cybersecurity, and well-being. Findings provide actionable insights for optimizing workforce strategies in a global economy.

520 Revolutionizing HR with Human Digital Twin: The Future of Workforce Management

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Amidst evolving work dynamics, the Human Digital Twin Model in HR stands as a transformative tool for real-time, data-driven employee management. Constructing digital replicas of employees through wearable devices, AI, and productivity tools, this model continuously monitors physical, emotional, and behavioral data. By predicting burnout, optimizing workloads, and enabling hyper-personalized development, it empowers HR to address key challenges in office, remote, and hybrid environments. This paper introduces an implementation framework with ethical safeguards, highlighting the model's potential to enhance productivity, well-being, and engagement while providing actionable insights for resilient, agile organizational practices.

TC-2
Session: Economics
Jan 2, 2025, 11:20-12:40
Session Chair: Linda Susan Mathew

325 Does Indian Corporate Investments Impact by Economic Policy Uncertainty?

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The unanticipated policy changes are expected to have a substantial impact on firm-level decisions, particularly long-term investment decisions. However, the study of the dynamic role played by Economic Policy Uncertainty (EPU) on corporate investment in India, is significant. This research employed 390 cross-sections for the period from 2014-2023 to extend the nascent literature. Furthermore, in alignment with 'The Real Option Theory,' this study explores the concept of 'option' as a 'right' rather than an 'obligation.' This can be interpreted as firms' ability to delay investment decisions until EPU decreases, allowing time for the parties concerned to incorporate market information.

401 Determinants of Willingness to pay for Carbon Emissions in Emerging Economy

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The growing global imperative to mitigate climate change has led to increased interest in carbon trading as a critical tool for reducing greenhouse gas emissions. This research aims to develop a comprehensive model for carbon trading adoption among multinational corporations (MNCs) and Indian companies operating in India. The study will employ a mixed-methods approach, integrating quantitative surveys and qualitative interviews with industry leaders and policymakers. The findings will guide the development of policy recommendations to enhance India's carbon trading framework, with a focus on fostering greater industry participation and supporting the country's sustainability objectives.

524 Income Inequality in India: A Demographic and Regional Perspective

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This study investigates the rise in income inequality in India between 2016 and 2021, using household income data from PRICE's Household Survey. The Gini coefficient analysis revealed a notable rise from 0.367 to 0.494 across states, highlighting the significant widening in the income distribution and prompting further investigation into underlying demographic factors. Additionally, we aim to analyse any regional disparities and explore potential policy measures or socio-economic factors that might explain these regional trends. This research ultimately seeks to provide insights into the dynamics of income inequality across India, with implications for targeted policy interventions to address income disparities.

529 Balancing Gig Economy: Using Heider's Balance Theory

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Customer misbehavior towards gig workers is a critical issue in the gig economy. Platforms must actively encourage prosocial behavior among customers, promoting respect and empathy toward service providers. We show that platforms can leverage Heider's Balance Theory to develop a triadic configuration which fosters a more positive and mutually beneficial relationship between customers and service providers. A virtuous cycle can emerge by creating a balanced triadic relationship: when customers treat service providers with respect and kindness, it is likely to enhance their service delivery, leading to positive customer evaluations of the platform brand.

TC-3
Session: Education and Technology
Jan 2, 2025, 11:20-12:40
Session Chair: Kamakshi Malik

186 Digital Leadership: Shaping the Future of Tech-driven Academia

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The rapid digitalization of organizations has led to the emergence of digital leadership as a crucial factor for success in the new world of work. This study explores the impact of academic digital leadership on faculty engagement and the mediating role of employee empowerment -plinth being the social exchange theory. Using a structured questionnaire and Structural equation model this study highlights the critical role of culture adequate resources training etc in developing digital leaders who are pivotal in engaging and empowering faculty in higher education institutions. It contributes to growing yet fragmented body of literature on academic digital leadership.

202 Metacognitive Awareness as a Mediator in Tech-assisted and Personalized Learning

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In the evolving landscape of education, personalised learning (PL) has gained prominence as a methodology that adapts customised educational practices to fulfil unique needs with the integration of technology. This study explores how integrating technology enhances learning outcomes, with Metacognitive Awareness (MA) mediating the relationship between Technology-Assisted Learning Platforms (TALP) and PL. A cross-sectional study was conducted using a simple random sampling technique with a sample of 272 undergraduate and postgraduate students from Arts and Science colleges in Chennai. The findings demonstrate that TALP significantly improves PL directly and that MA partially mediates the association between TALP and PL.

380 Evaluating Gamification Skills of UG and PG Teachers: A Focused University Study

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Gamification, using game-design elements in non-game contexts, enhances student motivation and learning across educational levels, and is recognized as a top teaching pedagogy by Oxford Analytica and Growth Engineering Research in 2024. This study evaluates gamification skills among UG and PG teachers, focusing on degree, years taught, and program impacts. A questionnaire with demographics and 26 gamification skill statements was developed, refined to 15 through confirmatory factor analysis, yielding reliable results. Findings from 247 teachers indicate high effectiveness in gamification skills across degrees, with no statistical effect of degree, years taught, or program on skill efficacy.

537 Impact of AI on Atrophy of Cognitive Intellectual Skills of Students

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Emergence of AI in education sector has paved way for new learning technologies understand student needs. However, Integration of AI in student life has created a negative impact on social skills where there found to be less empathy and social relationship among younger generation. AI has a negative side resulting in atrophy of cognitive skills with less retention and more on technology dependency. This paper analyses the technological stress of students and the tries to draw the level of teambuilding skills and to know the impact of AI on retention and analytical ability of students.

TC-4
Session: Healthcare Management
Jan 2, 2025, 11:20-12:40
Session Chair: Jose Manu M A

208 Issues Involved in Disposal of Sanitary Pads and Menstrual Hygiene

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Menstruation is a natural biological process which is often recognized as a period of change or transformation from adolescence to womanhood. Millions of adolescent women throughout the globe are denied the right to control their menstrual cycle in a dignified and healthy manner. This study is done with the objective of understanding the level of consequences of unscientific ways of disposal of sanitary pads and to understand the awareness of different alternatives available to protect the health as well as the environment from non-biodegradable materials in sanitary pads.

308 Identifying Critical Factors for AI Adoption in Indian Healthcare: AHP Approach

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This study investigates the primary factors that influence the adoption of Artificial Intelligence (AI) in healthcare, aiming to identify which are most critical. Using the Analytic Hierarchical Process (AHP), a structured method that enables the ranking of criteria based on their relative importance, the study evaluates factors contributing to AI adoption. Data will be gathered from experts and then analyzed. The AHP method identifies the factors that healthcare professionals consider essential for AI integration. The results aim to provide valuable insights to guide AI adoption in Indian healthcare institutions, prioritizing the most impactful factors to support effective implementation.

495 Beyond the Pink App: A Deeper Look at Femtech

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Through technological innovation, Femtech promises to address the long-standing neglect of women health needs. However, a critical question remains: to what extent do mainstream FemTech developers effectively incorporate the specific needs of their users into product design? This study aims to partially address this gap by examining two FemTech offerings through the lens of design justice principles. We found that while some aspects align with user-centered design, others exhibit discriminatory omissions and biases. By highlighting the limitations of current FemTech design practices, we hope to stimulate further research and development that prioritizes user-centered, inclusive, and equitable approaches.

548 Child Immunization in India: Effect of Social Factors

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Child immunization is a vital public healthcare intervention in reducing infant mortality rates. Despite Indian government funding immunization policy many children do not receive their vaccines partially or fully. The study aims to examine the social factors that impact likelihood of child immunization. We utilize the recent National Family Health survey NFHS-5 data to explore the association by considering the variables related to access to health facilities, education level, income of parents, number and gender of children in a household, and domestic violence. The findings suggest that efforts should be taken to educate women to improve child immunization coverage.

TD-1
Session: Consumer Behaviour
Jan 2, 2025, 1:30-2:30
Session Chair:

174 An Empirical Study of the Factors Influencing Customer Buying Behavior

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This study examines the impact of the three Ps of the marketing mix—Product, Price, and Promotion—on the effectiveness of marketing campaigns for Long Term Income Plans (LTIPs) offered by a life insurance company in Navi, Mumbai. Through a literature review, the research identifies key variables within these categories and explores the relationship between these factors and the success of marketing programs. A survey of 150 respondents in Navi, Mumbai, aims to uncover which aspects of Product, Price, and Promotion most significantly influence LTIP marketing outcomes in the insurance sector.

181 Consumer Perception and Buying Behavior Towards Organic Products of Milk Company

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This study aims to investigate factors influencing Indian consumers' perceptions and purchasing patterns related to buying Organic products of a milk company. The study will examine the factors that may influence purchase decisions and consumer preferences. The research aims to gain insights into consumer attitudes, perceptions, and buying behaviors. These insights may help the milk company improve its marketing strategy, product offers and overall market presence.

284 Fashion Trucks: Antecedents and Moderators of Continued use Intentions

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Fashion trucks have emerged as an important alternative offline channel for fashion retailers. The primary purpose is to investigate consumers continued use intentions of fashion trucks. The study empirically examines the role of service convenience as an antecedent and the moderation effects of retailing crowding, contamination fear and trust in retailer. The study uses a mixed-method to examine the fashion trucks and its continued use intentions. The results show that service convenience positively affect continued use intentions whereas contamination fear and retailing crowding hurts fashion trucks continued use intentions. The moderated moderation effects of trust in retailer are novel.

TD-2
Session: Cross-Cultural Management
Jan 2, 2025, 1:30-2:30
Session Chair: Dulini Fernando

191 Adjusting to new work settings: exploring power dynamics and self-positioning of Indian expatriates in the Netherlands

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We combine a postcolonial lens with discursive positioning to explore how 43 highly skilled Indian expatriates in the ICT sector account for their adjustment to the Dutch workspace. Expatriates from India are a particularly interesting case in point because they are seen as lower power group in comparison to their western counterparts within multinational organisations and as such the relative power positions of themselves and their new colleagues, may influence their approach to adjustment within the new organisational space. Our findings provide insights into four distinct repositioning tactics undertaken by incumbents to negotiate adjustment.

248 Unveiling Opportunities: A Study on International Student Mobility in Indian Universities

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This study explores factors influencing international student mobility (ISM) to Indian universities, using the Push-Pull Theory of Migration. It focuses on four key factors: institutional reputation, cost of education, cultural adaptability, and career opportunities. A mixed-method approach will be used, combining surveys of 250 international students with interviews of 20 students and university administrators. Quantitative analysis through regression and qualitative thematic coding will assess how these factors influence ISM. Institutional reputation and career opportunities are expected to be strong pull factors, while cost and cultural adaptability will also play significant roles, particularly for students from developing countries.

474 The Effects of Globalization on Socio-cultural, Technological Sectors of India

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India's tryst with globalization began in 1991 and since then the Information Technology-Business Process Management IT-BPM sector has transformed in an unprecedented manner in terms of industries employability skills investment and global competition. The purpose of this paper is to examine the effects of globalization post New Economic Policy NEP on socio-cultural and technological sectors which influenced inter-institutional dynamics at the micro level. Findings to the question is it Westernization donning the garb of modernization or with pure intentions of opening up our economy equipping us with cutting-edge technology and taking the country to greater heights are presented.

TE-1
Session: Digital Business
Jan 2, 2025, 2:40-3:40
Session Chair: Ganesh Kumar R.

160 To Study the Challenges and Opportunities of Online Co-shopping for Consumers using Augmented Reality

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In the evolving landscape of e-commerce integrating augmented reality AR presents a promising avenue for enhancing the online shopping experience. This paper delves into the emerging phenomenon of online co-shopping within the AR context aiming to uncover the multifaceted challenges and opportunities Objective of the paper: To study the challenges of online co-shopping in the context of AR, To study the opportunities of online shopping in the context of AR Methodological Approach. This study utilises a qualitative approach employing interviews for data collection and thematic analysis for data evaluation.

480 The Impact of Social Media on the Youth and Development of Addictive Tendencies

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Understanding the impact of social media on youth is imperative, given its profound influence on their cognitive, emotional, and social development. Therefore, this paper deals the impact of social media on the youth of India, aged between 15-25 years. This paper begins with the analysis of the use of social media as a new phenomenon that emerged over the last few decades - something we, as a society, do not have a lot of experience dealing with. Further, it delves into students' personal experiences with social media and their patterns of behaviour related to heavy social media usage.

492 Study on Financial Inclusion in India: Identifying Barriers for Digital Payments

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India has witnessed exponential growth in digital payments in recent years. However, we find that 80 percent of the households surveyed in the ICE360 Household Survey 2021 acknowledged not using digital payment methods. In this paper we identify the demographic groups lagging behind in the adoption of digital payment methods. Additionally, we identify barriers limiting widespread adoption of digital payment methods. The findings indicate that the fear of losing money due to a wrong step is a significant barrier. Through logistic regression analysis we also find that respondents engaged as laborers in agricultural and non-agricultural activities are falling behind.

TE-2
Session: Gender Issues
Jan 2, 2025, 2:40-3:40
Session Chair: Sriram Soundararajan

339 Unveiling Gender Differences in Users' Attitude and Intention to Use Voice Assistants

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Today, the world is experiencing rapid advancement in voice assistants (VAs). Previous studies focus on either technological or psychological aspects of VAs, but there remains a gap in studying both aspects in a single integrated framework. Literature also suggests that men and women have different buying motives for VAs. To address the gap, the study employs an integrated TCV-VAB framework to explore the users' attitudes and continuance intention to use VAs on gender basis. A representative VA user (n=330) and PLS-SEM statistic depicts males and females have different attitudes towards VAs. Theoretical and practical contributions are presented and analysed.

