

**VIDEO  
PAPERS**

**1A1-1**  
**Session: Digital Transformation**  
**11 Jan, 2025, 8:00am-9:20am**  
**Session Chair: Debopam Chakrabarti**

**298 Beyond Tech Merger: Reimagining Platform Integration Architecture**

*Sidharth Ramsinghane, TWILIO, SIDHARTHR@GMAIL.COM*

This research examines how technical architecture decisions in platform company mergers impact integration success and innovation capability. Through analysis of a \$3B+ acquisition combining a customer data platform with a communications infrastructure, we reveal critical patterns in platform integration dynamics. Our findings introduce a novel framework addressing the tension between technical synergy and platform agility. We demonstrate how selective integration approaches enable value creation while preserving innovation capabilities. This study provides technology leaders with practical guidance for architecting successful platform integrations while maintaining development velocity and customer commitments.

**343 Integrating AI Technology in Teaching and Learning of Architecture Education**

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This study explores the adoption of Artificial Intelligence (AI) in architecture education in India, addressing its potential to enhance learning experiences. A technology adoption model is proposed to understand students' behavioural intentions toward using AI tools. A quantitative approach, involving a survey and Structural Equation Modelling (SEM), evaluates the model's constructs. Results indicate significant potential for AI tools to enhance student engagement, improve learning outcomes, and streamline educational processes. The findings highlight AI's role in enriching pedagogy and fostering innovation in design education, laying the groundwork for its integration into architecture curricula.

**366 Analysing Consumer Attitude towards AI-Generated Models in Advertising**

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The rapid advancements in Artificial Intelligence (AI) have led to the use of AI-generated models which reshaped the advertising industry. This research aims to investigate consumer's attitude towards AI-generated models in Advertising by focusing on key factors such as vitality, perceived intelligence, authenticity, trust, etc. Structural Equation Modelling (SEM) is used to examine the complex relation between these factors to know how consumer attitudes are formed. This study contributes to the emerging field of AI in marketing and provides valuable insights for advertisers to effectively implement AI-generated models, which align with consumer's needs and preferences.

**373 Analysis of the Impact of Digitalization on the Financial Development of BRICS**

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The digital revolution has an effect on the economic growth of a nation. The study examines the role of digitalization on financial growth of BRICS using panel regression analysis for a period 2010-2022. The study finds that digitalization significantly and positively contributing to the financial development of an economy. The fixed broadband subscription, ICT goods imports internet literacy, foreign portfolio investments, and local investments contributes significantly to the financial development of BRICS. The study implies that policymakers must concentrate their efforts towards the simultaneous growth of digitalization and internet literacy so as to catalyze the financial development and economic growth.

**1A1-2**  
**Session: Tourism**  
**11 Jan, 2025, 8:00am-9:20am**  
**Session Chair: Praveenkumar S**

**326 Impact of Social Media Content on Tourists Environmentally Responsible Behavior**

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This study examines the impact of Social Media User Generated Content (SMUGC) on Tourists Environmentally Responsible Behavior (TERB), specifically focusing on beach tourism. While social media platforms have emerged as crucial factors in shaping tourist decisions, their potential to foster environmental responsibility remains largely unexplored. This study investigates how shared travel experiences on social media platforms influence environmental concern, environmental attitude and TERB by employing a quantitative method approach. The results offer valuable insights into utilizing social media to promote sustainable tourism practices. This study addresses current research gaps, providing a unique perspective for future investigations in sustainable tourism.

**442 Communicating Sustainability in Tourism: Analyzing Visual and Textual Strategies**

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This study explores how sustainable tourism is communicated on Instagram through a combination of visual and textual strategies focusing on eco-tourism's appeal to environmentally conscious travellers. Using Speech Act Theory and Framing Analysis, captions are categorised into directive, assertive, declarative, expressive, and comprehensible acts to understand engagement patterns. Visual content is analysed to identify themes, including nature, eco-friendly practises, and cultural elements. Findings reveal that directive and expressive captions paired with nature-centric visuals generate the highest engagement, suggesting a synergy between language and imagery. This study suggests social media strategies for tourism sustainability and eco-friendly travel.

**543 Destination Branding: Strategies for Tourism Management in Competitive Markets**

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This study examines destination branding as a key driver of tourism competitiveness and effective management. It highlights the role of brand identity positioning and digital media in enhancing tourist satisfaction and loyalty. With globalization and digital platforms enabling lesser-known destinations to compete with established ones the research underscores the importance of building distinctive authentic brand identity. Using a positivist approach data from 61 respondents via SPSS analysis reveals that strong branding and digital engagement foster emotional connections with tourists. The study offers actionable insights on sustainable tourism practices and strategies for destinations to strengthen brand positioning and ensure long-term.

**565 a Conceptual Analysis of Talent Development Policy in Tourism Industry**

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Tourism industry is a fast-growing sector in the world. The growth of the tourism industry thrives on the quality of human resources, as the success of the tourism sector depends on customer experience. To provide customer experience, development of human knowledge and competency is very important. Therefore, this study tries to identify the factors associated with the growth of the tourism industry in terms of talent development policy using the resource-based theory, particularly the concept of capability lifecycles, which is proposed by Helfat Peteraf 2003 Future research is proposed to improve the tourism policy.

**1A2-1**  
**Session: Banking**  
**11 Jan, 2025, 9:25am-10:45am**  
**Session Chair: Keerthana B**

**289 Understanding the People's Perception of Loans**

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This research examines the direct effects of societal influences and confidence in banks on loan perceptions and explores whether respondents with more positive views on loans are more likely to apply for loans, irrespective of their social factors and trust in the bank. It is found that there is a significant positive effect of societal influences and confidence in banks on people's perception of loans. However, monthly household income exhibited a small, non-significant impact, indicating income alone may not decisively shape attitudes toward loans.

**406 The Overconfidence Conundrum: Risk Perception and Bankers Investment Decision**

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This study explores risk perception as a mediator between overconfidence bias and investment decisions among banking professionals in India's stock market. A quantitative study involving 235 banking professionals examines the interplay between overconfidence, risk perception and investment decisions. Results reveal that overconfidence significantly affects investment decisions, with risk perception as a significant mediator. Enhancing understanding of biases and implementing better risk assessment practices can improve risk perception and investment decisions among bankers. This research fills a literature gap by examining overconfidence bias and risk perception among bankers in India's evolving stock market.

**599 Public Views on Information Technology in Banking and Embracing Central Bank Digital Currency: A Study with Reference to India**

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This research endeavors to investigate how information technology (IT) has significantly contributed to the efficient and successful transformation of banking operations. Banks have adopted technology to improve customer satisfaction, streamline operations, and cut expenses. Since the introduction of digital banking, clients no longer need to visit physical branches in order to obtain banking services. IT has enhanced service delivery, making it more convenient and accessible. The utilization of digital platforms has reduced the necessity for in-person encounters and allowed clients to complete transactions instantly. IT's effectiveness in the banking industry is constrained by issues including data breaches, cyber threats, and the digital divide.

**601 Machine Learning Approaches for Predicting Bank Term Deposit Subscriptions in Direct Marketing**

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This study explores machine learning applications in direct marketing to predict bank term deposit subscriptions, focusing on India's banking sector. Using a Kaggle dataset, the research includes univariate and multivariate analysis and heatmap visualization to uncover feature relationships. It evaluates the performance of three algorithms: Stochastic Gradient Descent (SGD) Classifier, k-nearest neighbor (KNN) Classifier, and Random Forest Classifier. Results highlight the Random Forest Classifier's superior prediction accuracy. These findings underscore the potential of machine learning to optimize marketing strategies, improve customer engagement, and enhance subscription prediction accuracy.

**1A2-2**  
**Session: Operations Management**  
**11 Jan, 2025, 9:25am-10:45am**  
**Session Chair: Gaurav Rajput**

**269 Mediated Moderation in E-waste: Intention And Past Habits Shaping Behaviour**

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This study uses a mediated moderation framework to examine the factors influencing e-waste disposal behaviour. Pro-environmental attitude, social influence, and perceived innovation attributes shape e-waste disposal intention, which in turn predicts behaviour. Past Habits moderate the intention-behaviour link. The conceptual model is motivated by the Theory of Planned Behaviour, offering insights into how intention drives responsible e-waste actions. Findings indicate that social influence has the strongest impact on intention and behaviour. E-waste disposal intention mediates the effects of the variables on behaviour. Past Habits have a limited moderating role, suggesting they may not strongly affect an educator's intention-behaviour connection.

**275 Pricing Building Maintenance Service Contract in Volatile Business Environment**

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This research focuses on a case study of a large-scale building maintenance service project. Through using a questionnaire submitted to numerous experts from the maintenance service sector, we calibrated the logistics willingness to pay function (WTP) which is inserted as an input to an optimization model seeking the maximal profits. The model considers the minimal probability threshold of obtaining positive profit as well as the market price. Interestingly, the suggested model intrinsically captures situations, such as large variability of the maintenance cost to suggest that the optimal solution is not to offer the price proposal at all.

**303 Untangling Customer Contracts: A Framework for Technology Unit Divestitures**

*Sidharth Ramsinghane, TWILIO, SIDHARTH@GMAIL.COM*

Despite rising technology sector divestitures, research on managing complex customer contracts during such separations remains limited. Traditional frameworks fail to address modern challenges of commingled services and digital revenue structures. Through an in-depth case study of a recent connected devices division carve-out, we develop a comprehensive framework for contract separation and customer migration. Our findings reveal that strategic phasing of contract transitions, coupled with structured revenue attribution mechanisms, significantly reduces business disruption. This research bridges critical gaps in divestiture literature while providing actionable insights for practitioners managing technology separations.

**359 Ergo Value Network Map for Multi- Model Automobile Assembly Line**

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Value Stream Mapping (VSM) helps lean manufacturing applications but faces challenges in multi-model assembly lines due to converging streams and ergonomic factors affecting Muda, Muri, and Mura (3Ms). To address these, an Ergonomic Value Network Map (EVNM) with an Ergonomic Index (EI) was developed, focusing on cognitive, posture, physical, and environmental factors. In an Indian automobile assembly line, EVNM improved line efficiency from 82% to 85%. An AI tool, Cerebrum Edge, analysed task ergonomics, showcasing how integrating ergonomic insights with VSM can enhance efficiency and worker well-being, offering valuable insights for academia and industry.

## 1A3-1

### Session: Environmental Management

11 Jan, 2025, 10:50am-12:30pm

Session Chair: Nilesh Kharche

#### 236 Does the Affordability of Clean Cooking Energy Influence its Adoption Ratio?

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The seventh Sustainable Development Goal (SDG) of the UNDP aims to ensure access to affordable, reliable, and modern energy for all. Unfortunately, many people in India still lack access to clean energy and depend on solid biomass for cooking. The Lancet's 2020 report on chronic respiratory disorders in India underscores the critical nature of the crisis stemming from the use of traditional fuel sources. Against this backdrop, our study aims to evaluate the affordability of the Pradhan Mantri Ujjwala Yojana and its influence on LPG adoption by rural households, drawing on primary data from Madhya Pradesh, India.

#### 369 Exploring the Nexus Between Corporate Sustainability and Employee Engagement

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Exploring the Nexus between Corporate Sustainability and Employee Engagement, this research investigates the relationship between corporate sustainability and employee engagement with the moderating effect of conscientiousness personality among IT professionals in Kerala. Based on literature Eccles et al 2014 O'Connor et al 2020 it is posited that corporate sustainability serves as a significant driver of engagement. The findings of the study indicate that sustainable corporate practices positively impact employee engagement particularly for individuals with high levels of conscientiousness. This study provides insights into how organizations can harness corporate sustainability to enhance engagement and overall performance,

#### 371 Key Drivers in Intellectual Capital Influence ESG Performance

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Intellectual capital encompassing human, structural, and relational components is increasingly recognized as a valuable asset that can significantly impact a company's ESG outcomes. This study aims to identify and rank the key drivers within intellectual capital that influences ESG performance of IT companies in Kerala. This study uses Analytical Hierarchical Process (AHP) method to analyze and rank the key drivers of intellectual capital. Identification of these key drivers will help organization to gain valuable insights into optimizing their intellectual capital which in turn will enhance the ESG Outcomes.

#### 461 Influence of Green Brand Equity on Sustainable Consumption of Luxury Products

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Explores the influence of green brand equity GBE on the sustainable consumption of luxury products SCLP in India a rapidly growing market characterized by increasing environmental awareness among consumers Key factors of GBE including brand awareness brand loyalty and brand credibility are identified as significant antecedents to SCLP The study highlights the evolving landscape of luxury consumption where sustainability is becoming a critical determinant of consumer choice.

#### 532 Exploratory Study on Adoption of GIT Strategies as a Form of CSR

*Nilesh Kharche, Balaji Institute of Technology and Management, Nilesh27777@gmail.com*

The adoption of Green Information Technology GIT methods in the Indian IT sector as a component of Corporate Social Responsibility. CSR activities is examined in this paper IT firms are facing pressure to implement sustainable practices that lower their carbon footprint in response to growing environmental concerns. The study also examines the reasons for its adoption the difficulties that accompany it and the ways in which Indian IT businesses are incorporating GIT practices into their CSR framework. The study finds trends obstacles and possibilities in GIT implementation by reviewing sustainability reports and conducting interviews with important stakeholders.

## 1A3-2

### Session: Human Resource Management

11 Jan, 2025, 10:50am-12:30pm

Session Chair: Niraj Kishore Chimote

#### 223 Impostor Syndrome in Research Scholars: Role of Advancements in Technology

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Rapid advancements in technology, like AI, social media, and analysis tools, have a significant influence on the impostor syndrome. We investigate the female research scholars who conceive during their PhD journey. Our aim is to explore the role of such changing technology in exacerbating feelings of inadequacy and self-doubt. We present a qualitative framework using semi-structured interviews followed by content analysis. We propose a framework of proactive strategies to systematically initiate technological advancements & highlight the need for social support to incorporate such changes fluently.

#### 389 From Employee Involvement to Their Exit: A systematic Review on Quiet Quitting

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Quiet Quitting is a viral trend in modern workplace nowadays, where employees work without zeal and enthusiasm but continue on their jobs without formal resignation and protesting silently for work-life balance. Disengaged workforce, no workplace commitments and work-life imbalance has paved the way for this study. This review study is to investigate the different factors that contribute to this grave circumstance by applying antecedents-decisions-outcomes and theories-context-methods frameworks on articles. It will give researchers guidance for their future research and organizations can utilize the results to overcome this problem and elevate worker engagement.

#### 540 Supervisor Dark Triad and Subordinate Knowledge Hiding: Subordinate Workplace

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The purpose of this paper is to explore the predictors that trigger and inhibit knowledge-hiding (KH) and we believe one of the reasons is leader's dark triad (DT) personality traits. Using the protection motivation theory, we investigate how DT leaders influence subordinates' KH behaviors and we found evidence that workplace incivility does mediate the relationship between supervisors' DT and subordinates' KH. We also found supervisors' DT enhance KH through a serial mediation involving both workplace incivility and subordinate alienation. Our study extends the research involving personality traits and KH by presenting a mechanism through which DT affects KH.

#### 586 Impact of SCRS on Sci in the India Food Manufacturing Industry

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Supply chains are very important for the economy. Globalization and outsourcing have increased the risks in a supply chain. This study tries to understand the impact of supply, demand and operational risk on the three dimensions of supply chain integration-customer, supplier and internal. Data was collected from Indian food manufacturing industries and regression analysis was conducted to understand the impact of supply chain risk on supply chain integration.

#### 608 Self-Help Groups as Development platforms: Harnessing the Power of Social Capital

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Self-Help Groups (SHGs) have emerged as transformative platforms for fostering social and economic empowerment among marginalized communities. This study investigates the impact of SHG participation by analyzing the socio-economic conditions of members before and after joining these groups. The findings highlight significant improvements in financial stability, entrepreneurship opportunities, and social inclusion post-SHG membership. The study identifies enhanced self-confidence and stronger community bonds as critical non-monetary benefits. This analysis demonstrates the transformative potential of SHGs in addressing poverty and inequality, emphasizing the importance of capacity-building and sustained support to maximize their impact.

**1A4-1**  
**Session: Artificial Intelligence**  
**11 Jan, 2025, 12:35pm-1:35pm**  
**Session Chair: Ashima Arora**

**240 The Role of Ethics in Shaping Responsible AI Systems**

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This study examines the ethical implications of artificial intelligence (AI), focusing on key areas like data privacy, robustness, accountability, fairness, and transparency. Using a mixed-methods approach, including questionnaires and a literature review, it addresses ethical concerns such as bias in AI systems, the accountability gap in governance, and data security. The research highlights how AI can exacerbate social inequalities and threaten human rights. It emphasizes the need for robust regulations, global ethical frameworks, and a balance between innovation and ethical safeguards to ensure AI systems align with human values and promote fairness.

**488 Understanding user Beliefs on AI: A Topic Modeling Analysis**

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This study examines users' perceptions of AI by analyzing 2,589 comments from Anthropic's YouTube channel using topic modeling with LDA. Key themes include users' experiences with AI tools, their desire for human-like interactions, and excitement for new features. Results reveal mixed responses: some are enthusiastic about AI's potential, while others express concerns about usability and transparency. This study extends the literature by capturing consumer beliefs about new GenAI technologies. Practically, findings can guide managers and policymakers in developing response strategies for product development and AI ethics regulation.

**587 Workplace Mentoring in the Era of AI: A Review, Framework, and Future Inquiry**

*Arunima Dixit, IIT Roorkee, arunima\_d@ms.iitr.ac.in*

Multimodal large language models, such as GPT, revolutionize AI. GPT chatbots replicate human-like interactions and are capable of responding to natural language. AI-based mentoring can leverage career development, emotional support, and expertise to mentees. This requires understanding the integration of AI and mentoring in the workplace. This utilizes a narrative review to understand AI-enabled mentoring in the workplace. It finds that AI can provide career support but partially provides psychological support. The study further offers future research direction. The study contributes to the literature on AI and mentoring and offers practical implications for enhancing the efficiency of mentoring.



**1A4-2**  
**Session: Investment Management**  
**11 Jan, 2025, 12:35pm-1:35pm**  
**Session Chair: Trinley Paldon**

**257 Artificial Intelligence in Fintech: Behavioural Factors Influencing Robo-advisor**

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The FinTech sector is being transformed by AI-powered robo-advisors. This study identifies and prioritizes factors influencing robo-advisor adoption for financial decision-making. Six factors were identified through exploratory factor analysis based on responses from 352 stock investors: trust, financial knowledge, performance and effort expectancy, perceived usability, herding and social influence, and attitude towards AI. These were ranked using fuzzy decision-making trial and evaluation laboratory technique, with trust, financial knowledge, and herding and social influence as the causes influencing other factors. This study contributes by integrating behavioural biases, particularly herding and social influence, into technology adoption frameworks, offering insights for developers.

**288 Indexation Withdrawal: Should it be Reversed?**

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The impact of withdrawal of indexation benefits on long-term capital gains from stocks in India is the theme of the study. The study found that the withdrawal of indexation benefits has a negative impact on retail investors, and used selected variables: Nifty 50, CPI, GDP per capita, Capital expenditure, and Gini Coefficient. The attractiveness of investing in stocks for long-term becomes lesser, especially for those with lower incomes on the elimination of indexation benefits. The social implications of the policy change were also examined.