341 Tourism- Induced Women Vulnerability in India- An Empirical Analysis

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The study sheds light on tourism induced gender vulnerability focusing on molestation and rape across Indian states for the period of 2005 to 2021 using simple linear regression, GLS and GMM to address the autocorrelation, heteroscedasticity and endogeneity issue. Results reveals that domestic tourist visits have positive association with these crimes. Additionally, per capita state GDP, family welfare expenditure, police expenditure, unemployment, conviction rate, sex ratio and gross enrolment ratio also impacts crime against women. Findings highlights the need for safety investments in tourism sector and support inclusive growth and law related to women.

625 Leading the Finance Domain Charge: Women at the Helm- Issues and Challenges

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The very metaphor of the "glass ceiling," coined in the 1980s, really contextualizes the existence of something invisible that holds women and minorities back from reaching leadership, even when qualified and accomplished (Morrison, Van Dijk, & Noonan, 1987). Women are an important segment of the workforce in India, still remain underrepresented in the sector of leadership—particularly at the C-suite level. The case study narrates the journey and struggles of women CFOs in Corporate India, and the issues associated with their rise, and the potential they hold in shaping the future of corporate leadership.

TE-3
Session: Information Systems
Jan 2, 2025, 2:40-3:40
Session Chair: Anitha Acharya

276 The Organizational Adoption of Block Chain is Challenging

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The Financial Services sector in India could undergo a significant transformation due to block chain. In spite of its potential, the organization adoption of BCT is very slow and faces numerous challenges. To study the TOE factors on BCT adoption in financial services. The quantitative research based on structured questionnaire applying convenient sampling for data collection from BCT specialists and decision makers who adopted or in the process of implementing BCT. The TOE factors have an impact on organizations intention to adopt BCT in Financial services.

388 Evaluating the Determinants of Absenteeism at Workplace using Machine Learning

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In large organizations absenteeism poses challenges to productivity employee morale and operational efficiency. This study examines absenteeism determinants using machine learning on a representative sample of 2,000 entries from the Kaggle absenteeism dataset focusing on key factors like age, department and service length. Among various models, the Bagging Random Forest achieved the highest accuracy with an MAE of 19.14 and R of 0.747. Key predictors identified include age job role and length of service. Findings suggest that wellness programs, flexible work and structured feedback can help manage absenteeism offering large organizations actionable insights to enhance productivity and employee engagement.

485 Information Systems Efficiency Measurement And Management

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In the 'new normal' of healthcare given the advent of technology transforming the perception of the healthcare sector in many ways including remote patient management and IoHT(Internet of Health Things) as integral parts that are connected by Information Systems” that form the backbone of delivery. There information systems need to be adapted constantly at regular time intervals for sustaining maximum efficiency. Thus, the Co-efficient of Progressive Adaptation stating that “ the rate of change of progressive adaptation of the concerned information systems is directly proportional to the efficiency of the same. Vice-versa” indicates prominence for Healthcare Information Systems.

TF-1
Session: Investment Management
Jan 2, 2025, 4:00-5:00
Session Chair: Baby M K

210 Impact of Investor Sentiments on Equity Market Dynamics

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The study delves into the intricate relationship between investor sentiment and equity market dynamics, focusing on how investor behavior influences stock market volatility. It utilizes primary data collected from individual investors, providing a unique perspective on market behavior compared to traditional secondary data sources. The objective is to discover how personal perceptions and external influences shape investment decisions and market fluctuations. The study highlights the necessity for in-depth exploration of external factors to develop more robust market predictions and strategies. Understanding these dynamics is crucial for investors, financial analysts, and policymakers to navigate and stabilize market fluctuations effectively.

307 Empowering Financial Inclusion: A Data-Driven Approach to Affordable Credit in UPI

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This research uses a analytics-driven approach towards increasing lending rates for Unified Payment Interface network clients with particular emphasis on sellers. Utilizing advanced clustering techniques and vector error correction modeling this study will attempt to construct a transparent credit approval mechanism. A proposal model is presented to ascertain creditworthiness about the selected set of customers and simultaneously it alters the prime lending rate quoted on advances without succumbing to prime lending rates set by Reserve Bank of India. With the help of data from 328 rural loan borrowers.

482 Does Scaled Share Turnover Enhance the Low-risk Effect?

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A portfolio of low-risk stocks delivers higher risk adjusted returns than the portfolio of high-risk stocks and benchmark market returns. This is called the low-risk effect. This study proposes a variable that seems to capture and enhance the low-risk effect more effectively. This study scales the stock's share turnover to its market capitalization to control for speculative demand and illiquidity of a stock. It terms the variable as Scaled share turnover. The study investigates whether controlling for scaled share turnover enhances the returns to the low-risk effect (low volatility investing).

TF-2
Session: Sustainability
Jan 2, 2025, 4:00-5:00
Session Chair: G. Geethanjali

228 Exploring Mindfulness and Innovative Creative Development: Lessons Learnt using the Study of Electric Vehicles for Sustainable Development

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A shift has been observed in the behavior of consumers towards mindful consumption. Mindfulness enables an individual to curb their urges and have a better control on their feelings and opinions. Mindfulness can lead to healthy life style which embraces the triple bottom line People Planet and profit and Electric Vehicles are one such Creative Innovation. The Focus of this paper is to throw light on Electric vehicles (EVs) promising technology for achieving a sustainable transport sector in the future, due to their zero carbon emissions, low noise, high efficiency, and flexibility in grid operation and integration.

287 Exploring Socially Responsible Investment: Insights into ESG Mutual Funds

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This paper comprehensively analyzes socially responsible funds in India by evaluating their performance across various market conditions. Utilizing an exploratory and empirical approach the study employs absolute rates of return alongside several risk-adjusted measures including the Sharpe ratio Treynor ratio Jensen's alpha and Sortino ratio. Annualized returns are used to assess the over and underperformance of SR funds compared to their benchmark indices the Quant ESG Equity Fund in the Direct Plan-Growth exhibits superior overall performance to other selected ESG fund schemes in India. In contrast the Axis Integration Strategy ESG option ranks the lowest performer among other schemes.

385 Sustainable Environmental Behavior towards Mask Waste Separation among Indians

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Due to the recent spike in the use of masks around the world due to the outbreak of the COVID-19 pandemic, the ecosystem has been severely harmed. This condition could have negative environmental implications, which, if not handled properly, could exacerbate waste and waste management, as well as accelerate the spread of viral infections. This study uses an integrated model of the Theory of Planned Behavior and the Norm activation model to investigate the antecedents of mask waste separation behavior. The main objective of study is to analyze the factors influencing the behavioral intention in the mask separation.

TF-3
Session: Technology and Management
Jan 2, 2025, 4:00-5:00
Session Chair: Radha Krishna Gajulapally

246 Navigating Leadership Position in Semiconductor Industry

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The aim of this study is to propose an empirically validated framework consisting of internal and external factors that can help drive a company to a leadership position in semiconductor industry. The study highlights distinct drivers namely Technological Adeptness (TA), Production Excellence (PE), Sustainable Manufacturing (SM), Digital Economy (DE) and Techno-nationalism (TN) as significantly impacting the leadership position of a company in semiconductor industry. Survey results from 250 respondents used for statistical analysis. This research study will be valuable for semiconductor companies, similar technology companies operating in global environment, service providers, Industry bodies and government policymakers.

324 Investigating Digital Well-being in the Remote Work Era: A Bibliometric Analysis

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In the contemporary era of technological innovation and remote work, digital well-being is critical for employee productivity and organizational sustainability. This study employs bibliometric analysis to investigate significant trends and themes in remote work, identify influential studies, and network with the primary authors to understand the topic better. The findings offer insights into digital overload, work-life balance, and employee productivity, presenting a comprehensive framework for understanding digital well-being in remote work. The study offers practical implications for HR managers and practitioners to frame strategies that promote digital well-being, enhance engagement, and mitigate burnout, fostering a sustainable remote work environment.

566 Exploring the Detrimental Effects of Chatbot Aesthetics on Value Perceptions

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This study focuses on the impact of aesthetic design cues on the perceived utilitarian and hedonic value of the chatbot. The study followed a 2(Aesthetics: high, low) x 2(Anthropomorphism: high, low) experimental design with 88 participants, using four fictional chatbots created for the Levi's India brand. The results prove to be counterintuitive as aesthetic cues are seen to reduce the hedonic value, specifically when anthropomorphic cues are higher, while they do not have any significant impact on the utilitarian value. Results also show that both utilitarian and hedonic value contribute to the purchase intention of the user.

FA-1
Session: Human Resource Management
Jan 3, 2025, 9:20-10:40
Session Chair: Anitha Acharya

209 Digitalization and Social-financial Tradeoffs: An Attention Allocation Perspective

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Digital Technologies (DTs) are often seen as tools to reduce inequities, but our qualitative study of microfinance institutions reveals how digitalization can deepen them for marginalized populations. Drawing on the attention-based view, we show how selective organizational attention to financial gains in implementing DTs, leads to screening out stimuli related to social goals, inhibiting perceptions and actions towards those. We expand the role of communication practices beyond information processing and highlight its role in shaping attentional dynamics (engagement, vigilance, and surveillance) and controlling the attention of decision-makers at individual and group-level thereby shaping organizational behavior.

253 An Empirical Study on the Evaluation of the Recruitment Program

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The objective of this research paper is to explore the factors influencing the campus recruitment program and to find out which of these explored factors are significant in determining the effectiveness of the program. Respondents are full-time MBA students of a private B-school in Hyderabad who are in their 2nd year awaiting their placements. Primary data will be collected by administering a questionnaire survey using Likert scale and it will be analyzed by factor analysis and regression. The results obtained will help to find out if there is any dependency relationship between recruitment evaluation and its influencing factors.

387 Career Reinvention in the Changing World: a Systematic Literature Review

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In recent years Artificial Intelligence, automation and longer working lives are reshaping careers, traditional “one life one career” approach has shifted to life long career reinvention. Increasing non-linear career pathways suggest the need to study career reinvention. This review study consolidates the literature on career reinvention. To achieve this, a framework- based systematic review using SPAR-4-SLR of SSCI indexed articles from web of science with Antecedents-dimensions-outcomes and theory-context-method approach is used. This paper identifies significant gaps, notably the need for a more comprehensive literature on career reinvention. Findings have implications for HRM policymakers.

396 Review of the Legislations for Inclusion of Differently Abled Individuals

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The United Nations Sustainable Development Goals (2015) pertaining to ESG and the United Nations Convention on the Rights of Persons with Disabilities led to its member countries developing and adopting legal frameworks to support and provide education, employment and livelihood opportunities to people with disabilities. This paper aims to review the legislations that are in place in India for promoting the welfare of the employees with disabilities in the Indian workforce, specifically in the organized sector. We also assessed how successfully these frameworks have been adopted in the context of the HRM lifecycle in the Indian organized sector.

FA-2
Session: Investment Management
Jan 3, 2025, 9:20-10:40
Session Chair: Sriram Soundararajan

407 Factors influencing the Investment Decisions in New Age Investment Products

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In the era of rapid digitalization, where data driven decision making is being set as the benchmark, young adults have shown an increased level of dependency on digital platforms while making investment choices. They are exposed to various factors which influences their behavior when it comes to picking a new age investment product. However, little is known about the relative effect of these factors on their financial choices. This study aims to understand the complexities of navigating through the mindset of youngsters to assess the level of awareness, perception and evaluate the factors influencing their investment decisions.

491 Revisiting Crude Oil Prices and Energy Indices Returns Nexus

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Crude oil plays a crucial role in fueling the world economy and driving the global commodity market. This study focuses on examining how different energy indices retort to changes in WTI oil prices. The researchers utilized daily data of WTI crude oil and four energy stock indices: the Nifty Energy Index, BSE Energy Index, MSCI World Energy Index, and S&P Energy Index. The empirical findings reveal that the BSE energy and NSE energy indices are less sensitive to crude oil price changes compared to the MSCI World Energy Index and S&P 500 energy index.

526 Influence of Trust in Fostering Advice Seeking Attitude of Retail Investors

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Financial institutions face the least level of trust among global institutions (Edelman Trust Barometer, 2024). However, literature finds trust a prominent factor in building client relationships (Gennaioli et al., 2015; Pagliaro and Utkus, 2019)). Hence the researcher conducted new empirical research among retail stock market investors in India. The study analyses the effect of cognitive and emotional dimensions of trust on the financial advice-seeking attitude using a sample of 652 retail investors. This cross-sectional research finds that these dimensions could significantly affect their advice-seeking attitude. It also uncovers the overpowering influence of emotional trust in enhancing this attitude.

624 Hyundai Motors India IPO: Is the Timing Right –A Case Study

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On June 14, 2024, Hyundai Motor India (HMIL), the country's second-largest carmaker, filed its draft red herring prospectus (DRHP) with market regulator SEBI, marking a significant step towards what is anticipated to be India's largest-ever IPO. This public issue includes an offer for sale (OFS) of 142.2 million equity shares, each with a face value of Rs 10, representing a 17.5 percent stake dilution by the promoters. This move of driving HMIL's decision to go public, with the historical context of its operations in India, has potential implications for both the company and the Indian automotive market.