**317 Examining Sin Stocks: A Theoretical take On Alternative Investments**

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Sin stock investments in industries viewed as morally questionable have become a notable area of financial research, particularly since the global financial crisis. This niche has gained traction due to changing social attitudes and investment strategies. Despite limited prior studies, research on sin stocks as an investment strategy remains nascent and fragmented. To clarify this field and advance scientific understanding, we conducted a systematic literature review of 70 English-language journal articles published from 1993 to 2024. Our findings provide valuable insights for investors, portfolio managers, and policymakers, aiding strategic investment decisions and guiding future research.

**1A5-1**  
**Session: Gender Studies**  
**11 Jan, 2025, 6:00pm-7:40pm**  
**Session Chair: Chitwan Lalji**

**439 Relationship between Autonomy in Partner Choices and Women's Wellbeing**

*Chitwan Lalji, IIM Kozhikode, chitwan@iimk.ac.in*

Using IHDS-II, the paper examines the relationship between autonomy in partner choices and wellbeing of married women in subsequent years. Women who had an autonomy to choose their partner were found to have better health outcomes, higher decision-making power in the household and higher mobility score, relative to women who did not have any autonomy to choose their partners. Furthermore women who had the autonomy were found to have higher chances of being employed for wages had higher say in their work-related decisions and had higher willingness to work than their counterparts.

**502 The Future of Leadership: Leveraging Gender and Communal Qualities for Employee Wellbeing**

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This research examines the influence of communal characteristics on employee wellbeing, filling an essential void in leadership studies. The study utilized the Hayes model and regression methods to evaluate the connections between leadership characteristics and employee results, considering variation related to gender. The results indicate an impact of communal qualities on employee wellbeing. The research highlights gender as a moderating element that affect these relationships, demonstrating the intricacy of leadership dynamics in different contexts. This study adds to the area of organizational behavior by emphasizing the significance of incorporating communal characteristics into leadership training initiatives, which ultimately improve workplace settings.

**506 Exploring Key Factors in Reproductive Choices among Career-oriented Women**

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This study explores factors influencing reproductive choices among working women planning for childbearing. Data were collected from 126 women considering motherhood, examining personal, professional, and societal influences on their decisions. Key factors include career aspirations, financial stability, workplace support, family planning knowledge, and attitudes toward parenting. By identifying motivations and constraints shaping these choices, this research highlights the unique challenges working women face in balancing career and family. The findings aim to inform policies and programs to better support women's reproductive and career goals, contributing to a deeper understanding of the complexities surrounding working women's reproductive decisions.

**563 A Scientometric Analysis of Gender Lens Investing: Insights and Trends**

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*Santhosh Kumar S., Cochin University of Science and Technology, drsan@cusat.ac.in*

This study provides a scientometric analysis of the Gender Lens Investing (GLI) literature and seeks to delineate the patterns and insights emerging over time. The study analyses bibliometric data from 432 articles from the Scopus database from 2014-2024 using VOS Viewer and Biblioshiny and identifies the major research fields, leading publications, prominent authors, and keyword co-occurrences. The findings provide a foundation for further research into the evolving aspects of GLI and future research questions.

**614 Pink Tax Products and Their Influence on Women's Financial Management towards Economic Equality**

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The Pink Tax, or gender-based pricing, profoundly affects women's financial management, resulting in enduring economic inequalities. This research examines the ubiquity of the Pink Tax in diverse consumer products, its psychological and economic impacts, and its ramifications for women's budgeting and saving practices. The research utilizes case studies and market data to illustrate how elevated prices for women's products intensify financial pressure, affecting purchasing choices and economic empowerment. The research additionally investigates consumer awareness and possible legislative measures to address gender pricing inequalities. Recommendations are offered to advance equitable pricing practices, fostering economic equality and enhancing financial liberty for women worldwide.

**1A5-2**  
**Session: Strategic Management**  
**11 Jan, 2025, 6:00pm-7:40pm**  
**Session Chair: Vandana**

**197 The Economic Impact of OCB on Human Capital Development and Firm Competitiveness**

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This study examines the financial impact of Organizational Citizenship Behavior (OCB) on corporate competitiveness and human capital development. OCB, defined as employees' voluntary, extra-role efforts not formally rewarded, significantly influences corporate performance. The research uses various methods, including quantitative data analysis, to demonstrate how OCB fosters human capital through enhanced team dynamics, information sharing, and employee skill growth. These factors improve overall organizational efficiency, innovation, and output. Companies with high OCB are more competitive due to better alignment of goals, higher employee retention, and improved work environments, stressing the need for management to support OCB for sustained competitive advantage.

**266 Succession Planning to Achieve Organizational Sustainability**

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Organization needs to grow continually in volatile environment with a distinct plan to achieve sustainability. Several studies have been done on the impact of Succession Planning on Organizational Sustainability in private firms and family business. But the role of Succession Planning in Public Sector Units towards Organizational Sustainability in terms of financial results, business growth and employee turnover are yet to be critically analyzed. This study suggests the impact of Succession Planning on performance of Public Sector Units. It also suggests the strategic way to achieve organizational sustainability by adopting a successful Succession Planning of Human Resources.

**370 The Impact of Corporate Governance on Firm Performance in Manufacturing Sector**

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The purpose of this study is to prioritize the impact of corporate governance on firm performance in manufacturing sector. As the manufacturing sector is undergoing a profound transformation driven by digitalization, reshaping traditional corporate governance structures and performance metrics. This paper explores the application of Analytical hierarchy process (AHP), a multi criteria decision making tool was employed to prioritize the challenges. Data was collected from eight experts using pairwise comparison matrix. Key challenges include managing cybersecurity risks, ensuring data transparency, adapting decision-making processes to fast-paced technological changes, and integrating digital competencies at the board level.

**429 Prioritization of Sustainability Strategies for an Apparel Industry using QFD**

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In order to turn from traditional manufacturing into a sustainable manufacturing it is essential to put efforts on assimilating three different aspects such as economic, social and environmental. Usually, stakeholders of a company expects that their company should focus on consideration of all these aspects in their strategic decisions towards sustainability. Therefore, the voice of stakeholders is a core element in establishing sustainable initiatives. In this work an attempt has been made to develop a methodology using Quality Function Deployment (QFD) technique for establishing and prioritization of sustainable strategies of apparel industry through considering the perception of stakeholders.

**631 The Supply Chain Profitability under Circular Economy Dynamics**

*Vandana, Indian Institute of Management Sirmour, vandana@iimsirmour.ac.in*

This study addresses the critical need to transition supply chains (SC) toward a circular economy (CE) model to reduce energy consumption and carbon emissions, underscoring that circular change requires the active involvement of all SC partners-not just manufacturers. Through a mathematical modeling approach, this study assesses how carbon caps, carbon trading, carbon taxes, and a two-level trade credit policy impact SC profitability, energy reduction, and green technology adoption within a CE framework. The models consider scenarios where supplier demand is credit-dependent and retailer demand is uncertain for deteriorating products, focusing on the challenges posed by credit dependency and demand volatility.

**1A6-1**  
**Session: Digital Transformation**  
**11 Jan, 2025, 7:45pm-9:05pm**  
**Session Chair: Kirti Chetty**

**301 Digital Innovation through LGPD Compliance**

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This study explores how compliance with Brazil's General Data Protection Law acts as a catalyst for digital innovation in two significant companies. Using Dynamic Capabilities and Business Model frameworks, the research examines how the companies transformed their digital infrastructures to manage personal data effectively. The findings reveal that legal compliance drove technological upgrades including new systems for data pre-processing and governance fostering operational efficiency. This study highlights how regulatory requirements can trigger innovation aligning infrastructure with business needs. The results suggest that compliance can enhance competitive advantage encouraging future exploration of similar impacts across other industries and smaller companies.

**449 AI's Role in Digital Transformation and Workplace Spirituality Enhancement**

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This paper investigates how digital transformation, particularly through artificial intelligence (AI), is shaping workplace spirituality and fostering a more meaningful, purpose-driven work environment. As AI technologies such as mindfulness apps, digital coaching, and virtual support companions become integrated into workplaces, they offer innovative ways to enhance spiritual practices that promote employee well-being, engagement, and holistic development. This study synthesizes current literature to establish a framework for understanding AI's role in supporting workplace spirituality, examining the benefits, ethical challenges, and future implications. Ultimately, the paper offers insights into how AI can enrich workplace spirituality within a digitally transformed organizational landscape.

**460 Revolutionizing Finance: Leveraging Advanced Technologies to Shape the Future of Fintech**

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This study investigates the transformative impact of technologies like QR codes, digital wallets, blockchain, and AI on financial services, showcasing FinTech's shift from enhancing existing systems to redefining service models. A critical review of recent literature highlights FinTech's benefits in accessibility and efficiency, contrasted with challenges in security, privacy, and compliance, especially with blockchain and AI. Emphasizing a move from transactions to data-driven, consumer-focused approaches, the study stresses the need for robust regulation and informed consumer practices. Limited by its reliance on secondary data, future research should incorporate primary data from emerging economies and explore governance frameworks for trust-building.

**632 From Barriers in B2B Marketing Digitalization to B2B Value Creation: Insights, Propositions, and Roadmap for Future Research**

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This study delves into business-to-business (B2B) marketing digitalization, noting firms' hesitancy in adopting data-driven decision-making and digital marketing despite digitalization's benefits. The study conducts a thorough review of 25 articles, followed by content analyses. It identifies three research streams and proposes five research propositions to elucidate the B2B marketing digitalization landscape comprehensively. Emphasizing an integrative approach, the study aims to enhance strategic and tactical benefits in B2B marketing digitalization. Moreover, it lays out an agenda for future research, focusing on theoretical and managerial areas vital for advancing the B2B marketing digitalization.

**1A6-2**  
**Session: Organizational Behaviour**  
**11 Jan, 2025, 7:45pm-9:05pm**  
**Session Chair: Kalaimani S**

**206 Factors Influencing Employee Productivity in a Hybrid Work Model**

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The study examines the influence of employee satisfaction, organizational support and work flexibility within a hybrid work model focusing on how these factors affect employee productivity. It is essential for organizations to understand how these elements interact when blending remote and in-office-based work in order to create environments that enhance employee productivity. Using structural equation modelling SEM and data from 252 employees working in the IT sector in Kerala the study provides valuable insights into how these factors impact productivity. This study offers practical insights empirically tested to professionals for making strategic decisions to foster a productive hybrid work environment.

**391 A Study on the Determinants of Financial Well Being among Gig Workers**

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In today's evolving financial landscape, gig workers face challenges in achieving financial well-being. This paper analyses gig workers Financial Well Being and focuses on finding out the main determinants of Financial Well Being and how it differs with respect to demographics. Here analysis was done using statistical tools like WRAP PLS and Process Macro. The findings suggest that Financial Literacy, Financial Self Efficacy and Risk Appetite have a significant effect on Financial Well Being.

**557 From Belief to Balance: How Self-efficacy and Resilience Shape Psychological Well being of SHG members in Kerala**

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This study investigates the critical role of psychological resilience as a mediator in the relationship between self-efficacy and psychological well-being among women members of Self-Help Groups (SHGs) in Kerala. The research is grounded in positive psychology and self-efficacy theory. A sample of 150 women SHG members was evaluated using validated instruments to assess self-efficacy, psychological resilience, and psychological well-being. Structural Equation Modeling (SEM) was utilized to analyze these relationships. The findings support that higher levels of self-efficacy are associated with greater psychological resilience, which significantly contributes to improved psychological well-being.

**592 A Study on Effectiveness of Motivation on Employee's Job Performance**

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Motivation is indispensable function of management. When man is at work he or she cannot force to work like a machine. This study aims to effectiveness of motivation on employee's job performance in wire and wire products. The data was collected from 85 employees who are working in the wire and wire product private limited in Ambattur industrial estate area using questionnaires. Percentage analysis and chi-square test were applied to analysis the data. With the help of analysis, it was found that, there is no association between gender and factor influencing job performance and employee's motivation.

**1A7-1**  
**Session: Artificial Intelligence**  
**11 Jan, 2025, 9:10pm-10:10pm**  
**Session Chair: Pooja Kapoor**

**432 Navigating AI Service Failure: Analysis of Error Types & Corporate Communication**

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As AI technologies permeate service contexts, instances of failure expose vulnerabilities in technology and corporate communication. This study systematically examines 15 AI failure cases, categorizing AI failures using Choi's framework, analyzing corporate responses through Benoit's Image Repair Theory and assessing public sentiment towards failures. Results indicate certain failure types, such as common sense and lack of explainability are most prevalent, with companies adopting strategies like reducing offensiveness and corrective action. However, failure like catastrophic forgetting and mortification strategies are infrequent. These findings offer a foundation for understanding AI-related communication strategies, contributing to managing reputational risks in an AI-driven landscape.

**504 Designing Generative AI Solutions: A Value Cocreation Perspective**

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*Zillur Rahman, Indian Institute of Technology Roorkee, zillur.rahman@ms.iitr.ac.in*

In an era where Gen AI significantly shapes customer interactions and experiences, gaining a comprehensive understanding of the collaborative mechanisms in which Gen AI solutions are designed is essential. Through a structured review, this study highlights the importance of functional collaboration among various actors and resource pools, emphasizing the interconnected nature of the ecosystem. The findings synthesize insights from studies identified from existing literature, offering a holistic view of how value is co-created in the design and deployment of Gen AI solutions, thereby advancing theoretical and practical implications for businesses seeking to optimize AI-driven market strategy.

**522 Artificial Intelligence in Human Capital Management- an Exploratory Study**

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This paper re-examines the concept of AI and its impact on HR functions. Propositions are drawn from literature for the successful implementation of AI. An exploratory investigation was conducted to check the propositions. A framework is also proposed that can be used as an ex-ante guideline for the successful implementation of Artificial Intelligence Technology (AIT) in an organization. A view of AI through HR lens is also introduced with the aim of examining transforming the HR function and to identify possible avenues for future research.

**1A7-2**  
**Session: Brand Management**  
**11 Jan, 2025, 9:10pm-10:10pm**  
**Session Chair: Brijesh Awasthi**

**245 Social Media Screening and Organizational Attractiveness: A Qualitative Study**

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As organizations operate in the era of technology and artificial intelligence, the usage of social media platforms are no longer restricted to social networking alone. In the last decade, social media has gained popularity as a platform for recruitment and employer branding initiatives by HR professionals around the world. Besides, extant literature is indicative of rampant social media usage by employers for candidate screening and hiring decisions. The present study attempts to uncover the perception of job applicants about social media screening and whether such practices impact the organizational attractiveness.

**350 Perceived Value, Satisfaction, Trust and Loyalty in the Over the Top Platform**

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This study elaborates on the relationships between perceived value and loyalty in the Over-The-Top (OTT) platform in India. It also investigates the role of satisfaction and trust as mediators. Perceived value includes: utilitarian, hedonic, and social. A survey of OTT platform viewers shows that all three dimensions of perceived value positively influence trust. Utilitarian value and loyalty are partially mediating as well as hedonic value and loyalty fully mediating by customer satisfaction. On the other hand, trust doesn't play as significant mediator between perceived value and loyalty.

**431 Impact of Social Media Marketing Activities on Brand equity, loyalty and premium Price**

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This review paper shows how social media marketing activities SMMA contribute to brand equity and customer loyalty in India's cosmetics industry. Consumers increasingly interact with brands on social media hence SMMAs in interactive content-influencer collaborations and user-generated content play an essential role in shaping brand perceptions and loyalty. The present study also explores how these social media-driven brand factors could affect the premium prices that consumers are willing to pay for cosmetic products. This paper provides a framework for understanding and leveraging SMMA to secure better brand loyalty with higher pricing power in the Indian cosmetics sector.

**1A8-1**  
**Session: Corporate Social Responsibility**  
**11 Jan, 2025, 10:15pm-11:15pm**  
**Session Chair: Shivani Sharma**

**378 Unraveling the Truth of Sustainable Marketing in Fast Fashion Brands**

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Fast fashion has grown due to the trend of wearing new clothes every day, causing environmental issues. Brands like H&M, Zara, and Mango claim to be sustainable, promoting recycling, reuse, and carbon footprint reduction. The very nature of fast fashion releasing new collections every few months challenges true sustainability. The focus on affordability means compromising on material quality, which leads to more waste. Despite extensive green marketing campaigns, there are doubts about the effectiveness of these efforts. This paper talks about what the consumers think about the claims of these brands and how the reality differs from the claim.

**600 Communicating Sustainability through Green Bond Reports**

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This study evaluates the informational role of green bond reports readability in determining credit spread. We use a text-based measure to assess readability to understand if credit varies for varying levels of readability in green bonds. Furthermore, we investigate the relationship between the level of readability and the presence of credit spread for issuers with lower ratings and corporate ownership. We also examine this link for bonds that do not have guarantees and are associated with underwriters of lesser reputation. Our results suggest that environmental terms reduce the information asymmetry between the issuer and investor of green bonds.

**630 The Role of Advanced Technologies in Driving Sustainable Finance: Opportunities and Challenges**

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The intersection of advanced technologies and sustainable finance presents transformative opportunities to accelerate the global shift toward a greener, more equitable economy. This paper explores how cutting-edge innovations such as blockchain, artificial intelligence (AI), big data analytics, and the Internet of Things (IoT) revolutionize the sustainable finance landscape by enhancing transparency, accountability, and efficiency in financial decision-making processes. Blockchain technology ensures immutable and auditable ESG (Environmental, Social, and Governance) records, mitigating the risks of greenwashing and fostering investor trust. Meanwhile, AI-driven algorithms optimize sustainable investment strategies by analyzing large datasets to predict long-term environmental impacts and financial returns.



**1A8-2**  
**Session: Education**  
**11 Jan, 2025, 10:15pm-11:15pm**  
**Session Chair: Neeti Ingole**

**165 A Study on Employee Engagement**

*Meenaxi Raval, IBS Hyderabad, meenaxiraval1412@gmail.com*

In a recent employee commitment review directed at a conspicuous bundling and printing organization in Vapi, Gujarat, the discoveries uncovered a huge connection between representative commitment and hierarchical execution. The study found that engaged workers are more productive, less likely to leave their jobs, and more satisfied with their work. Key variables adding to commitment included powerful authority, clear correspondence, and open doors for proficient development. The outcomes stress the significance of cultivating a strong workplace to support elevated degrees of commitment. The company's overall success in a competitive market is also fueled by this engagement, which improves employee well-being.

**291 Evaluating the Impact of Social Responsibility of Higher Educational Institution**

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*Sweta Singh, Indian Institute of Management Amritsar, swetas@iimamritsar.ac.in*

This study examines social responsibility SR impact of higher educational institutions HEIs on society addressing the need for robust impact assessment beyond SR adoption for accreditation and reputation. By investigating how HEIs generate social economic and educational benefits through teaching research and service we identify key stakeholders—such as student cohorts communities and minority groups—who benefit from SR initiatives. Additionally the study explores indicators and mechanisms of SR impact and proposes a framework for evaluating HEIs societal contributions. Findings aim to enhance HEIs understanding of their societal role fostering measurable impactful SR practices aligned with social economic and environmental development

**436 Ethical Usage of AI Tools in Education: Exploring University Faculty Perspective**

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This study delves into the pressing need for ethical education on Artificial Intelligence (AI) tools in Indian academia, focusing on university professors' perspectives in Bangalore. With AI tools, becoming integral to academic and professional environments, ethical education has gained new urgency, especially mitigating issues related to bias, privacy, misinformation, and over-reliance on AI-generated content. The study reveals the distinct factors that lead to the ethical issues related to the usage of AI in education. This research enriches ongoing discussions on AI governance, highlighting ethical education as fundamental to maintaining societal values in the face of rapid technological future evolution.