FA-3
Session: Organizational Behaviour
Jan 3, 2025, 9:20-10:40
Session Chair: Niraj Kishore Chimote

156 Management Teachers: Organizational Commitment and Organizational Citizenship Behaviors

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This study has considered Management Teachers working in a Business School and deals with Commitment towards their jobs and the extent to which they are willing to engage in behaviors that would require them to go beyond the Basic Responsibilities and Key Result Areas mentioned in their Job Description Objectives are to examine the types of Organizational Citizenship Behaviors OCB for Management Teachers to find which of these explored are significant in impacting OC of Management Teachers Survey questionnaire has been administered on 180 faculty members of the Business School Factor analysis & multiple regression have been used.

211 Women in BPO Catalysing the Need for Well-being through an Exploratory Study

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More than 1/3rd of the women employees works for BPO sector and balancing their work life is a major challenge triggering the modern generation. Work life imbalance can sometimes lead to mental disorders affecting the person's confidence and productivity. Due to such mental distress, there is a negative impact on family career life and society. Hence a study is conducted to observe and identify if employees are working in a set-up which gives a feel of psychological safety meaningful work and relationships and also analyse the correlation that exists between demographic variables and well-being of women employees in BPO.

535 Evaluating the Prospects of Organizational Citizenship Behavior Implementation

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Organizational citizenship behavior OCB refers to those actions which are performed by employees voluntarily. These supplementary actions are beyond their formal job requirements and contribute to the organizational effectiveness and success. OCB has been wide-ranging studies in various organizational contexts and has found positive influence on organizational performance employee satisfaction team effectiveness and customer satisfaction. The study evaluates the potential challenges associated with the implementation of OCBs in the Indian cooperative banking sector. The study investigates current understanding of banking employees and practices related to OCB.

621 Spirituality, Ethical Climate, and Ethical Selling

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Studying the intersection of spirituality and ethical selling is critical as salespeople are boundary spanners and are ranked poorly in the public eyes in terms of ethics (Gallup, 2005); salespeople are losing their community and want to work more than for money (Cohen, 1997), especially to extend their frontiers of consciousness (Krishna Kumar and Neck, 2002) and want to withstand stress in the sales job. In this paper, we elaborate on the need to explore the intersection and elaborate on four propositions on the basis of a literature review and propose a conceptual framework for further investigation.

FA-4
Session: Strategic Management
Jan 3, 2025, 9:20-10:40
Session Chair: Ankita Sharma

159 Mapping Entrepreneurial Genome- Competencies for Venture Creation and Growth

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Seeking the Holy Grail of entrepreneurial competencies is never-ending pursuit. Paper utilized exploratory research design and dwelled into the unexplored territory of audio podcast analysis to identify unique set of entrepreneurial competencies. The approach categorized competencies under 'venture creation', 'venture growth' and 'personal competencies'. While adding to the bucket list of entrepreneurial competencies, the novel identification and categorization of competencies enrich the contemporary literature and possess the potential to ignite new pathway of entrepreneurial conversation in the domain of competencies.

185 Sustainability: A 56-year Review of Management Decision

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This study conducts a systematic analysis of sustainability literature in the Management Decision journal from inception to November 2023. Using bibliometric and thematic analysis on 311 records, it tracks the evolution of sustainability themes, noting a shift from Corporate Social Responsibility (CSR) to concepts like the circular economy and green innovation. The findings reveal a 12.58% annual growth in sustainability publications and an average of 42.85 citations per document, highlighting the journal's global impact, particularly in emerging economies like India and China. This review provides a unique, comprehensive perspective on sustainability's progression within the journal.

316 A Bibliometric Analysis of the Current State and Future Trends of Generative AI

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Generative AI (GenAI) is transforming education by offering tools like ChatGPT for personalized learning, real-time feedback, and classroom support. These AI tools help educators design courses and enhance teaching efficiency. Despite its potential, GenAI raises concerns over academic integrity, content quality, and plagiarism. A recent review of 161 articles from 2014-2024 analyzed keywords like 'artificial intelligence' and 'ChatGPT' to explore GenAI's impact on education, underscoring the need for further research and practical integration.

336 Shaping the Future of Higher Education with Artificial Intelligence

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Generative Artificial Intelligence (AI) revolutionizes higher education by enhancing learning experiences, creativity, and administrative efficiency. With advancements from probabilistic models to sophisticated transformer-based architectures, AI enables personalized learning tailored to individual needs and aids educators in effectively conveying complex subjects. It automates administrative tasks, provides data-driven insights, and improves accessibility through AI-powered tutoring and content development. Additionally, generative AI creates immersive experiences in fields like healthcare and engineering, fostering engagement and innovation. However, ethical issues about AI-generated material require more attention. The responsible integration of generative AI holds transformative potential for a more inclusive and inventive educational landscape.

FA-5
Session: Supply Chain Management
Jan 3, 2025, 9:20-10:40
Session Chair: Priyadarsini Nandakumar

221 B2B Enterprise Software Buying Patterns in the Digital Transformation Landscape

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Enterprise software applications play a key role in digital transformation efforts within organizations. However, organizations face challenges in understanding the complex purchasing behavior of these applications. Organizational buying in B2B differs significantly from B2C, involving multiple stakeholders and complex decision-making. This study explores the complex process of enterprise software selection in B2B contexts, addressing the gaps in the existing literature. While some studies exist for specific software types (ERP, SaaS, etc.), a comprehensive model for enterprise software selection is lacking. Through in-depth interviews with 16 senior practitioners using a grounded theory approach, this research aims to fill this gap.

278 Param: Prediction of Successful Fabrics for Upcoming Seasons in Fashion Industry

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In the highly competitive and dynamic fashion industry, choosing a high-selling fabric design for the apparel is critical. Conventional approach is time-intensive and dependent on individual expertise. PARAM uses AI to predict the success of a fabric design, well ahead of time. It uses historical data to transform the designing and buying process into a data-driven decision-making process. The solution, mentioned in this paper, builds insights on attribute level contribution to success and similarity of fabrics to those in past collection. It minimizes left over inventory and lost opportunity, a challenge that plagues fashion retail.

311 Repeat Width and Repeat Height Detection in Fabric Image in Fashion Industry

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Within the fashion industry, fabric inspection for visual defects such as color, printing-measurement and density is critical for manufacturing apparel. This process is highly dependent on individual capability and leads to production error. Industry solution helps detect piling and tear-based defects but lacks in detecting prints consistency like repeat height and width. In this research article, we propose an algorithmic approach to calculate the repeat width and repeat height from fabric image using computer vision for 3 fabric print categories stripes, prints and checks. This solution helps reduce potential production delays.

FB-1
Session: Banking
Jan 3, 2025, 11:00-12:00
Session Chair: Narinder Kumar Bhasin

168 Performance Evaluation of Digital Rupee Adoption from Bankers Perspective

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Reserve Bank of India has newly launched the country's first pilot project for the digital currency known as the digital rupee. The success of digital rupee adoption in banks depends on factors like task technology fit and viability. Task technology fit (TTF) centers on how well task requirements fit with the features of digital rupee application. Viability comprises economic feasibility, maturity of the IT infrastructure, and organization readiness of IS implementation. The purpose of this paper is to study the adoption of digital rupee from the perspective of fit-viability framework to understand the current status of the digital rupee.

469 Digital Banking Transformation and Role of Emerging Technologies

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Technology has played an important role in the digital transformation of traditional banking systems to Digital banking systems with the objective of improving customer service and satisfaction. This article aims to focus on the emerging financial trends challenges faced by the Fintech start-ups and factors of customer adoption and customer satisfaction in digital banking products. The study adopted an empirical and quantitative research approach. The study selected closed-ended Likert scales 1-5 to map the customers perceptions and explore their opinions regarding ease of technology usage ease of technology.

568 HPWS in Indian Public Sector Banks: Evaluating Prospects and Developing Research

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High performance work system HPWS a batch performance module intended to achieve specific task crafted for a fixed life line is an instrument engaged across the sectors to catch strategic coherence in corporate governance. After developing IT capabilities banking reform process is also observing knowledge capabilities building thus seeking towards knowledge creators to map the need innovation in order to develop strong foundation. The development of High-performance work system in banking segment seems a herculean task.

FB-2
Session: Business Analytics and Business Intelligence
Jan 3, 2025, 11:00-12:00
Session Chair: Ganesh Kumar R.

422 Decision Science by Using Multi Methods of Bibliometric Analysis

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This research provides guidelines for conducting bibliometric analysis using the Biblioshiny application, an R-based tool in the Bibliometrix package, with a focus on "decision science." Tools like Biblioshiny, VOSviewer, CiteSpace, and SciMAT offer functionalities for mapping co-citation networks, co-authorship networks, and thematic clusters within decision science literature. The data source is Scopus. Key techniques include citation analysis, co-citation analysis, keyword co-occurrence analysis, co-authorship analysis, and bibliographic coupling, enabling researchers to identify influential authors and prominent themes in the field.

596 Study of Logistic Regression, RFM and CHAID as Data Mining Segmentation Methods

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In recent years, the efficacy of direct marketing has been significantly enhanced by the utilization of data-mining tools, enabling marketers to refine their client segmentation strategies. Among these methods, Recency, Frequency, and Monetary value (RFM) has long been employed as an analytical approach. Despite the emergence of more advanced techniques, RFM persists due to its user-friendly nature. This study investigates the effectiveness of logistic regression, RFM, and CHAID for direct marketing segmentation using two distinct datasets. The findings indicate that in scenarios where a mailing targets a small subset of the database with low response rates, CHAID outperforms RFM.

628 An Integrated Approach Employing Sentiment Analysis and Mixed Integer Programming to Optimize Furniture Retail Profitability

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The furniture market in India is projected to reach US\$ 32.7 billion by 2026 (10.9% CAGR), which is expected to see a threefold increase in its customer base and a 108% rise in per-capita spending. Hence, refining pricing and inventory management strategy is pivotal for businesses to mitigate their loss by staying clear from inventory buildup & boosting profitability. The research focuses on understanding consumer buying behavior, preferences, price sensitivity, seasonality, and product availability in furniture market. It aims to develop a framework for optimizing pricing strategies for furniture products while maintaining adequate inventory levels to meet consumer demand effectively.

FB-3
Session: Consumer Behaviour
Jan 3, 2025, 11:00-12:00
Session Chair: A K S Suryavanshi

409 Woke Marketing and Post Millennials: Understanding the Influence of Inclusive Ads

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The surge in identity politics and wokeism has opened windows for broader marketing strategies. The cultural landscape of this era underscores the blending of diversity, equity, and inclusion into societal values. Representations sometimes turn out to be tokenistic and superficial. Therefore, an inquiry is to be made to assess the consumer attitude towards inclusive advertising and whether or not it creates an authentic impression and resonates with them deeply, ultimately contributing to the brand attitude. It seeks to fill the knowledge gap regarding the attitude among consumers from Kerala by employing a methodology of descriptive and analytical in nature.

531 Cause Related Marketing CRM Patronage Intentions based on Schwartz Theory

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This is very common that behavior driven patronage in alignment with crm practices work well for a firm and in doing a correlated modelling we attempt to look at patronage intentions based on schwartz theory of behavior in a large sample in areas of male fashion.

542 Motives Affecting Green Purchase Intention Among Generation Z

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This study explores the motives behind green purchase intentions among Generation Z, emphasizing the roles of green peer influence and personal environmental values. Generation Z is particularly eco-conscious, often driven by a strong sense of environmental responsibility. We examine how social influences from eco-minded peers and deeply held environmental values shape their intention to purchase green products. Findings reveal that peer influence significantly impacts green purchase behavior, with Generation Z valuing alignment with peers who prioritize sustainability.

FB-4
Session: Entrepreneurship
Jan 3, 2025, 11:00-12:00
Session Chair: Amandeep Kaur

152 Incubation and New Venture Growth: State of Knowledge and Future Research Agenda

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The paper adopted a structured framework combining bibliometric, feed sentiment analysis and systematic literature review demystifies the current state of knowledge and suggests future research directions in business incubation and new venture growth. It identifies three emerging research trends: incubator business models, new venture performance, and incubator performance measurement, along with thirty-two future research inquiries. The paper compiled various variables to propose new insights in the research domain, emerging themes, unanswered questions, unexplored variables, and new theories and methodologies. The research also adds to the clarion call of developing theories that are contextual to indigenous origin.

193 An Overview of Corporate Governance in Family Business

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The governance of a family business is more intricate than for non-family owned companies due to the central role of the family that owns the major share and typically leads the business. In the present study, the goal is to give an overview of the past, present, and future of research in corporate governance in family businesses, through a systematic review of the literature, by combining different bibliometric techniques. Furthermore, it will provide a mapping of the themes alluding to corporate governance in family businesses for a better understanding of the literature related to the topic and its evolution.

399 Analysis of Internal Factors Influencing Technology Startup Performance in India

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90% of startups in India fail within five years with technology startups facing a 63% failure rate. This empirical study examines how internal factors impact tech startup performance in India. We developed a novel framework that used data from 72 real-life tech founders via surveys and interviews that assessed how project management skills, leadership style, business understanding, common sense and sustainability affect startup performance. Structural Equation Modelling and Grounded Theory findings show these factors significantly influence performance based on the startup stage and sector. The results underscore the importance of these internal factors for startup growth and societal impact.

FB-5
Session: Human Resource Management
Jan 3, 2025, 11:00-12:00
Session Chair: Naachimuthu K P

425 The Evolution of Teaching: Past, Present and Future

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This study explores the evolution of teaching tracing its trajectory from traditional methods to contemporary technological innovations. This quantitative research employs a Google Forms questionnaire to gauge stakeholders perceptions on technology integration in education. The study's primary objective is to investigate the impact of technology on teaching methodologies examining the shift from conventional pedagogies to digital platforms. A comprehensive review of existing literature highlights government initiatives facilities and schemes promoting technology-enabled education. Key sources include government reports academic journals and reputable educational institutions.

590 Effect of Talent Practices on Talent Retention with a Mediating Role of Organization

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During last decade, Indias IT industry has surged, creating a high demand for IT professionals. Despite offering competitive pay and benefits, companies face persistent employee turnover. This study explores non-monetary strategies, focusing on talent management practices—and their impact on retention and commitment. Using a descriptive approach and data from structured questionnaires, it highlights the mediating role of organizational commitment in retention. Structural equation modeling validates the proposed model, showing a perfect fit. To combat high attrition, IT firms should prioritize holistic talent management practices, fostering long-term commitment. Research implications and future directions are discussed.

591 Leveraging Big Data and AI for Personalized Career Pathways

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Big Data and Artificial Intelligence (AI) offer groundbreaking opportunities to create personalized career pathways by leveraging individual profiles, industry trends, and skill requirements. This systematic literature review (SLR) synthesizes research on the application of these technologies in career planning and exploration activities, based on a review of 52 documents published between 2017- 2024 from Scopus database. The findings showcase key areas where AI and Big Data technologies are applied, contemporary trends and latest technological tools. Finally, the study concludes by providing actionable implications for both employers and employees, facilitating the effective adoption of technology at the workplace.

FC-1
Session: Artificial Intelligence in Management
Jan 3, 2025, 12:10-1:10
Session Chair: Shivan Patel

180 Role of Anthropomorphism in User Decision-making: Delegation to AI-agents

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Anthropomorphism, attributing human-like traits to technology, is increasingly relevant in AI-driven systems, robots, and virtual assistants. While prior research often focuses on physical or voice-based anthropomorphism, this study examines cognitive and affective anthropomorphism's impact on decision delegation to AI agents using PLS-SEM. Findings show cognitive anthropomorphism enhances users' preference for augmented decision-making, while affective anthropomorphism boosts automated decision delegation, underscoring sociability's role in building trust. Trust mediates the relationship between anthropomorphism and delegation choices, with decreased reliance where users retain decision control. These insights inform AI development and marketing to better engage users.

225 Role of AI in Reshaping Job Security And well-being: A Generation Wise Analysis

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STARA is state-of-the-art advancement in technology that automates routine tasks allowing more time and space for employees to be productive enhancing innovation and creativity in the organization. On the other hand humans are being replaced by AI in many industries causing fear of loss of job and job insecurity leading to disruption in their well-being. Sufficient evidence and literature is still not presented in this area and among various Gen in the Indian context. This study aims to examine the relationship between STARA ,Job insecurity and employee well-being among different generations in Indian Content.

517 Examining Customers' Resistance to 'paid' Generative AI Services

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GenAI service providers are facing difficulties related to their profitability. Given the high costs of operating this service, the main challenge these firms face is improving the number of 'paid' users. This study investigates the intention to use premium GenAI services from the perspectives of innovation resistance and expectancy theories. Using a two-wave cross-sectional research design, the study examines the responses of 433 GenAI service users. The findings suggest that functional barriers, expectation of lower price, and higher quality influence the degree of resistance and use intention. WoM influence also augments usage intention among potential adopters.

FC-2
Session: Environmental Management
Jan 3, 2025, 12:10-1:10
Session Chair: Gurudutt Nayak

277 Role of Biotech Parks in India for Achieving Bio E3 Sustainable Goals

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Biotech Parks are innovative addenda for biotechnological development in India. In the year of 2024 when BIO E3 policy is launched by GoI, all together twelve biotech parks are functioning at different parts of our motherland catering biotechnological innovations and entrepreneurship development. These Biotech Parks can play major role for 'Net Zero' carbon economy and LiFE (Lifestyle for Environment). Biotech Parks can facilitate Bio-foundry and Bio Manufacturing Hubs for achieving \$ 300 bn by 2030, whatsoever we all are expecting and through that achievement and good number of entrepreneurs' development India may take a leap in Global Economy stand.

525 Impact of Investment Recovery on Environmental and Financial Performance

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Investment recovery practices and Eco-design are key phenomenon is sustainability literature. Eco-design focuses on ways in which firms can reduce environmental effects of their product and service offerings throughout the entire lifecycle. Investment recovery focuses on reclaiming value from products and materials at the end of useful life, thereby, reducing waste and promoting superior efficiency of resources. The current study focusses on exploring the relationships between eco design and investment recovery on customer cooperation and its impact on financial as well as environmental performance. In addition, the support from top management can help augment the performance outcomes.

573 A Cluster Analysis of Ecologically Conscious Consumer

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Consumers increasingly aware of the significant impact their purchasing behaviors, lifestyles, and habits have on the environment, prompting a critical need for effective segmentation in green marketing aimed at environmentally conscious consumers. A structured questionnaire was developed to assess several factors, including Ecologically Conscious Consumer, Environmental Concern, Perceived Consumer Effectiveness, Altruism, Liberalism, and attitudes toward purchasing green products. ANOVA results revealed significant variations across clusters in these components, particularly in perceived consumer effectiveness, environmental concern, altruism, liberalism, attitudes toward green products, and purchase intentions. The findings suggest that companies should adopt practices that promote ecological sustainability and effectively communicate.

FC-3
Session: Supply Chain Management
Jan 3, 2025, 12:10-1:10
Session Chair: Divya Prabha D

297 Intelligent Recommender System for Supplier Selection and Demand Forecasting

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This study proposes an intelligent recommender system to enhance supplier selection, optimize routing, and predict demand in supply chain networks. The system combines KNN for supplier ranking, Dijkstra's algorithm for optimal routing, and ARIMA for demand forecasting, integrating real-time and historical data. Results show improved efficiency in supplier selection, delivery accuracy, and demand prediction, leading to cost savings. The system aids supply chain managers in data-driven decisions, reducing operational delays and costs. This study offers a novel; multi-criteria approach to supply chain optimization.

362 A Multi-objective Sustainable Vehicle Routing Approach with Flexible Time Window

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This study proposes a sustainable vehicle routing problem that considers economic, environmental, and social objectives within a realistic, variable-speed scenario. The model aimed to minimize fuel consumption and transport costs while maximizing customer satisfaction. Fuel consumption has two parts, depending on the speed variation and the fixed part. Time windows are designed using generalized bell membership functions, offering flexibility to handle uncertainty better than classical time windows. The solution approach leverages ant colony optimization, while sensitivity analysis examines how input variables impact objectives, providing a robust tool for sustainable and realistic decision-making in transportation planning.

546 Flexible Job Shop Scheduling using Gravitational Search Algorithm

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Flexible job shop scheduling problem (FJSP) is one of the complex and important problems in operations management. Over time, many heuristic and metaheuristic approaches have been used to find solutions of FJSP. However, the potential of the gravitational search algorithm (GSA) is still unknown while solving FJSP. Therefore, the present work uses real number encoding-based GSA (RGSA) and chaotic GSA (RCGSA) to solve FJSP. The results of 35 benchmark problems and one industrial test case show that RCGSA performs significantly better than RGSA regarding the quality of solutions and convergence in a limited number of iterations.

FE-1
Session: Artificial Intelligence and Business
Jan 3, 2025, 3:00-4:20
Session Chair: Padmavathy Dhillon

170 Role of Artificial Intelligence in HRM: What, How and Future Avenues

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In Human Resource Management (HRM), artificial intelligence (AI) is increasingly important for several compelling reasons. Applying AI to HRM enhances the effectiveness and overall efficiency of HR operations while addressing various challenges. This study aims to explore the recent developments in the role of AI within the domain of Human Resource Management. It presents a systematic literature review of scholarly work in this area over the ten-year period from 2014 to 2024. Finally, the study discusses the opportunities and challenges of implementing AI in HRM from a negotiation perspective.

365 Transforming Special Education with AI: A Multi-stakeholder Study

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AI significantly enhances special education by delivering individualized and adaptable learning experiences customized to the distinct needs of children with disabilities. As there are limited studies on the application of AI in special education, this research tries to find out the experiences of educators and students by conducting a multistakeholder study using interview method for collecting data from 5 teachers and 20 differently-abled students in Ernakulam. This qualitative study follows Content and Clarke and Braun (2017) thematic analysis method. The study results indicated that AI tools significantly improve academic engagement and outcomes for students with disabilities.

443 Artificial Intelligence in Education: Exploring Challenges Faced in Integration

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The present study examines the challenges of integrating AI in the education system. The study aims to identify the various challenges AI poses, namely deterioration in research aptitude, decline in holistic growth, ethical and disciplinary concerns. The data was collected using structured questionnaires from 430 students engaged in higher education. The research utilises statistical tools such as exploratory factor analysis using SPSS. The study reveals the challenging factors that hinder students' education and holistic growth. The study also shows how factors significantly vary based on the gender of the respondents.

580 The Role of Artificial Intelligence in Shaping the Future of Manufacturing

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This paper examines the recent advancements in Artificial Intelligence (AI) applications within the manufacturing industry, emphasizing the transformative impact of the 'Internet Plus AI' era. It analyzes how the rapid development of AI technologies is reshaping manufacturing models, processes, and ecosystems. The paper proposes new approaches to intelligent manufacturing, including novel system architectures and technology frameworks that integrate AI with information and communication technologies (ICT), manufacturing processes, and related product technologies. Furthermore, it discusses the current state of intelligent manufacturing, focusing on key application technologies, industry adoption, and real-world implementation examples.

FE-2
Session: Consumer Behaviour
Jan 3, 2025, 3:00-4:20
Session Chair: Mukta Srivastava

372 Virtual to Real: The Role of Augmented Reality in Improving Consumer Experiences

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Augmented Reality (AR) is revolutionizing online shopping by providing an immersive experience for consumers to visualize products in real-world environments. This technology enhances consumer engagement, and satisfaction. The present study used a mixed-method combining both qualitative and quantitative by collecting data from 100 consumers and 10 retail stores and aims to improve the understanding of augmented reality's impact on online retail experiences, specifically regarding user engagement and purchase patterns, by examining consumer interactions with augmented reality in e-commerce settings. The result of the study provides actionable insights for businesses to maximize AR's potential in digital retail environments.

514 Exploring the Consequences of Reference Group Influence

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This study explores the consequences of consumer susceptibility to reference group influence using social identity theory as the theoretical framework. Perceived brand value, brand congruence, and emotional brand attachment have been identified as the mediators between consumer susceptibility to reference group influence and intention to recommend. The model was tested in the context of web series using a two-wave data collection approach. The study uncovers useful insights about consumer recommendation behavior and has some important theoretical and practical implications.

619 Impact of Celebrity Endorsement on Purchase Intention among Young Adults

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Celebrity endorsements wield substantial influence on consumer behavior, particularly among young adults, yet the perceptions and attitudes towards these endorsements remain complex and multifaceted. This study aims to elucidate these dynamics by exploring the factors that shape young adults' responses to celebrity endorsements in the context of purchase intentions. Through qualitative research conducted in Tamil Nadu, India, among 50 participants aged 18-21, this study employed semi-structured interviews to delve into participants' perceptions of credibility, authenticity, and the relevance of celebrity endorsements. The findings reveal a spectrum of attitudes, ranging from skepticism about manipulative marketing tactics to genuine appreciation for endorsements aligned with personal values.

627 Tech-Driven Insights: How Children's Online Activities Influence Family Shopping

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This study explores the impact of AI-driven algorithms on family shopping behavior, specifically focusing on how children's online activities influence mothers' purchasing decisions. By examining children's digital footprints, shared device usage, and targeted marketing, the research highlights the role of recommendation systems in shaping consumer behavior. The study provides valuable insights into the influence of digital interactions on family purchasing patterns, offering implications for e-commerce strategies, ethical data usage, and privacy policies. It contributes to a deeper understanding of how technology mediates family consumption dynamics, particularly in the context of children's digital engagement.

FE-3
Session: Digital Business
Jan 3, 2025, 3:00-4:20
Session Chair: Sudershan Kuntluru

428 Remarketing, Retargeting, Repurposing: Future of Digital Marketing

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It is relevant to write a paper on remarketing retargeting and repurposing because they make marketing wiser increase the level of consumers interest and enhance the conversion rate. In this way revealing how companies use existing audience and materials the paper can show cost-efficient and effective digital marketing strategies that help improve brand awareness and customer loyalty. We used the qualitative form of surveying by having personal one-on-one interviews with our samples and recording their responses before drawing our conclusions.

490 Behavioral Economics in SEM: Using Psychological Triggers to Boost Engagement

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In the rapidly evolving landscape of search engine marketing SEM, this paper explores how principles from behavioral economics—scarcity social proof nudges anchoring and loss aversion—are applied in search engine marketing to enhance consumer engagement and conversion rates. Examining keyword selection ad copy and landing page design illustrates how these psychological triggers influence decision-making. While these strategies improve performance, they raise ethical concerns regarding consumer autonomy and impulsive behavior. The paper proposes a framework for responsible SEM emphasizing transparency respect for consumer well-being and ethical marketing practices that balance persuasive tactics with consumer interests in the Fast-changing digital environment.