**458 Game-based Learning in Management: Insights from Empirical Research**

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The study investigates game-based learning in management education, emphasizing its impact on student engagement, knowledge retention, and skill application. By conducting empirical research using both quantitative and qualitative methods, it assesses how gamification affects cognitive and behavioral learning outcomes in management students. Classroom applications, student feedback, and performance metrics are analyzed to pinpoint success factors and challenges in adopting gamification. The findings aim to provide data-driven insights for educators and institutions seeking contemporary teaching strategies that meet current educational demands and industry standards.

**2A1-1**  
**Session: Entrepreneurship**  
**12 Jan, 2025, 8:00am-9:40am**  
**Session Chair: Utkarsha Soni**

**274 Social Entrepreneurship in the Digital Age: Usage of Technology for Social Good**

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*Shatakshi Bourai, Prestige Institute of Global Management, shatakshibourai@pigm.edu.in*

With the advent and usage of information technology changing business environment social entrepreneurs have quickly shifted to a new mode of operation and altered key aspects of their business model. This paper aims to explore technology harnessed social entrepreneurship and identify its key drivers to develop a conceptual framework. The results of the study reveal that a number of variables including the need for networking technical advancements and access to new markets are working together to give businesses a competitive edge in order to make a positive social impact. Corporate governance will use the study to create policies.

**337 Financing India's Future: A Review of Government Initiatives for Entrepreneurship**

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The paper examines entrepreneurship with a focus on the Start-up India and Credit Guarantee Fund Scheme, highlighting their benefits and the challenges faced by entrepreneurs in accessing credit. The study also analyses these schemes to determine how much these are appropriate for the development of entrepreneurship by using a methodology based on secondary data collected from multiple sources of evidence in addition to relevant academic literature, books, journals, documents and reports from official government websites. The findings of this research paper offer significant insights into the government's role in promoting entrepreneurship that would foster economic sustainability in India.

**411 Empowering Street Vendors: Digital Knowledge for Better Financial Management**

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This study investigates the impact of Digital Financial Knowledge (DFK) on Financial Management Behavior (FMB) among street vendors in Tamil Nadu, emphasizing its role in promoting business sustainability and growth. Employing a quantitative research design, data were gathered from 149 street vendors using structured questionnaires and analyzed through Structural Equation Modeling (SEM) with Smart-PLS software. Results reveal a moderately strong positive correlation (Pearson correlation: 0.677) between DFK and FMB, indicating that enhanced financial knowledge is linked to better financial management practices. With a Cronbach's alpha of 0.794, the scale demonstrates acceptable reliability, underscoring the need for financial inclusion strategies.

**496 SME Frenzy: Analysis of India SME IPO Market Trends, Pricing, and Performance**

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Small and Medium Enterprises (SMEs) drive economic growth by fostering innovation and creating jobs. In 2012, Indian stock exchanges and SEBI launched SME IPOs, providing these businesses with a platform to raise capital. Over the past five years, SME IPO listings have increased, with many oversubscribed. This study reviews the Indian SME IPO market, analyzing sectoral trends, listing day performance, and pricing patterns, including correlations between retail investor subscriptions, listing day gains, and current prices. A focused analysis of 2023 IPOs offers insights into recent trends, supporting informed investment and policy decisions in India SME sector.

**552 Inventor Marketer Synergy in the Area of Advanced Technology Products**

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Technology-driven innovations comprise a substantial part of global innovation, and its success journey depends not only on innovative design but also on strategic market positioning. This paper builds upon the proposed concept of synergy recognized as one of the winners of the AMS Review Sheth Foundation Doctoral Competition in 2024 (AMS Review 2024). The concept of synergy implies alignment between the inventor's and marketer's perspectives for the success of high-tech products. We analyzed notable high-tech products, examining how this synergy influences their market outcomes. Findings shows that aligning inventor insights with marketer-driven strategies is essential for achieving commercial success.

**2A1-2**  
**Session: Risk Management**  
**12 Jan, 2025, 8:00am-9:40am**  
**Session Chair: Kishwar Joonas**

**249 NPA in Microfinance: A Review**

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This review explores the impact of Non-Performing Assets (NPAs) on Kerala's microfinance sector, drawing from existing literature. It identifies key drivers, including deliberate defaults, poor borrower management, and external economic factors. Rising NPAs hinder financial inclusion by reducing profitability, increasing provisioning needs, and restricting credit flow. To promote sustainable growth, the study emphasizes the importance of enhanced monitoring frameworks, improved risk management, and targeted regulatory interventions. It also highlights gaps in current research and suggests directions for future studies.

**379 The Relationship between ESG Disclosure and Going Concern Opinion**

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This study examines the relationship between Environmental Social and Governance (ESG) disclosure and the likelihood of receiving a going concern opinion among U.S companies listed on the Russell 3000 Index. Using data from 2010 to 2024 the analysis will employ regression models to investigate whether ESG transparency influences auditors decisions regarding a company's ability to continue as a going concern. We aim to fill a gap in the literature by exploring how non-financial disclosures specifically ESG impact auditor judgment in the context of going concern assessments. The findings are expected to contribute to understanding the role of ESG disclosure.

**381 Exploring the Relationship between Cryptocurrency Disclosures and Audit Fees**

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Cryptocurrencies introduce unique risks that influence auditors' inherent risk assessments. As these digital assets become more prevalent, firms are increasingly disclosing cryptocurrency information in their annual reports. This study investigates whether companies that disclose cryptocurrency incur higher audit fees. Using text analysis of 10-K filings for the S&P 500, we identify cryptocurrency disclosures through a binary indicator, clarifying their financial impact on audit fees. We anticipate a significant positive association between cryptocurrency disclosures and audit fees, contributing to the literature with valuable insights for auditors, firms, and regulators managing the financial implications of cryptocurrency in corporate reporting.

**477 Time-varying Intraday Causality between European Carbon Spot and Futures Prices**

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This study examines the spot-futures nexus during Phase IV of the EU-ETS, using a novel time-varying Granger causality test on high-frequency intraday data. The results show that the causality largely runs from carbon futures to spot market. The findings indicate that carbon futures prices reflect the information faster, predominantly leading the price formation process, possibly due to higher liquidity and trading volume in the ECX futures market, enhancing its informational efficiency over time. These findings have significant implications for portfolio management. Also, the findings may help policymakers to improve the market microstructure of the EU-ETS and similar carbon markets.

**497 Data Breach in the Service Sector: Problems and Solutions**

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A classic success story in the service sector is Uber Technologies, Inc., which is a pioneer in the ride-sharing industry. Despite facing significant competition in the field, Uber Technologies, Inc. continues to be the market leader. The company web site, uber.com, supports the real world of ride-sharing with through a digital system. We examine the phenomenon of multiple data breaches suffered by the company in the past. We also discuss the company risk mitigation strategies to protect against data compromise, achieve a smoother digital operation, and maintain its market position.

**2A2-1**  
**Session: Financial Management**  
**12 Jan, 2025, 9:45am-11:05am**  
**Session Chair: Baba Gnanakumar**

**203 Financial Knowledge of Teachers for Retirement: A Study Based on Review of Literature**

*Lida Mariam George, MRU, lidalovely2693@gmail.com*  
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Knowledge about current preferred avenues about investment and savings and participating for the same will boost retirement confidence of an individual necessity to encourage the social security of teachers who are career builder of an individual. The objective of the study is to find out about the basic retirement knowledge of teachers, participation and preparation of teachers for retirement and percentage of savings to retirement contribution. It was found that some teachers do not possess basic retirement knowledge most of the teachers participate and make preparation for retirement and most of them contribute to the retirement plan at lower rates.

**231 Financial Socialization: A Review**

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This study reviews the literature on financial socialization, focusing on the key roles of media, peers, family, and personal experiences. It explores how these factors influence individuals' financial attitudes, knowledge, and behaviors, which ultimately impact their overall financial wellbeing. The review is structured around the distinct socialization processes associated with each agent, including peer interactions, media influence, parent-child discussions, and experiential learning. Emphasizing the importance of early financial education, the paper also proposes future research directions to deepen understanding of the complex dynamics of financial socialization, focusing on outcomes such as financial competence and long-term financial stability.

**235 Enhancing Financial Well-being of Gig Workers through Digital Finance**

*Piyush Hooda, Punjab Engineering College, piyushhooda.ubs@gmail.com*  
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Based on the theory of capability, this study aims to explore direct-indirect effects of Digital Financial Literacy (DFL) and Digital Financial Inclusion (DFI) on Financial Well-Being (FWB) through Digital Financial Capability (DFC) along with the moderating effect of Grit. Employing a sample of 296 gig workers on PLS-SEM, findings supported all the hypothesis confirming that literacy and inclusion in digital finance can improve FWB through development of DFC, where grit can further amplify the positive effects DFC. The study validates a model of digital finance based FWB of gig workers, providing policy implications and support mechanisms.

**283 Analysis on Economic Feasibility of FDI using Data Envelopment Analysis Model**

*Richa Patel, GL Bajaj Institute of Technology and Management, richa.research94@gmail.com*

India has emerged as highly promising destination for FDI. However, FDI is not uniformly distributed across regions. This study applies the data envelopment analysis tools to evaluate economic feasibility of FDI. The analysis takes the regions six indicators to identify regions for targeted improvement as well as those that can serve as exemplars for others. From the results, it is observed that Mumbai region is the most efficient region having per capita income that exceeds national average. The methodology and findings in this paper provide significant insights for policymakers to focus on highlighted input factors to enhance regional development.