545 Digitalization and Demand for Cash in India

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The progress in payment technologies, demonetization drive by GOI in 2016 and COVID pandemic have accelerated the “Digital India” drive. UPI-based payment methods in India have grown by 160 percent annually in its real-time, mobile-enabled system. We empirically examine whether the rapid rise of digital payments reduces the demand for small currency in India. We consider different measures of small currencies (less than Rs. 100 and currency in circulation). The study using unit root and autoregressive distributed lag (ARDL) finds that digital payments had a moderating impact on demand for currency in India during the period 1999 to 2023.

581 Transforming Healthcare with AI: Current Applications and Emerging Opportunities

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This paper provides an in-depth review of AI current applications in the healthcare sector, highlighting key technologies such as machine learning, natural language processing, and robotics. Additionally, the paper examines emerging possibilities for AI in healthcare, including predictive models for disease prevention, precision drug discovery, and improving overall healthcare accessibility. The review also addresses the ethical and regulatory challenges associated with AI, such as data privacy concerns, algorithmic bias, and the need for transparent governance. By examining both the benefits and challenges, this paper offers a comprehensive perspective on the potential of AI to shape the future of healthcare.

FE-4
Session: Rural Development
Jan 3, 2025, 3:00-4:20
Session Chair: Divya Prabha D

218 Unraveling Agritourism Interconnectedness in Kerala: Insights from Sem Analysis

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Agritourism represents a distinctive fusion of agriculture and tourism, immersing visitors in farm life and agricultural practices. This study aims to create a model utilizing structural equation modelling techniques exclusively for the agritourism sector in Kerala, focusing on destination attractions, tourist experiences, and behavioural intentions of agritourists. The interconnectedness of these elements is vital for the success of Kerala's agritourism industry. The findings reveal a significant association among these three components. Fostering this interplay will be a powerful marketing strategy to achieve positive outcomes for the agritourism sector.

239 Impact of Crop Insurance on Agricultural Development and Farmer Welfare in India

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Crop insurance seems a promising futuristic farm-risk management technique due to continuously increasing climate extremes intensifying the production risks in farming. Pradhan Mantri Fasal Bima Yojana (PMFBY), India's umbrella crop insurance scheme, aims at agricultural sustainability and development by ensuring farmers' financial support during crop loss. By examining the impacts of PMFBY-led payouts on farmer households' consumption expenditure and agricultural investments, this paper strives to contribute to the knowledge related to climate resilience and farmer welfare. The results using Propensity Score Matching (PSM) suggest their positive relationships. Further, the paper investigates the impediments of PMFBY to suggest policy refinements.

244 Analyzing Farmers Perspectives on Drone Servitization using Extended TAM Model

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As a cost-effective alternative to purchasing drones, small and marginal farmers adopt drone servitisation (taking drones for rent) to reduce costs. This research paper investigates the perspectives of 75 small and medium-scale farmers about the use of rental drones for agrochemical management. Using structural equation modelling for analysis, the findings reveal the performance quality of drone pilots, increased output, and reduced labour costs as critical factors influencing the perceived usefulness of rental drones. Additionally, the study also highlights the challenges associated with rental drones, including the availability of skilled pilots, seasonal cost fluctuations, scheduling conflicts, and variability in pilot expertise.

446 TRI Factors' Influence on Virtual Try-on Adoption by Rural Gen Z in E-Retailing

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E-commerce growth has driven businesses to adopt tools like Virtual Try-on, enabling customers to preview products before purchase. This study, grounded in the TRI and UTAUT2 models, examines individual factors influencing Rural Generation Z's adoption of virtual try-on for online shopping. The study selected 382 responses after the data screening procedure. SmartPLS was used for testing hypothesised relationship. The results show that TRI factors significantly influence UTAUT2 factors, all of which collectively predict behavioural intention. These findings offer guidance for online retailers on how to engage with their Rural Generation Z customers to encourage the adoption of Virtual try-on technology.

FE-5
Session: Sustainability
Jan 3, 2025, 3:00-4:20
Session Chair: Aishwarya Ramasundaram

153 ESG and Financial Performance: An Industry-specific Analysis

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This study explores the relationship between ESG practices and Return on Assets (ROA), focusing on industry-specific and regional variations. Using ten years of panel data from Indian industries, including resource-intensive, consumer-facing, and service sectors, the analysis employs System GMM techniques. Findings indicate that strong ESG practices enhance ROA, with impacts varying across industries and markets. Resource-intensive industries benefit through reduced regulatory risk while consumer-facing industries gain brand value and loyalty. Service industries see advantages in talent attraction and innovation. The study highlights the need for tailored ESG strategies to optimize financial performance and sustainability outcomes across different industry sectors.

430 Green Vibes: How Nature Fuels Customer Experience

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With increasing awareness about climate change and environmental conditions, more brands use green symbols in their branding to appear environmental friendly. This article explores how nature related store elements such as sounds and visuals induces a customer to feel more connected to nature. It is proposed that nature connectedness in turn leads to positive customer experience. The article uses the S-O-R framework to explore the research gap in green retailing. The findings will help managers understand how to achieve a sustainable positioning using store atmospherics.

447 What's Holding Them Back? Investigating Resistance to Electric Vehicle Adoption

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This paper examines barriers to electric vehicle (EV) adoption in India through Innovation Resistance Theory, focusing on functional and psychological obstacles. Despite EVs' environmental and economic benefits, adoption rates remain low. A survey of potential EV users in five Indian metro cities will identify key resistance factors, analyzed using Partial Least Squares Structural Equation Modelling. Findings will support policymakers and industry stakeholders in addressing these barriers. The study contributes theoretically by applying IRT to EV adoption and empirically by providing insights into barriers in a developing context, contrasting with research centered on developed countries.

FF-1
Session: Human Resource Management
Jan 3, 2025, 4:40-6:00
Session Chair: CS Pavana Jyothi

282 Fun at Work: A Systematic Literature Review

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Fun at work is gaining recognition as a critical factor in organizational success and employee well-being. This systematic review examines the literature on fun at work, following the PRISMA protocol to analyse 110 research articles published up to July 2024. Searches in Scopus, Web of Science, and backward citation searches show that about half of the studies have emerged in the last five years. However, much of the research is limited to specific countries and industries, reducing its generalizability. The review discusses theories, methodologies, antecedents, outcomes, and moderators of fun at work studies, and identifies gaps for future research.

305 Mapping the Strings of Digital Wellbeing of Employees Literature Review

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This paper examines comprehensive picture of impact of digitization on the employee's wellbeing as a result of technological advancement A literature review tracing emergence of Digital Wellbeing as a multifaceted construct state of Individuals application based intervention practice and an outcome of disruptive technology The analysis revealed it caught the attention of HCI academicians human science and technology European unions thus gaining momentum due to implementation of Industry 4.0 and pervasive existence of technology at workplace Digital Well-being can be considered A function of an employee's mental emotional physical physiological health in the consumption of technology and digital services.

345 Leveraging HR Analytics to Enhance Organizational Performance

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This paper aims to explore the potential of HR analytics to significantly improve organisational performance. By employing data analysis techniques, the study seeks to identify key performance indicators and uncover hidden patterns within HR data. The ultimate goal is to derive actionable insights that can inform strategic HR decisions and drive positive organisational outcomes in areas like employee turnover, productivity, and engagement. Contribution to existing body of literature: Investigate critical factors that contribute to the long-term success of HR analytics, identify strategies for overcoming challenges, explore the ethical implications of HR analytics, and propose guidelines for responsible data usage.

513 A study on Organizational Assimilation Dynamics of Keralites in the GCC region

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Berry's 1974 model of societal acculturation has been widely adopted for its nuanced portrayal of adaptation at the macro-societal level; however, it often overlooks how adaptation processes unfold in specific environments such as expatriate workplaces. This study employs the Myers and Oetzel (2003) Organizational Assimilation Index OAI which comprises 61 items across six dimensions to assess organizational assimilation among Malayali expatriates in the GCC countries. Given that assimilation for this group primarily occurs within organizational settings, the findings provide insights into the unique assimilation needs of these expatriates potentially informing the development of culturally sensitive onboarding and retention strategies.

FF-2
Session: Leadership
Jan 3, 2025, 4:40-6:00
Session Chair: Radhakrishna Pillai

347 Personality Traits on Faculty Intrapreneurial Self-capital in Indian HEIs

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In India's higher education landscape faculty roles are increasingly complex demanding innovation and relevance Research explores the relationship between Personality Traits PT and Intrapreneurial Self-Capital ISC among faculty in Indian HEIs Further impact of these elements on institutional sustainability with age gender and experience as moderators is examined This cross-sectional research employs mixed methodology combining qualitative interviews analysed through MAXQDA with quantitative surveys processed via structural equation modeling Findings reveal PT as primary ISC predictor while demographic factors significantly moderate PT-ISC relationship Results contribute to sustainability psychology offering insights into faculty resource enhancement within Indian HEIs facing modern transitions.

356 Empowering Innovation: Role of Servant Leadership in Gen Z's Innovative Mindset

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This present study investigates the role of servant leadership in unlocking the innovative potential of Generation Z. As newcomers to the workforce with limited experience, Generation Z possesses innovative ideas but hesitates to showcase them. Servant leadership, characterized by empathy and collaboration, empowers these young minds by fostering a dynamic environment that encourages creativity and risk-taking. This leadership style provides Gen Z with the psychological safety to express bold ideas and contribute fully, driving both individual growth and collective innovation. Embracing servant leadership is crucial for organizations to unlock Gen Z's potential and thrive in an ever-evolving landscape.

417 How Leaders Combat Change Via Cognitive Flexibility and Individuality Relatedness

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This research investigates the challenges leaders face in fostering cognitive flexibility and individual relatedness within teams. As organizations undergo rapid changes, these skills are vital for maintaining performance Cognitive flexibility, the adaptive allocation of resources to process information, and individual relatedness, the emotional connections between leaders and team members, both play crucial roles in team adaptation. Utilizing a multi-methods approach, the study includes quantitative surveys and exploratory interviews to gather leaders perspectives and team challenges. Findings aim to enhance understanding of best practices for leadership and contribute to frameworks that empower leaders to navigate change effectively Future research.

516 Exploring the Synergy between Dharma and Karma from a Spiritual Perspective

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Any action performed by the spirit or soul through the body is called Karma. The soul itself goes through different stages Sato-Rajo-Tamo in the cycle of time. The inculcation of the innate virtues of the soul called Dharma varies across the cycle, the inculcation being complete in Sato stage leading to complete synergy of Dharma and Karma and incomplete in Tamo stage leading to least synergy resulting in varieties of Karma as described in the Bhagavad Gita. This paper explores this synergy from a spiritual perspective.

FF-3
Session: Risk Management
Jan 3, 2025, 4:40-6:00
Session Chair: Gayathri T

256 Understanding Fraudsters Psychology

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The increase in fraud is also ruining the nation's financial health. Frauds committed by employees are less harmful than those committed by owners. Thus, the study aims to determine the behavioral intention of corporate owners to commit fraud using past corporate scams in India. The result suggested that perceived behavioural control, attitude, and subjective norm significantly impact behavioral intention to commit fraud. Thus, the red flags in an individual's behavior should not go unnoticed to prevent fraud.

258 Challenges to Sustainable Practices in the Metal Industry: A DEMATEL Approach

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Even though metal industry is crucial to global manufacturing adopting sustainable methods is fraught with difficulties. Significant challenges are shown by this investigation including infrastructure limitations high energy consumption early investment issues and market need for circular products. These issues are modeled and ranked using the DEMATEL approach in combination with a literature review. Information on the connections between these challenges was obtained from interviews with eight professionals in the business. The findings offer a roadmap for putting sustainable practices into effect that encourage ethical production and the circular economy. This paper offers a novel strategy for addressing sustainability.

304 Behavioural Impact on Cryptocurrency Investment

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The new trading through cryptocurrency in India commenced an important role in inspiring individuals to make investments and profits. The influence of behaviour on investment decisions by futuristic generation Cryptocurrency investors. This type of research is descriptive research with a quantitative approach. This research aims to test and explain the influence of the direct association between the behavioural variables on investment decisions by cryptocurrency investors through hypothesis testing. This research has a sample size of 40 investors and was tested with SPSS. It shows that the Herding factors, Intrinsic Motivation, Macroeconomic factors and Perceived assumptions influence investment decisions.

355 Financial Mindfulness and Portfolio Diversification: Matrix on Investors Behavior

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Investor behaviour is inherently complex, with each individual approaching investment choices differently. Portfolio diversification poses a critical challenge often hindered by cognitive issues. This study proposes financial mindfulness as a solution, establishing a significant positive relationship between financial mindfulness and portfolio diversification. Investors were categorized into four groups based on their levels of financial mindfulness and diversification 1 high mindfulness and high diversification 2 above-average mindfulness but below-average diversification 3 low mindfulness and low diversification and 4 below-average mindfulness but above-average diversification. The study outlines strategies for engaging each group and offers practical implications for investment consultants and policymakers.

FF-4
Session: Sustainability
Jan 3, 2025, 4:40-6:00
Session Chair: Asi Vasu Deva Reddy

200 Sustainable Business Practices and AI- Powered Digital Platform Firms

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Advances in digital technology are expanding the boundaries of firms; the next market disruptors are AI powered digital platform companies which use a platform and appropriate AI tools to generate value by enabling transactions between two or more interdependent parties. This study examines the influence of AI-powered digital platform firms and demonstrates how many embrace new accountability requirements. In addition, it looks at how they fell short of the new requirements set out by regulators, customers and business partners. Firms can affect their economic-financial results, sustainability ratings and credit ratings by influencing how shareholders and investors perceive them.

213 Unveiling Nexus between Spiritual Leadership, Green Creativity and Sustainability

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Navigating the complexity of today's business setting requires a strategic insistence towards sustainability. Extant literature has identified leadership as a probable catalyst for enhancing sustainability. However, there has been a dearth of research on how higher-order leadership constructs, like spirituality, are deployed in rejigging sustainability in organisations. Drawing from SET, this study delves into the intricate relationships among spiritual leadership, green creativity and environmental performance. This study employs a sample of 263 healthcare professionals from South India. The findings underscore the profound impact of spiritual leadership in nurturing green creativity, which further leads to sustainability within the organisational settings.

351 Green for Planet or Green for Prestige?

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This conceptual paper explores the role of environmental consciousness and symbolic conspicuous consumption in influencing green purchase behavior. The study discusses the concept of environmental consciousness as an individual difference variable and suggests that environmental consciousness positively influences green behavior. Further it also explores the role of symbolic conspicuous consumption, where green purchases are leveraged to convey status and personal values. Green purchase behavior is explored in terms of green purchase choice, willingness to pay more and word of mouth. This research advances the understanding of green consumption by offering insights for marketers and policymakers on leveraging these factors.

445 Impact of Climate Risk on Cash Holdings of Firms: An Insight from G-20 Nations

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This paper discusses effect of climate risk on cash holdings of firms in G-20 countries based on data from S&P Capital IQ for 1,207 firms by employing fixed effects regression model. Climate risk drives precautionary cash reserves in anticipation of environmental uncertainty. In this regard, Data Envelopment Analysis is applied in the evaluation of managerial efficiency when it comes to managing risks. Findings indicate that the increasing environmental uncertainties and pressures through regulations compel the companies to alter cash holding to avoid shocks related to liquidity. Therefore, this paper investigates G-20 firms' liquidity strategies amid climate-related financial challenges.

623 Exploring the Nexus between Governance, Performance, and Sustainability in Firms

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This study examines the influence of board structure and firm performance on the extent of ESG disclosure among Indian-listed companies. Using annual reports and data sourced through the ProwessIQ database, leveraging advanced text summarization techniques, the research examines ESG metrics extracted from annual reports, the sample selected for the study was pharmaceutical companies listed at NSE India, and assesses their relationship with firm-level financial and governance variables analysis was done to understand the impact of firm performance and corporate governance variables on the ESG disclosure of firms.

FF-5
Session: Technology and Management
Jan 3, 2025, 4:40-6:00
Session Chair: Uma Nambiar

226 Human Enhancement Technologies and Organizational Experience Capability

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This study seeks to explore the application of both AI and non-AI technologies in customer support centers, assess the impact of Human Enhancement Technologies (HET) on an organization's "experience capability"—its proficiency in orchestrating customer interactions—and analyze the attitudes and characteristics of frontline employees toward these technologies. Practical Implications: Measuring experience capability is anticipated to provide valuable insights into an organization's capacity to deliver exceptional customer experiences. The study is expected to reveal that, while technology can enhance frontline employee (FLE) efficiency, its success will likely depend on employees' personal initiative and autonomy.

232 Maturity Evaluation of Teleconsultation Platforms in India

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As tele-consultation has gained prominence the need for a comprehensive evaluation framework for tele-consultation platforms became apparent. To address this, we developed a multi-themed maturity model incorporating diverse stakeholder perspectives. The model grounded in cognitive workflow analysis assesses platforms across various dimensions including feature complexity and compliance with national telehealth guidelines and global health data standards. By applying this model on sample of Indian teleconsultation platforms we found that while platforms generally demonstrate intermediate maturity in terms of features many lags behind in adherence to regulatory requirements and data standards. Findings highlight need for continued efforts towards tele-consultation delivery.

405 Influence of NBFC On Spending Behavior: Study with Reference to Digital Wallets

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In the digital financial revolution era, non-banking financial companies (NBFCs) and digital payments have reshaped the financial landscape. This study investigates the influence of digital wallet and digital payments systems providing NBFC services on spending behavior, addressing the empirical research gap. Using the UTAUT model, this research examines the factors influencing adoption and usage of NBFC services. A quantitative survey (N=150) reveals significant relationships between digital wallet usage, NBFC services, financial self-efficacy, and spending habits. The findings provide valuable insights to promote responsible spending habits in the era of digital payment systems.

420 A Qualitative Study of VR Chat Experiences

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Our review of extant literature shows that while previous studies focus on VR's therapeutic potential, social VR platforms uniquely provide a safe space for discussing stigmatized topics. This study examines VR-based interviews on a YouTube channel featuring mental health conversations. Thematic analysis of transcripts reveals recurring themes including impact of chronic illness, lack of institutional support, and individual coping strategies. Participants often reported isolation, addiction, and challenges within the healthcare system. The study also underscores personal growth amid trauma and relocation supporting development of VR-based interview platforms. Future work will explore user engagement in YouTube comments on these videos.

SA-1
Session: Education and Technology
Jan 4, 2025, 9:20-10:40
Session Chair: Sudheer Sudhakaran

260 The Midas Touch - A Golden Class Engagement with Screenagers

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This article develops on the smart interaction and engagement experiences in a post graduate management school in Kerala. The paper reviews the qualitative experience of integrating mobile phones to enhance active participation among MBA students in two batches of a Consumer Behaviour course. The new intervention leverages the inherent curiosity of emerging adults and incorporates competitive elements to create a sense of urgency and excitement in completing tasks. This monograph examines the practitioners' experiences and the outcomes of these activities, providing insights into the benefits of mobile learning as an educational tool for heightened classroom engagement.

400 Role of AI in transforming Teacher and Student Workflows in Classroom Settings

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This study investigates how Artificial Intelligence (AI) is transforming the workflows of teachers and students in classroom settings where, teachers can manage monotonous tasks and students can grasp concepts tailored to their understanding using AI. The objective is to gain insights on how teachers and students are incorporating available AI tools in their workflow and how fundamental processes like learning and teaching will evolve with the advent of AI. Using a mixed-methods approach, this study combines surveys and structured interviews with teachers and students from Commerce and Management Colleges within Kochi, Kerala to assess AI's impact on classroom workflows.

408 To Share or Hide: Review and Research Agenda of Knowledge Hiding

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In today's tech-driven landscape, knowledge hiding poses a significant threat to innovation. As information flows rapidly, intentional withholding disrupts collaboration, hinders creativity and hampers progress. Deciphering this covert behavior is essential to promoting technological growth and an open culture. In this context, the study offers a review, integration and extension of the literature relevant to knowledge hiding. The articles were screened on the basis of their abstract, and analyzed using the antecedents-decisions-outcomes (ADO) and theories-context-methodology (TCM) framework of SLR. The article aims to guide future researchers in studying knowledge hiding, highlighting its impact and future research directions.

456 Barriers and Success Factors for AI-assisted E-learning Apps: Insights from OCR

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AI-assisted e-learning applications offer a convenient and personalised learning experience. However, their adoption can be hindered by various factors. This study leverages online customer reviews OCR to identify key barriers and success factors impacting these applications. Utilising Non-Negative Matrix Factorization NMF we analyse 19,473 reviews from seven popular mobile AI-based e-learning apps on the Google Play Store. Study provides valuable insights for mobile app developers by revealing the factors influencing user experience and app downloads. By addressing the identified barriers and leveraging the success factors app developers can enhance user satisfaction and promote wider adoption of mobile these apps.

SA-2
Session: Entrepreneurship
Jan 4, 2025, 9:20-10:40
Session Chair: Neha Gupta

243 Integrating Traditional Indic Wisdom with UN Sustainable Development Goals under Ratan Tatas Leadership

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This paper examines how Ratan Tata's leadership in the Tata Group integrates traditional Indian wisdom with modern sustainability practices fostering long-term success and alignment with the United Nations Sustainable Development Goals SDGs. Drawing on Indian philosophies like Dharma duty Ahimsa non-violence and Sarvodaya universal upliftment the research explores their influence on the Tata Group's environmental stewardship social equity and corporate governance. Through case studies of Tata Steel Tata Motors and Tata Consultancy Services TCS the paper highlights how these values have shaped the group's sustainability strategy balancing global sustainability goals with indigenous ethics creating a sustainable strategic ecosystem.

322 Entrepreneurial Intent Revisited: Synthesizing Literature for Future Research

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Despite substantial interest of researchers and experts, theories that showcase what drives the intent to be a successful entrepreneur are still unconventional, fragmented and diversified. In response, this study reviews and synthesizes the still evolving domain of the research of entrepreneurial intent, subtly suggesting directions for future research. Certified knowledge (journal articles) is reviewed with the help of articles published in the last decade. The current research unearths key publication outlets and articles, theoretical and methodological approaches and themes of literature. Consequently, the findings propose suggested future directions for research as well.

451 Crafting with the Cutting-Edge Innovations: A Business Model Canvas of Micro Women Entrepreneurs, Kerala

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The study textures the narrative portraits of micro-women entrepreneurs' experience in Crafting Cutting-Edge Innovations in their entrepreneurial endeavors. A critical analysis anchoring on the business model canvas (BMC) and the technological integration explores the gender norms in the intimate structures of women's entrepreneurship. Among the BMC building blocks, technological integration is evidenced in building customer segments by delivering value propositions through social media channels and establishing customer relationships in the micro sector. The approach enables us to visualize the challenges and opportunities, further contributing to the democratizing promise of technology in the gendered entrepreneurship research line.

464 Exploring Promoter's Contribution and Resubmitted Approved Loan

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Our empirical analysis shows a notable difference in promoter contributions between resubmitted and approved loan proposals in Indian banks at the loan inception stage. Using the Mann-Whitney U test, we controlled for resubmission status. Findings indicate that borrowers with higher promoter contributions or unsecured loans are more likely to adhere to core loan covenants initially to secure approval. Evidence of earnings management in approved resubmitted proposals suggests banks should account for these factors when disbursing loans and shaping credit policies.

SA-3
Session: Finance
Jan 4, 2025, 9:20-10:40
Session Chair: Maran K

230 Does Promoter's Share Pledging Affect the Quality of Firm's Financial Reports

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Share-pledging has raised concerns among market participants and regulators since the board's high promoter dominance compels managers to manipulate financial reports. This study investigates the impact of promoters' share-pledging on the quality of firm financial reporting. The findings demonstrate that adopting an opportunistic financial reporting strategy among share-pledging firms reduces earnings persistence, decreasing informativeness about future earnings. In addition, results reveal that promoters' participation in share-pledging demands firms to practice a lower level of conservatism. Overall, the study suggests that while promoters' share-pledging can negatively influence firms' financial reporting practices, stricter regulation can improve financial reporting quality.

302 Exploring Liquidity Dynamics in India's Sovereign Debt Market

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With the recent issuance of sovereign green bonds and fiscal sustainability, improving liquidity in India's sovereign debt market is vital for improving monetary policy effectiveness and boosting investor confidence. We investigate the factors impacting the liquidity of the sovereign debt market by using panel data from 12 years using quantile regression. Results indicate that volume does not impact market liquidity, whereas Trade price, Repo rate, SLR, YTM, and NIFTY were found to be highly significant. For SLR and NIFTY, there is no significant difference across the quantiles, and for TP, Repo rate, and YTM, significant differences were found.

595 Impact of Economic Factors for Startup Growth with Reference to India

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Innovation and economic development in India's Western Zone are greatly influenced by the startup environment. Startups in the area are the focus of this article, which also analyses the present environment, difficulties, and potential solutions. Drawing attention to the importance of comprehending these dynamics, the research seeks to identify critical barriers impeding the growth of startups and offers strategic suggestions for creating an atmosphere that is favourable to entrepreneurship. Results from this qualitative literature review and empirical investigation highlight the requirement of well-targeted policies and programmes to sustainably encourage the expansion of new businesses.

SA-4
Session: Technology and Management
Jan 4, 2025, 9:20-10:40
Session Chair: Samik Shome

207 Influence of Augmented Reality-based Applications on E-commerce: Empirical Study

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This study assesses the usefulness of augmented reality (AR)-based applications in the area of e-commerce with special reference to the Indian consumers. The study seeks to find out the AR features that affect consumers buying behaviors Partial Least Square Structural Equation Modelling with SmartPLS 4.0 was administered in order to analyse samples for AR shoppers. The most important results obtained indicate that dimensions of AR such as interactivity enjoyment and perceived usefulness improve customer satisfaction whereas affection does not make any substantial contribution. The study provides practical managerial implications and limitations and as well as suggestions for future research.