**2A2-2**  
**Session: Social Media**  
**12 Jan, 2025, 9:45am-11:05am**  
**Session Chair: Uzma Zaidi**

**154 Understanding Consumer Adoption of Social Media Marketing in Emerging Fashion**

*Laly Padmavathy P, Cochin University of Science and Technology, lalypadmavathyp@cusat.ac.in*  
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The rapid evolution of social media has revolutionized fashion marketing, offering new avenues for emerging fashion businesses. This paper develops a comprehensive framework based on the extended UTAUT2 model to understand customer adoption of social media marketing by nascent brands. Integrating constructs from fashion theory, consumer behavior, and social media marketing literature, it proposes hypotheses reflecting digital fashion consumption's complexity. The framework provides a conceptual foundation for future research and guides fashion businesses in crafting effective social media marketing strategies, advancing both academic understanding and industry practice in fashion social media marketing.

**292 Rise of Internet Platform Economy: Case Study of Tik Tok in the Metaverse**

*Uzma Zaidi, Amity University -Dubai Campus, uzmaiba@yahoo.com*

The rise of internet platforms has reshaped the economic landscape, with TikTok emerging as a significant player within the metaverse. This study investigates TikTok's role in the internet platform economy, particularly regarding wealth distribution and user engagement. A mixed-methods approach was employed, combining qualitative analysis of TikTok's operational strategies with quantitative metrics from financial reports of TikTok's parent company, ByteDance, and its competitors Meta and Microsoft. Data collection included financial performance indicators, user engagement statistics, and market analysis. The findings indicate that TikTok's unique algorithm and user-centric approach facilitate significant wealth creation for content creators and micro-entrepreneurs.

**418 Machine Learning based Analysis of Healthy Food Brand Content on Social Media**

*Christy Maria T S, DoMS, IIT Madras, christymariyats@gmail.com*  
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The rise in global obesity, driven by unhealthy food marketing on social media, challenges Sustainable Development Goal 3. Research shows users engage more with unhealthy foods despite growing health consciousness. While food brands invest heavily in marketer-generated content, limited studies examine the types of content used by healthy brands across various social media platforms and their impact on consumer engagement. This study analyzes 11,431 social media posts through an automated machine learning model on Google Cloud Vertex AI, comparing content strategies of healthy brands on Instagram and Twitter. Chi-square and ANOVA assess relationships between variables, revealing effective engagement strategies.

**500 Role of Perceived Values in Shaping Advertisement Effectiveness on Social Media**

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*Muhammed Basheer M P, Government College Kodanchery, muhammedbasheermp@gmail.com*

This study explores how consumer attitudes and perceived values—credibility, pleasure, materialism, informativeness, and social role—shape the effectiveness of social network advertising (SNA). Using a quantitative approach, data was collected from 214 social media users in Calicut, Kerala, analysing demographic influences and attitudes. Descriptive and correlation analyses reveal significant relationships between perceived values and advertisement effectiveness, highlighting demographics' role in shaping consumer perspectives. Findings suggest that aligning SNA content with consumer values can enhance perceived advertisement value, offering insights for more impactful digital marketing strategies in India's rapidly expanding online consumer landscape.

## 2A3-1

### **Session: Artificial Intelligence** **12 Jan, 2025, 11:10am-12:30pm** **Session Chair: Rashmi Bhadani**

#### **179 Challenges in Implementing AI driven Hiring Model in the Indian IT Sector**

*Jisha Gopi, College of Engineering Trivandrum, jishagopi0105@gmail.com*

*Devika Krishnan, College Of Engineering Trivandrum, tve22mba46@cet.ac.in*

Artificial Intelligence in hiring processes has great potential to improve decision-making, streamline hiring processes, and increase overall efficiency in the IT sector. However, the incorporation faces a lot of challenges. Organizations can minimize biases, enhance trust in AI-driven processes, and encourage a more diverse workforce by understanding and prioritizing these challenges. This research study aims to analyze and prioritize challenges associated with implementing AI-driven hiring in the IT sector using a multi-criterion decision-making model, Analytical Hierarchy Process. Based on the analysis out of the ten challenging factors, Cost was the major barrier limiting the implementation of AI-driven hiring.

#### **352 Decoding Supervisor Incivility Through Advanced AI**

*Pratiksha Singh, Indian Institute of Technology, Roorkee, pratiksha\_s@ms.iitr.ac.in*

As workplaces incorporate advanced technologies to enrich experiences it is imperative to know that these tools can detect different emotions through employees' biological signals. Employees undergoing emotional turmoil can through facial expressions and AI tools provide feedback to foster a culture of respect. The most common form of workplace mistreatment is supervisor incivility SI and its repercussions highlight the importance of a systematic understanding of SI and its extensive impact on both individuals and organizational dynamics. Through our SLR we propose a conceptual framework that integrates feedback mechanisms where AI data informs supervisors and HR to encourage behavioral improvements.

#### **433 AI Influencer Marketing: Building Adaptive Parasocial Customer Relationships**

*Amrita Shil, Welingkar Institute of Management Development, BD2023-amrita.shil@welingkar.org*

With development of technologies, marketing and influencer landscape is changing. With rise of AI influencers, there is ample scope for brands to leverage it with right algorithms and AI-models. This paper proposes an innovative conceptual AI model illustrating AI influencers can be utilized to foster enhanced parasocial relationships with consumers, leveraging principles of Dynamic Emotional Resonance, Real-Time Feedback, and AI-Driven Attachment Styles. By utilizing multi-layered personas, real-time sentiment adaptation, and attachment theory, AI influencers can create more adaptive- personalized, emotionally engaging connections addressing research gaps in how rising AI influencers can evoke trust and loyalty through adaptive, human-like interactions.

#### **448 Analyzing Ethical Implications of Model Drift in Large Language Models**

*Rashmi Bhadani, MET Institute of Management, rashmib\_iom@met.edu*

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Large Language Models (LLMs) like GPT-4, when deployed in real-world systems, often experience model drift, where their performance changes due to evolving real-world data or changing contexts over time. While much research has focused on the technical aspects of model drift in machine learning systems, the ethical implications of this drift in LLMs remain under explored. This research aims to propose the development of Ethical Monitoring Frameworks and recommend strategies for mitigating unintentional bias during model drift.

## 2A3-2

### Session: Investment Management

12 Jan, 2025, 11:10am-12:30pm

Session Chair: Venkatesh P

#### 173 Optimizing Financial Planning Strategies for Individuals: Balancing Investment

*Nikhil Ashok Kumar, IFHE, ICFAI Business School, Hyderabad, nikhil.kumar23h@ibsindia.org*

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In today's complex financial landscape, optimizing financial planning strategies requires balancing investment decisions with tax considerations. This study explores the interplay between various investment options—such as stocks, bonds, real estate, and cryptocurrencies—and tax-saving instruments like retirement accounts and tax-efficient funds. Through case studies and analyses, it provides a framework for personalized financial plans that align investment goals with tax efficiency. Additionally, the study examines emerging financial trends and legislative changes, offering insights for managing wealth, minimizing tax burdens, and achieving long-term financial objectives while navigating an evolving economic environment.

#### 198 Exploring the Relationship between Behavioral Biases and Investment Decisions

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This paper analyses five behavioural biases namely Temporal Focus, Authority, Echo chamber, Hyperbolic Discounting and Identity operating in the Indian financial market on people's investment decisions. To examine the effects of the biases on the investment behaviours, this research employs data collected from 350 investors through structured questionnaires and Structural Equation Modeling (SEM) and regression analysis. According to the study results, Temporal Focus may significantly affect the long-term investment while Authority, Hyperbolic Discounting, Echo Chamber, and Identity have negative impacts on investment. The findings of the study provide advice and suggestions to the financial advisors to help the investors.

#### 503 A Review of the Progress and Future Prospects of Impact Investment

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

#### 597 Behaviour of Mutual Funds Investors: A Study with Special Reference to Chennai City, India

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Mutual funds have emerged as a significant investment avenue in India, attracting a diverse range of investors seeking avenues for wealth creation and financial security. The behavior of investors in mutual funds plays a pivotal role in shaping market dynamics and influencing investment outcomes. Understanding the patterns, preferences, and decision-making processes of mutual fund investors is essential for financial analysts, fund managers, policymakers, and researchers alike. This research article endeavors to delve into the behavior of mutual fund investors in Chennai City, India, exploring various dimensions of their investment behavior and shedding light on the underlying factors driving investor decisions.

**2A4-1**  
**Session: Business Analytics**  
**12 Jan, 2025, 12:35pm-1:35pm**  
**Session Chair: Pachayappan Murugaiyan**

**486 Stock Market Prediction using Deep Learning Models**

*Monika Saxena, Bennett University, monikasaxena29@rediffmail.com*

This paper explores various traditional linear and non-linear methods for the prediction of stock market. Deep learning outperforms traditional stock market forecast algorithms in accuracy and robustness. This study focuses on the comparative analysis of traditional methods such as ARIMA ARCH and GARCH methods with Deep learning methods such as LSTM CNN and GRU. The study uses data on price history and trading volumes of 50 stocks on the NIFTY 50 index from the NSE National Stock Exchange India. This method uses complicated algorithms to capture financial markets non-linearity and dynamics.

**508 Drone Logistics Model for Physical Internet Principles in Last-mile Delivery**

*Pachayappan Murugaiyan, Indian Institute of Management Sirmaur, pachayappanvn@gmail.com*

In urban logistics, drone deployment has become a key solution for fast and efficient last-mile delivery. Integrating drones into the physical internet framework introduces a new dimension to logistics. This paper presents an innovative Physical-Internet Integrated Drone Logistics approach aimed at optimizing operational route costs. The proposed model focuses on enhancing drone routing to efficiently fulfill on-demand pickup and delivery requests in urban areas while minimizing overall costs. To tackle this optimization challenge, we developed a Mixed-Integer Linear Programming (MILP) model combined with metaheuristics to address practical problems effectively.