241 Tech Enabled Inclusion: Transforming CWSN Enrollment in Higher Secondary Stage

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This paper examines technological advancements that influence the enrollment of children with special needs. CWSN at the higher secondary level in India compared to other factors such as specially trained teachers' pupil-teacher ratios PTR NGO interventions and government scholarships. Using UDISE data from the year 2014 to 2022 for all Indian states and union territories we applied PCA to create composite variables and GMM for analysis. The results indicate that advanced infrastructure significantly boosts CWSN enrollment while higher PTR negatively impacts it study concludes with policy suggestions emphasizing the importance of technological and infrastructural improvements to enhance inclusive education.

569 A Study of Factors Influencing the Perceived Usefulness of Telemedicine

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Telemedicine adoption is met with significant resistance despite extensive research. Research mainly uses the TAM model to study telemedicine adoption, with Perceived Usefulness (PU) as a key predictor. Few studies examine the antecedents of PU in telemedicine. Our study analyzed seven factors affecting telemedicine PU. We conducted PLS-SEM regression analysis with 1074 participants. The model has 47.3% explanatory power. Five antecedents- perceived ease of use, subjective norm, attitude towards telemedicine, relative advantage and convenience of care significantly influenced PU. Perceived Behavioural Control and attitude towards doctors were found insignificant. Our study insights identify antecedents that can boost telemedicine's PU.

SB-1
Session: Digital Transformation
Jan 4, 2025, 11:00-12:00
Session Chair: Kirti Chetty

267 The Strategic Impact of 5G and 6G on Business Transformation

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This paper examines the transformative effects of 5G and 6G technologies on the business landscape, highlighting their roles in driving innovation across industries like manufacturing, healthcare, and logistics. 5G has enabled advancements in automation, IoT, and real-time communication, while 6G is poised to enhance connectivity with AI integration, terabit speeds, and ultra-low latency. The paper explores the economic impact, new business models, and challenges related to infrastructure costs and cybersecurity, offering insights into how these technologies will shape the future of global business and digital transformation.

268 The Role of AI in Shaping Spiritual Tourism and Pilgrimage Experience

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Technology has changed the way people embark on spiritual journey to experience peace. This study explores the utilization of AI among pilgrims during spiritual journeys and investigates its impact on their pilgrimage experiences. Main stages of AI usage pre-trip preparation, real-time updates and guidance, community building and support, sharing experiences and insights, and post-trip reflection and engagement were studied. Structured questionnaire was circulated and the findings contribute to a deeper understanding of how AI contributes to pilgrim's experiences.

354 Transforming Manufacturing: AI in Servitization and CRM

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The integration of Artificial Intelligence (AI) in manufacturing is transforming traditional production into service-oriented models, a key aspect of servitization. By leveraging perceptive, predictive, and prescriptive AI capabilities (David Sjodin, Vinit Parida, Marko Kohtamaki, 2023), manufacturers enhance customer value through services like predictive maintenance and real-time monitoring. Perceptive AI provides insights into equipment performance, while predictive AI forecasts maintenance needs and demand trends, ensuring customer satisfaction. Prescriptive AI recommends actions for efficient production and resource allocation. This paper proposes how AI-driven servitization improves customer relationship management and offers a competitive advantage in manufacturing.

SB-2
Session: Economics
Jan 4, 2025, 11:00-12:00
Session Chair: S Manoharan

328 Non-profit Organisations as Shareholder Activists: A Case Study of "As You Sow"

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This paper examines the role of non-profit organisations in shareholder's ESG activism by conducting a case study of As You Sow's shareholder advocacy initiatives on environmental social and governance ESG issues. Using the case study method As You Sow's interactions with companies are analysed. Data sources include publicly filed documents As You Sow's proxy season reports engagement records and SEC filings covering the 2024 AGM season. The study finds that non-profit shareholder advocacy resulted in company actions on ESG issues and shareholder resolutions. The broad ESG issues involve biodiversity circular economy climate energy environmental health social justice and governance.

398 Political Economy of Foodgrain Procurement: Evidence from India

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Despite considerable focus on economic factors affecting MSP, there is a scarcity of discussion regarding the political influences that shape pricing policies. This study analyses the political and economic determinants influencing the percentage variation in MSP and the procurement of food grains. We analyze data from 1971 to 2022 using OLS for India-level data and apply Pooled OLS along with the Panel model for state-level analysis. Our findings indicate that if an election is scheduled for the following year, the percentage change in MSP for wheat in the current year is projected to increase by 3.41 percentage points.

463 Predicting Default Probability using Asset Correlation of Loan Portfolio

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We compare the asymptotic single risk factor model, which assumes a common risk factor across loan portfolios, with the factor-based CreditMetrics model, which considers asset correlation. Using public sector bank data from 2000–2010, we find that PD improves with asset correlation and that asset correlation increases with PD. These findings, which diverge from Basel Committee assumptions based on developed countries, indicate uniformity in systematic risk across portfolios during economic stress. Our study suggests credit risk and asset correlation assumptions are context-dependent, warranting a revision of Basel capital requirement guidelines.

SB-3
Session: Energy Management
Jan 4, 2025, 11:00-12:00
Session Chair: Suraj Shah

281 Mapping the Flow of Capital in India's Renewable Sector: Statistical Insights

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This article explores the factors driving India's increasing need for renewable energy. Through an analysis of financial instruments, investment trends, and governmental initiatives, it assesses India's renewable energy capacity. Regression analysis is used to identify the relationships between key factors, including investments, green bond values, and loan disbursements. The findings reveal that there exists a strong positive correlation between renewable energy investments and capacity expansion. Annual loans for renewable energy projects are strongly correlated with capacity growth. It highlights the crucial role of direct investments and financial support, offering a footing for strategic decision and policy making.

466 Risk Management in Thermal Power Plants

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There are difficulties facing modern management in the manufacturing, financial, service, and industrial sectors, especially when it comes to making decisions in competitive settings. In order to help thermal power plants (TPPs) and their management stay competitive, this study looks at risk management as a strategy for enhancing TPP operations. It consists of a post-loss risk inspection at NTPC Rihand Thermal Power Plant as well as hazard identification and risk inspections at Rattanindia Thermal Power Plant. The study offers suggestions to lower risks and improve plant operations in light of these inspections, guaranteeing long-term competitiveness in quickly evolving markets.

SB-4
Session: Human Resource Management
Jan 4, 2025, 11:00-12:00
Session Chair: Thiyagarajan R

434 A Study of Advocacy Behavior Exhibited by Law Students

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Our economy faces challenges of Law and Order. Our country needs lawyers who can mold the society for a prosperous future by finding solutions to emerging issues. The study tries to gauge the Law student perception of advocacy skills, their opinion about skills they are gaining during their learning period. Since Law students are going to be future Judges and Lawyers, it is essential to study their insights. The findings of research highlighted the importance and significant links between various skills and relationship-based advocacy. Questionnaire is based on the variables Communication, Active listening, Empathy, Problem Solving and Negotiation.

499 Work-life Balance Redefined: The Impact of Flexitime on Employee Engagement

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This research contributes to the literature on telework by emphasizing comprehensive work-life strategies that go beyond flexible work schedules. By identifying the mediating role of flexitime and its interaction with well-being and engagement, this study provides a nuanced understanding of the various complexities associated with modern work arrangements and lays the basic framework for organizations to strive towards optimum employee performance and satisfaction within remote and hybrid work environments.

594 Killing the Golden Goose: The Paradox of Overwork and Burnout in India's Corporate World

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This paper explores the analogy between "Golden Goose" fable and growing issue of employee burnout in India's corporate sector. The fable highlights the dangers of overexploitation, where relentless pursuit of profit leads to the loss of the valuable resource—the employees. In India's high-pressure work culture, particularly in industries like IT, consulting and finance, the constant demand for productivity is causing burnout, diminishing employee well-being, and hindering long-term success. By drawing parallels to Golden Goose, this paper advocates for sustainable business practices that prioritize employee health, work-life balance, and mental well-being to ensure both employees and corporate success.

SC-1
Session: Management Ethics
Jan 4, 2025, 12:10-1:10
Session Chair: Shivendra Pandey

192 Shamanic Syncretic Indic Wisdom of Sai Baba of Shirdi in Modern Contexts

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This study incorporates the spiritual principles of Indic thought and practiced by 19th century mystic Shirdi Sai Baba into modern leadership frameworks. The research utilizes qualitative methods, including fieldwork in Shirdi and interviews with descendants of original followers, to align Sai Baba's values of humility, compassion, and ethical integrity with contemporary leadership theories such as servant and shamanic leadership. The proposed framework integrates these principles into leadership practices, which suggest that leaders who adopt such values enhance organisational performance and societal well-being. The findings emphasises the benefits of integrating spiritual values to address ethical and social challenges.

330 Impact of Mandated CSR Expenditure on Financial Performance: Evidence from India

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This paper examines the impact of mandated CSR expenditure on the financial performance of NSE and BSE listed utility and energy firms. Employing the RDD and DiD approach on data from 2015 to 2023, our findings reveal a significant positive effect of CSR spending on RoA and Tobin's Q, underscoring the strategic value of CSR in enhancing long-term financial outcomes within the utility and energy sectors in India, providing a nine-year perspective on CSR regulation's effects on corporate performance. Our insights guide managers of Indian utility and energy firms toward recognising the financial benefits of embracing CSR initiatives.

487 Hindu Dharma: Dispelling Myths about Hinduism in Business Ethics Literature

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Hinduism has enormous diversity. Hence, it is not easy to ascertain Dharma. Various researchers' interpretations of Hinduism appears contradictory. For example, Peifer et al. (2019) conclude that Hindus have a general distaste for making money. However, Minton et al. (2022) indicate that Hindus have materialism as one of life's pursuits. The present paper achieves two objectives. First, it establishes that Hinduism has a vast literature with different counsels on the same subject. Second, it tries to dispel common myths that often propagate in business ethics literature due to the limited use of primary religious texts.

SC-2
Session: Operations Management
Jan 4, 2025, 12:10-1:10
Session Chair: Debopam Chakrabarti

238 Managing Mgnrega's Efficiency: A Machine Learning Analysis of Welfare Dynamics

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This paper explores the transformative potential of advanced methodologies in managing efficiency of the world's largest welfare program MGNREGA. By integrating Data Envelopment Analysis DEA with interpretable Machine Learning models such as Random Forest this research reveals efficient drivers of resource allocation and workforce management across 726 districts offering new insights into optimising public welfare schemes. The study offers a cutting-edge approach to analyse how ML-driven models enhance decision-making in large-scale policy management addressing regional disparities and improving socioeconomic outcomes. This contribution highlights the role of innovative technologies in shaping future policy frameworks aligning with the advancing technology-driven governance.

501 Service Quality Measurement: Perspectives and Overview

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This study examines the difficulty of precisely evaluating service quality, as conventional models frequently fail to reflect changing client expectations. Driven by the necessity for enhanced service evaluation, we examine current frameworks, notably the SERVQUAL model, to elucidate strengths and weaknesses in assessing characteristics such as reliability, assurance, and responsiveness. Identifying deficiencies in these strategies, we advocate for adaptable procedures that incorporate real-time client feedback for ongoing enhancement. This work advances the creation of sophisticated technologies that empower firms to improve service quality management and more effectively achieve customer satisfaction objectives in a dynamic market landscape.

582 Industry 5.0: The Role of MSMEs in Indian Supply Chain

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Industry 5.0, a human-centric approach to manufacturing, presents challenges and opportunities for Micro, Small, and Medium-Sized Enterprises (MSMEs) in India. This research delves into how MSMEs can leverage digital technologies and strategic partnerships to integrate effectively into Industry 5.0 supply chains. By examining the barriers and enablers, we aim to identify strategies for MSMEs to enhance operational efficiency, improve supply chain methodologies, and contribute to sustainable practices. This study draws insights from existing literature and incorporates empirical data from case studies and surveys to provide actionable recommendations for policymakers, industry leaders, and MSMEs.

SC-3
Session: Stock Market
Jan 4, 2025, 12:10-1:10
Session Chair: Debasish Dutta

395 Information Content of Dividends: an Event Study of Indian Stock Market

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Investors are expected to use dividend announcements as cues in their investment decision-making. This study aims to examine the signaling hypothesis of dividends through an empirical investigation of the market's response to dividend announcements. Data on dividend announcements and corresponding stock prices are collected from the CMIE Prowess database. An event study methodology is applied, with an estimation period of 120 days and a total event period of 21 days. The results provide valuable insights into the paradoxical nature of dividends and proves that the market responds to dividend announcements.

483 Risk -return Computation of Metal Sector Stocks Against the Sectoral Benchmark

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In a volatile market environment, informed investment decisions are crucial, especially with the growing participation of millennial investors seeking high returns. This study analyzes the risk-return profiles of the top five Metal sector stocks in India by market capitalization, comparing their performance against the NIFTY 50 and NIFTY METAL indices. Using monthly stock data from April 2019 to March 2024, the research calculates returns and standard deviations to gauge stock volatility. Through beta and regression analysis, it identifies which stocks balance risk and return most effectively, providing investors with data-driven insights for making profitable, lower-risk investment choices.

484 Risk-return Analysis of Selected Energy Stocks with Nifty Energy And Nifty 50

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In today's volatile stock market, informed investment decisions are vital, especially as millennial investors seek strong returns. This study examines the risk-return profiles of India's top five Energy sector stocks by market capitalization, assessing their performance against the NIFTY 50 and NIFTY ENERGY indices. Using monthly data from April 2019 to March 2024, the research calculates returns and standard deviations to analyze stock volatility. Beta and regression analyses are applied to measure risks relative to benchmarks, helping investors identify stocks that effectively balance risk and return, offering insights to maximize profitability while minimizing investment risks.