**527 Management Research Through Machine Learning: Mapping Trends and Insights Applying**

*Laxmi Priya Panda, Sambalpur University, laxmipriyapanda.1992@gmail.com*

This bibliometric analysis examines machine learning research in management from 1972 to 2021, drawing on 5,966 Scopus publications. It reveals that global contributions are highest in the United States, China, India, and the UK, with significant funding from major sources. We examine current literature using a thorough bibliometric analysis using Biblioshiny and Vos-viewer. The study provides a comprehensive overview of key trends in decision support, anomaly detection, predictive analytics, and ethical considerations of machine learning in management, highlighting the critical role of government and private sponsors in advancing research.



**2A4-2**  
**Session: E-commerce**  
**12 Jan, 2025, 12:35pm-1:35pm**  
**Session Chair: Amandeep Kaur**

**219 Exploring the Intersection of Religious Orientation and Digital Marketing Strategy**

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This study investigates the interplay between religious orientation and digital marketing strategies in the context of packaged food brands. As consumers increasingly turn to online platforms for their purchasing decisions, understanding how religious beliefs influence their engagement with digital marketing becomes crucial. This research examines the impact of religious orientation on consumer preferences, brand loyalty, and the effectiveness of various digital marketing strategies. By employing a mixed-methods approach, the study aims to provide insights into how brands can tailor their digital marketing efforts to resonate with diverse consumer segments.

**271 Digital Entrepreneur's Contribution in Gig Economy: A Study on Swiggy**

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In the Gig economy, the digital entrepreneurs are not just the participants, but the role players who redefine the work culture and opportunity on gig platforms. A gig work environment is a labor market where temporary, freelance, or flexible jobs are common. The traditional work culture is entirely being reconstructed. Definitely, the technology is the significant game changer. This paper emphasized in analyzing the contribution of Swiggy to the expansion of the gig economy in India, likewise, to evaluate the impact of digital platforms on employment patterns and worker welfare. It empirically focuses and would be contributing an insight to the gig economy complexities in terms of expansion income.

**280 Consumer Perceptions of Online Fish Purchases in Kerala: Buyers Vs Non-buyers**

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The study examines the consumer perception of online fish purchasing in Kerala comparing buyers and non-buyers. The result shows that online fish buyers prioritize convenience and are likelier to perceive online platforms as offering reliable quality while non-buyers express concerns over freshness and prefer traditional markets. The study identifies factors that influence the consumer perception of online buyers of fish including the quality and freshness of the fish delivery time trust in the online platform and the convenience of purchasing fish online. The findings suggest that online vendors need to improve transparency and build trust to expand their market reach.

**2A5-1**  
**Session: Marketing Management**  
**12 Jan, 2025, 6:00pm-7:20pm**  
**Session Chair: Ankita Sharma**

**157 Marketing Effectiveness of Lactose-Free Milk: Is it Influenced**

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Objectives of this study have been framed to find out the factors of Product and Price on the marketing of Lactose-Free Milk and to investigate the relationship between the explored Product and Price factors and the effectiveness of a marketing program. The multiple regression analysis revealed that the single factor namely Quality Consciousness has been found to be significant in impacting the marketing program effectiveness of Lactose-free milk with a strength of association of 30.3 which could be improved by a few additional variables.

**194 Role of Conversational Interface Driven E-CRM: An Expectancy Confirmation Theory**

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*Upasana Diwan, Rukmini Devi Institute of Advanced Studies, upasana\_29@yahoo.com*

This research paper explores the role of conversational interfaces in electronic Customer Relationship Management (e-CRM) through Expectancy Confirmatory Theory. As businesses adopt chatbots and virtual assistants, understanding their impact on customer expectations is essential. Utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM), the study analyzes survey and case study data to identify factors influencing customer satisfaction and loyalty. The findings indicate that effective conversational interfaces significantly enhance customer engagement and retention. This research contributes valuable insights for organizations aiming to optimize e-CRM strategies and leverage technology for stronger customer relationships.

**327 The Greenwashing Effect: How Misleading Claims Influence Purchase Intention**

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*Kavitha T C, Manipal Academy of Higher Education, kavitha.tc@manipal.edu*

This study aims to investigate the impact of perceived greenwashing on consumer purchase intention in the FMCG industry. The research will explore how manipulative communications of a brand influence advertisement outcomes and consumer purchase intention. A quantitative method approach will be employed to collect data from a sample of younger consumers through a questionnaire. The findings of this research are expected to provide valuable insights for marketers and businesses seeking to leverage advertisement strategies to drive sales. The implications of these results for marketers and advertisers.

**493 Gift Experience in Marketing: A Systematic Review and Future Research Agenda**

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This paper aims to synthesize empirical evidence on research related to gift experience and integrate this evidence in a framework. A systematic review was performed of 62 peer-reviewed journal articles. This review identifies the various components contributing to gift experience (gift, giver, receiver and situation) and their outcomes (Cognitive, affective and behavioural), as influenced by components moderating (consumer, context and situation based) this relationship. This research bears practical and theoretical implications. Further, a research agenda for encouraging future research is formulated.

## 2A5-2

### Session: Operations Management

12 Jan, 2025, 6:00pm-7:20pm

### Session Chair: Vaiyampalayam Balasundaram Mathipurani

#### 155 A Gap Analysis Approach for Service Quality Assessment in E-tailing

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This paper illustrates the application of Gap Analysis which is helpful in identifying those dimensions of e-service quality with highest and lowest gap thereby assessing those aspects of service quality that need improvement from customers viewpoint in the context of e-tailing Paired sample t-test is used to check the statistical significance of difference between expectation and perception scores corresponding to each dimension of e-service quality The study contributes to the body of knowledge in e-service quality by highlighting gaps that need improvement and suggests measures to close the identified gaps for improved service quality.

#### 306 Socioeconomic Impact of Production-linked Incentive (PLI) Scheme in India

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Marching towards the fifth year of the Production-Linked Scheme PLI scheme designed to boost domestic manufacturing and enhance global competitiveness the present study investigates the socioeconomic impacts of the scheme. By employing a mixed-methods approach quantitative data and qualitative insights from stakeholders on comparison of benefits to industries before and after implementation of PLI scheme in the target sectors, FDI, exports, import substitution and employment generation and the linkages between other supporting factors is analyzed. The results indicate significant increases in production levels and FDI inflows besides job creation and reduction of imports.

#### 403 Evaluating the Impact of ATM Locations on User Experience and Efficiency

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Location of such ATM is one of the prime issues as the performance of the ATM depends on location in most of the scenarios. The present paper attempts to understand the correlation between location of ATMs and their performance. The objectives of the study were to understand the factors affecting the performance of ATMs and how these influenced the performance levels. The methodology adopted for the study includes both primary data which was collected by circulating a structured questionnaire from a sample of 40 respondents in Kerala. Secondary data was taken from authorized websites as well.

#### 505 Anchoring Talent: Key Drivers of Employee Retention in Manufacturing

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This study investigates factors influencing retention among tech-level employees in a manufacturing company, highlighting the importance of retention in today's competitive environment. Focusing on Interactional Justice, Fairness in Pay, Job Embeddedness, and Organizational Commitment, the research analyzes data from 800 employees to assess these variables' impact on employees' intent to stay. Findings reveal how fair compensation, belonging, and respectful treatment can enhance retention. Practical recommendations for HR professionals include creating a positive work environment that emphasizes equity and emotional engagement. This study contributes valuable insights to retention literature, offering strategies to improve employee engagement and reduce turnover.

**2A6-1**  
**Session: Global Studies**  
**12 Jan, 2025, 7:25pm-8:45pm**  
**Session Chair: Suraj Shah**

**357 Workplace Ostracism a Systematic Literature Review in the Asian Context**

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This paper aims to identify the current research trends and set future research agenda in the area of workplace ostracism by reviewing existing literature. It strives to develop and assimilate the theoretical foundations, concepts and recent developments in the domain. A portfolio of 40 articles collected from the Scopus database was systematically analyzed using the PRISMA method with an exclusive focus on the Asian context. This study enriches the literature of workplace ostracism and its deleterious implications on organizational productivity & employee job performance. Furthermore, research findings, limitations and implications are discussed accordingly.

**363 Delimiting the Export Hinterlands of Cochin Port by Mapping the Logistics Operation**

*Teena Sarah John, Cochin University of Science and Technology, teena.sarah@gmail.com*

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Containerised cargo handled at Cochin Port is growing with most of the principal commodities from the hinterlands exported in containerised shipments. Locating the cargo origins of these export shipments and delineating the port's hinterlands is beneficial for enhancing the logistics operations. The hinterland extent of the containerised export cargo was assessed in this research work by adopting a mapping framework involving a layered methodology. By visualising the cargo origins of the top export commodities and the main logistic corridors the possibility of including intermodal transport in the logistics operations is explored as they are sustainable infrastructure for the future.

**390 A Policy Framework for Advanced Technologies from East Asian Industrial Policy**

*Suudharshan Vaidhya S, Indian Institute of Management Indore, p23ssvaidhya@iimdr.ac.in*

This paper develops a governmental policy framework for advanced technologies to ensure their humanistic utilization for driving developmental and social outcomes. As big tech corporates have strong monopolistic and business-driven objectives, a strong imperative for public policy management of technology organizations and markets exists. This policy study builds on the industrial policy learnings of the East Asian Miracle and creates a corresponding framework for policies on advanced technologies. A mix of case study, conceptual, and economic approaches are leveraged. Key solutions are given on how technology policy can enable the holistic use of such technologies towards societal good.

**528 Climate Financing, Governance and Climate Change: Fresh Evidence from Africa**

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UNFCCC posits climate financing as critical for mitigating and adapting to climate-orchestrated shocks in least-developed countries LDCs of Sub-Saharan Africa (SSA) economy, however, empirics for this assertion are missing. Using suitable indicators and a battery of covariates, the study investigates the effects of climate financing and governance on climate change in 30/33 LDCs in SSA. With advanced estimators – GMM, HOLS, IV 2SLS, RE and 27 years (1995-2021) data from IMF GBD and WDI, findings indicate that climate financing, corruption and feeble governance have policy implications on exposure to climate change.