SC-4
Session: Sustainability
Jan 4, 2025, 12:10-1:10
Session Chair: Harisha B S

212 A Review on Green Human Resource Management in Hospitals: Paving the Way for SDG

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This paper elucidates the role of green human resource management GHRM in achieving various sustainable development goals SDGs by synthesizing insights from Scopus and Web of Science. It identifies a notable research gap in the limited exploration of green HRM practices within the service sector particularly hospitals which face unique operational and regulatory challenges. The study uses triple bottom line theory to highlight how green HRM can drive significant improvements in environmental sustainability operational efficiency and employee engagement. By addressing this gap, the paper aims to provide actionable insights for hospital administrators, Policymakers and researchers advocating for green HRM strategies.

374 Environmental and Health Effects: Business Case for Sustainable UCO Recycling

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The rapid increase in global cooking oil consumption poses significant environmental and health challenges, primarily because of disposal practices. There is a serious concern to be addressed on the reusing and disposal practices of Food Business Operators and household which is untapped. This study investigates prevailing reusing and disposal practices of Used Cooking Oil, identifies critical risks, and evaluates the need for sustainable alternatives for entrepreneurs in Waste Cooking Oil recycled products. By examining current trends and practices, this study aims to provide insights that support more effective waste management policies and promote sustainable practices in cooking oil disposal.

515 Role of Board of Directors in Moderating ESG-firm Performance: Evidence from India

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This study examines how board characteristics moderate the relationship between ESG scores and firm performance focusing on 217 Indian manufacturing firms over 2020-2023. Financial data on profitability, efficiency, liquidity, leverage and firm size is sourced from CMIE Prowess IQ and averaged over the four years to provide a comprehensive view of financial performance. ESG scores for 2023 are sourced from S&P Global. The study analyzes board composition including independent executive and non-executive directors and uses Process Macro regression analysis to explore how board structure influences ESG performance impact on financial outcomes.

SD-1
Session: Digital Marketing
Jan 4, 2025, 2:10-3:30
Session Chair: Richa Gupta

189 Evaluating the Effectiveness of AI Chatbots on Website Performance

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This study aims to compare the effectiveness of AI chatbots and traditional websites in enhancing customer engagement and satisfaction. By focusing on SalesIQ by Zoho Corporation and Amazon Lex by AWS, the research employs a mixed-methods approach, analyzing quantitative data from user interaction metrics and satisfaction surveys, alongside qualitative data from user interviews. The findings will provide valuable insights into the performance, user experience, and overall effectiveness of each platform, offering actionable recommendations for businesses looking to improve their digital customer engagement strategies.

229 Personality Traits and Social Media Adoption: Qualitative Study of Entrepreneurs

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This study examines how entrepreneurial personality traits influence the adoption of social media, given its critical role in modern marketing. Through semi-structured qualitative interviews with ten entrepreneurs combined with NVIVO data analysis, the research explores the impact of the Big Five personality traits—openness, extraversion, agreeableness, conscientiousness, and neuroticism—on social media usage. Findings suggest these traits significantly affect entrepreneurs' perceptions and their willingness to adopt social media. The study highlights differences in how individual personality impacts entrepreneurial decisions regarding social media, emphasizing the importance of understanding these traits to enhance marketing strategies.

334 Digital Media Sources And Perceived Content Credibility Among Genz's

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This study explores Gen Z's preferred digital media sources, content, and patterns influencing travel intentions. Using face-to-face, semi-structured interviews with 13 participants aged 20–27 year, thematic analysis via MAXQDA revealed Gen Z's reliance on YouTube Shorts, Instagram Reels, and OTT series scenes for travel inspiration. The findings also highlight a cross-channel surfing pattern to verify content credibility. Managerial implications suggest that destination marketers should focus on visuals and commonly used platforms. This research expands understanding of Gen Z's travel content preferences, media sources, and multi-source credibility patterns, aiding marketers in targeting Gen Z travellers effectively.

SD-2
Session: Leadership
Jan 4, 2025, 2:10-3:30
Session Chair: Akshay Bhat

204 Integrating the Guru Shishya P and Putting the Man Back in Management in AI Age

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This study examines the ethical challenges of AI in emerging economies, particularly India's job market for Generation Z, addressing issues such as privacy, algorithmic bias, and transparency. To mitigate these challenges, the paper proposes a novel framework for management education by integrating the Indian Guru Shishya Parampara—a traditional mentorship model emphasizing personalized guidance and ethical leadership. Utilizing rigorous qualitative methods, the findings reveal that blending traditional mentorship principles with contemporary AI ethics fosters responsible leadership and equips students to navigate AI's risks in professional and educational settings.

300 From Clicks to Conscious Travel: Travel Influencers Leading Responsible Tourism

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This study explores the impact of social media influencers on the promotion of responsible tourism practices. Employing a qualitative methodology, the research involved semi-structured interviews with 15 international and five domestic tourists who visited Kerala India. The analysis conducted using the Gioia Methodology revealed three aggregate dimensions (i) Promotion and Awareness Building (ii) Community Engagement and Local Support and (iii) the Consequences of Overcrowding due to Influencer Promotions. Additionally, six second-order themes emerged. The findings contribute to understanding SMIs' pivotal role in shaping tourists' responsible travel choices, anchored in the principles of Social Influence Theory.

331 Curing Vision to Global Mission Sustainable and Scalable Leadership: Arvind Eye

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The 'Scalable Mission Integration' model offers an effective approach for mission-driven organizations seeking sustainable, replicable social impact. Rooted in shamanic leadership principles, this model integrates empathy and vision with operational resilience, as illustrated by Arvind Eye Care's cross-subsidization strategy. By aligning organizational mission with sustainable practices and community engagement, it balances financial stability with broad social responsibility, allowing for adaptability across sectors and diverse contexts. Key actions—such as mission alignment, sustainable resource management, and local partnerships—enable the creation of scalable social value, providing a robust framework for transformative, purpose-driven growth within complex, resource-limited environments.

414 An Integrative Review of Healthcare Leadership in India

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This review focuses on the rapidly growing healthcare segment in India, identifies the nature of healthcare leadership across public and private healthcare organizations and attempts to recognize challenges and gaps in leadership competencies. The need for effective healthcare leadership was illustrated during the COVID-19 pandemic that exposed several inadequacies in healthcare systems. While India's healthcare system faces critical challenges including inadequacies in health workforce, disparities in availability, and gaps in service delivery, this paper attempts to recognize the criticality of healthcare leadership in addressing India's unique healthcare challenges to improve quality of healthcare, patient outcomes and organizational efficiency.

SE-1
Session: Healthcare Management
Jan 4, 2025, 3:50-5:10
Session Chair: Rashmi M J

279 IoB in Geriatric Healthcare Management Opportunities and Challenges

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As the average age distribution of human population across the world is gradually getting skewed towards right, timely health care interventions that focus on the elderly become important. Assessing the behavioral patterns of elderly could enable organizations and decision makers to offer timely service to maintain and elevate the healthcare of geriatric population. Such behavioral patterns can be generated using Internet of Behaviors (IoB), which is a logical advancement of Internet of Things. This paper looks into the architecture, process flow, opportunities and challenges that IoB can offer to the healthcare industry to enhance geriatric healthcare management.

285 Shared Decision Making in Rural Antenatal Services

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This study explores maternal health and well-being in rural West Bengal, focusing on the impact of strength-based approach within healthcare ecosystem. The roles of different stakeholders for utilizing Antenatal services have been explored. Using a survey of antenatal mothers and their families, community health workers and health professionals. Findings reveal that support from community health workers and family involvement are pivotal during pregnancy. This study adds to the literature on rural healthcare services and family networks as a means to improve mothers health through shared decision-making and thereby design policies based on the changing needs of people

382 Transforming Mental Health Support: The Role of NLP in Virtual Assistants

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This study investigates the role of Virtual Mental Health Assistants (VMHAs) utilizing Natural Language Processing (NLP) in enhancing patient access, engagement, and support within mental healthcare while addressing ethical considerations surrounding privacy, data security, and efficacy. A bibliometric analysis reveals strengths and limitations in the existing literature, emphasizing deficiencies in corresponding author data and keyword comprehensiveness. The application of Bradford's Law highlights the predominance of select journals in disseminating influential research. Insights into collaboration networks and geographic productivity suggest an evolving global landscape, underscoring the necessity for interdisciplinary approaches to advance VMHA and NLP research.

547 Factors Hindering Breast Feeding Behavior- Evidence from India

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Breastfeeding plays a crucial role in infant nutrition. The current study explores the factors hindering a mother's inclination towards breastfeeding. The data for the study is drawn from the recent NFHS-5 data to analyze how IPV (intimate partner violence), maternal education, occupation, family structure and birthplace settings (home vs health center) affect breastfeeding choices. Initial findings highlight the need for targeted government interventions such as offering comprehensive maternity benefits especially within rural and unorganized labor sectors to support breastfeeding mothers. Such measures would likely help improve breastfeeding behavior, thereby enhancing child health and nutrition outcomes across various socioeconomic groups.

SE-2
Session: Marketing
Jan 4, 2025, 3:50-5:10
Session Chair: Arjun Chakravorty

353 Behind the Screens: Unpacking the Burnout of Social Media Influencers

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Burnout among Social Media Influencers (SMI) is an emerging area of study that requires careful consideration as an increasing number of youth aspiring to pursue and choosing this as a full-time career. Burnout among SMI's is characterised by increased emotional exhaustion, increased mental distance from one's job and reduced professional efficacy. This is typically caused by excessive demands of content creation, user and platform expectations, trolling, social comparisons and loss of authenticity to maintain an idealized version. The implications can be severe as many top influencers are reporting mental health issues, isolation, inadequacy and quitting.

367 Demographic as Moderator of a Role of Sensory Brands on Coffee Enthusiast

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This study defines the moderating effect of demographic factors between sensory branding and consumer desire within selected cafés at Hyderabad. Sensory branding, which engages consumers senses to create a memorable brand experience, has become a powerful tool in influencing purchase decisions. Using a mixed-method approach, data through surveys and interviews with customers of prominent cafés. Descriptive statistics like exploratory factor analysis and Chi square are used for analysing the data. The findings reveal significant variations in demographic profiles perceive and respond to sensory branding efforts. The study concludes that demographic factors plays a crucial role in sensory branding.

518 Impact of Online Reviews on Consumer Purchasing Decisions

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This research paper aims to investigate the influence of online reviews on consumer purchase decisions in the context of e-commerce platforms. With the rapid growth of e-commerce and the increasing popularity of online shopping, consumers heavily rely on the opinions and experiences of others shared through online reviews before making purchasing decisions. This study examines the factors that contribute to the impact of online reviews on consumer behaviour, including credibility, valence, volume, and reviewer characteristics.

618 Leveraging Cause Marketing for Brand Equity: A Consumer-Driven Insight

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This study explores the impact of cause marketing on brand equity, focusing on how aligning a brand's values with social causes enhances loyalty, recognition, and trust. Using a quantitative approach with structured surveys across various demographics, it highlights that authentic cause marketing fosters emotional connections with consumers, leading to stronger brand equity. The research emphasizes the role of marketers in designing campaigns that resonate with consumer value systems, bridging corporate social responsibility with branding strategies. It concludes that effective cause-brand alignment not only influences consumer behavior but also establishes long-term brand assets through emotional engagement and trust-building.

SE-3
Session: Retail Management
Jan 4, 2025, 3:50-5:10
Session Chair: S Manoharan

263 Exploring Phygital-based Situational Factors Scale in Indian Phygital Context

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This study develops Phygital-based Situational Factors Scale PD-SF examines its psychometric properties within Indian phygital physical digital context examines its relationship with Belk's 1975 situational factors. By reassessing Belk's 1975 situational factors with technological surroundings this study adopts a systematic scale development process through in-depth interviews literature review. Two independent studies were conducted. Study 1 used exploratory confirmatory factor analysis to assess factorial structure while Study 2 tested reliability validity. Lastly occupation-based invariances were tested using measurement invariance test. This is the first study to develop validate a new scale for situational factors in Indian phygital context.

397 Investor Attention and Stock Price Crash Risk: Role of Sentiment and Governance

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This study investigates the relationship between firm-specific investor attention, market sentiment and stock price crash risk in the Indian context. It uses the Google –search volume Index as a proxy for firm-specific retail investor attention, the Consumer Confidence Index for market sentiment, and Board size and non-promoter FII holdings for governance. It analyses how the information environment affects crash risk, focusing on Negative Conditional Skewness and Down-to-Up Volatility. The findings reveal that higher investor attention reduces crash risk, while market sentiment increases it. Governance effects are mixed; FII holdings lack impact, while board size slightly moderates crash risk.

510 Omnichannel Shopping Intent in India Consumer Electronics: Gen and Income Role

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This paper explores the impact of technological advances and evolving consumer preferences, focusing on omnichannel retailing and its implications for customers and merchants. The study aims to develop a conceptual model to identify factors influencing Indian consumers omnichannel purchase intentions for consumer electronics, considering age and income as moderating factors. Using a survey questionnaire validated through a pilot study, this research emphasizes the need for seamless online-offline integration to remain competitive. Key findings highlight consumer preferences, and opportunities for retailers adopting omnichannel strategies and will assist businesses in enhancing customer engagement, and building brand loyalty in a digitalized world.