## 2A6-2

### Session: Human Resource Management

12 Jan, 2025, 7:25pm-8:45pm

Session Chair: Puja Khatri

#### 392 Scale Development and Validation of Techno-Stress: a Reflective-measurement Model

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Technology has become an indispensable part of modern life, especially for Generation Z, given the mounting demand to be up-to-date with the world of social media and the pervasive reliance on information technology in the workplace, often causing them techno-stress. In light of this, the objective of this research is to develop and establish a measurement scale for assessing Gen Z tourists' techno-stress. Following a mixed-method technique, this study has been divided into five stages. Consequently, second-order, reflective-reflective techno-stress measure encompassing the dimensions of complexity, fear-of-missing-out, and privacy invasion has been established with profound implications for the tourism industry.

#### 402 Transforming Employee Well-being: Trends Shaping the Modern Workplace

*Linda Susan Mathew, Rajagiri College of Social Sciences, linda@rajagiri.edu*

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The modern workplace is witnessing a transformative shift in employee well-being programs, emphasizing holistic approaches that extend beyond traditional health services. This study explores emerging global trends in well-being programs, covering financial literacy, community engagement, mental health support, physical wellness and flexible work models. It highlights the role of wellness apps and virtual support systems in providing scalable, personalized well-being solutions. By examining recent literature, case studies and data, this research assesses the impact of well-being initiatives on employee engagement, retention and satisfaction, underscoring the competitive advantage for organizations that prioritize a well-organized, employee-centered wellness strategy.

#### 427 POS and Work wellbeing: Role of Psychological Empowerment and Work Engagement

*Geetha Jose, Bharata Mata College, josegeetha@gmail.com*

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This study explores the relationship between perceived organizational support (POS) and work wellbeing among nurses, highlighting the mediating roles of employee engagement (EE) and psychological empowerment (PE). Data were collected from nurses in NABH-accredited hospitals, and hypotheses were tested using structural equation modelling (SEM). Findings indicate that POS significantly enhances work wellbeing, with both EE and PE serving as positive mediators. This research underscores the importance of POS in improving work wellbeing, particularly during challenging times, and provides valuable insights for managerial practices. Few studies have investigated this relationship, making these findings particularly relevant.

#### 585 Exploring Attitude's Effect on Retention: Self-Efficacy and Autonomy's Role

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After the COVID-19 pandemic, flexible work arrangements have become necessary; hence this study examines the relationship between Hybrid workers' Attitudes and their impact on the Intention to Stay. The research used a structured survey to gather data from 448 respondents from various organisations. To analyse the data SEM is used with Self-efficacy and Job Autonomy as a mediating variable. The analysis results show that Preference to work from home Work-life balance and Job Autonomy have significant impact on intention to stay. The indirect effects results shows that Work life balance have the highest effect on the intention to stay.

**2A7-1**  
**Session: Healthcare Management**  
**12 Jan, 2025, 8:50pm-9:50pm**  
**Session Chair: Suchismita Swain**

**184 Ayushman Bharat Digital Mission: An Initiative of Digital Transformation**

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The Ayushman Bharat Digital Mission is a critical project in India's healthcare industry, launched to create a seamless and inclusive digital health ecosystem, aims to use digital technology to improve access, efficiency, and quality of healthcare delivery nationwide. This study focuses on its potential to change healthcare service delivery, enhance patient outcomes, and empower stakeholders across the healthcare ecosystem. This research sheds light on the revolutionary influence of digitalization on public health management in India. Finally, the Ayushman Bharat Digital Mission exemplifies how digital efforts may shift healthcare paradigms leading to a more integrated, responsive, and egalitarian healthcare system.

**251 Leveraging Industry 4.0 for Effective Health Care Waste Management in India**

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The study estimated and examined numerous types of waste produced by Health Care Units and the existence of significant differences among waste produced and is opinion-based survey. The data was collected from 432 Indian healthcare staffs. The collected data was analysed by ANOVA, EFA and CFA. The results show that the Causality, Emergency, Burn's ward, Male orthopedic, Maternity, ANC Ward, Post-operative, Female surgical, Cardiac ICU and Pediatric wards produce a high number of wastages. The measurement model for this work was created using EFA, and CFA validated 19 of the 25 items. Finally, this study can facilitate decision-makers.

**611 Service Quality and Demographics in Rural Healthcare: A SERVPERF Analysis**

*Ishanika Chawngzikpuii, Mizoram University, Winniezikpuii07@gmail.com*

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Understanding the critical role of demographic factors and service quality is essential in healthcare research, as these elements directly influence patient satisfaction and care delivery. This cross-sectional study in rural Mizoram, India, explored patient satisfaction using the SERVPERF model across 400 participants in seven districts. Results revealed service quality dimensions explained 41.3% of patient satisfaction variance, with Reliability ( $\beta = 0.857$ ) and Assurance ( $\beta = 0.623$ ) as strongest predictors. Notably, patients aged 60+ consistently reported higher satisfaction levels across service dimensions. Strong correlations emerged between assurance-responsiveness ( $r = 0.798$ ) and empathy-assurance ( $r = 0.795$ ), offering valuable insights for healthcare administrators to develop targeted service improvement strategies in rural settings.

**2A7-2**  
**Session: Stock Market**  
**12 Jan, 2025, 8:50pm-9:50pm**  
**Session Chair: Priyadarsini Nandakumar**

**175 Stock Valuation Ratios and their Role in Investment Decisions**

*Harsh Thakkar, IBS Hyderabad, harshthakk989@gmail.com*

The stock market significantly influences businesses' reserves and borrowing capacity through resource allocation and financing. Financial indicators like earnings per share (EPS), dividend per share, payout ratio, firm size, net profit margin, return on assets (ROA), and return on capital employed (ROCE) help determine a stock's value in an efficient market. Fundamental analysts use stock valuation ratios to assess if a stock is over or undervalued, expecting the market to adjust. Additionally, market ratios, return metrics, and risk measures like standard deviation and variance assist investors in making informed stock investment decisions.

**233 Reassessing the Execution and Performance of Risk Models in Indian Stock Market**

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Reassessing the execution and performance of CAPM and FTF model in Indian stock market involves understanding how well they capture the nuances Regression analysis GMM and t Test were used to find the coefficients and compare real and expected returns. Gretl EViews and SPSS software are used to analyze data from April 2000 to March 2023 using 279 observations of BSE 500 FTF 1993 R 1.4925 is more effective at explaining changes in stock returns than CAPM R<sup>2</sup> 0.3250. The inclusion of factors in asset pricing models enhances risk management for investors protecting their portfolios from potential losses.

**452 A Bibliometrics Exploration of Commodity Market Volatility: Trends and Insights**

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The volatility delves into the bibliometric analysis of the commodity market, aiming to identify prevailing trends and insights within the existing literature. By systematically examining published works from Web of Science databases, this study utilizes quantitative metrics such as citation networks, co-authorship networks, and keyword frequency to map the landscape of market research. It reveals significant patterns with passing time. The data was taken from the year 2005 to 2024. The analysis covers emerging areas of interest, such as impact of short-term events on market volatility and offers a framework for future research directions in the area of finance.

**2A8-1**  
**Session: Education**  
**12 Jan, 2025, 9:55pm-11:15pm**  
**Session Chair: Muthukumar V**

**242 Tutorial Vs Lecture: Pedagogical Impact on Management Education under NEP-2020**

*Shivani Gupta, Punjab Engineering College, shivanigupta@pec.edu.in*  
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In line with NEP 2020's vision for holistic and inclusive education, this study investigates the pedagogical effectiveness of tutorials versus lectures in teaching group decision-making approaches within management education. A cross-sectional, questionnaire-based study of 162 students compared the learning outcomes of theoretical lectures and supplementary tutorial activities in the Principles of Management course. The results showed that students who attended both lectures and tutorials achieved better academic performance. Tutorials were perceived as interactive and engaging, while lectures were valued for imparting essential knowledge. The findings provide insights for optimizing teaching methodologies, and promoting practical learning in line with NEP 2020.

**410 Organic Farming & Challenges faced by Ladavaram Farmers - Case Study Approach**

*Lochana K B, VIT School of Agricultural Innovations and Advanced Learning, lochana.kb2021@vitstudent.ac.in*  
*Annie Jenifer M, VIT School of Agricultural Innovations and Advanced Learning, anniejennifer@vit.ac.in*

Indian farmers are into inorganic farming due to increase in demand for agriculture food products. This has resulted in soil infertility and long-term challenges to maintain the sustainability in farming. The present study was undertaken to explore the awareness of future issues and readiness to adopt organic farming among Ladavaram farmers in Tamil Nadu. About 544 farmers 50 of population are engaged in farming activities. The study has identified that though the farmers are aware of future sustainability challenges, their readiness for organic farming is only 50 due to poor yield during the conversion period from chemical to organic.

**455 The Dark Side of Performance Metrics: Dehumanization and Its Impact on Faculty Engagement**

*Daru K S, SCMS School of Technology and Management, diyadeksha@gmail.com*  
*Praveena K, SCMS School of Technology and Management, praveena@scmsgroup.org*

This study examines the relationship between dehumanization and work engagement in higher educational institutions in Kerala, focusing on the mediating role of occupational stress. Data was collected from 169 faculty members from various higher educational institutions in Kerala. This study employed an SEM analysis to analyze the effect of organization dehumanization on work engagement, with job stress as a mediator variable. The result revealed that both work engagement and dehumanization were at moderate levels, and additionally, faculties experienced moderate stress too. Furthermore, work stress acts as a partial mediator in the relationship between dehumanization and work engagement.

**598 Academic Factors influence on Entrepreneurial Intention: A study with reference to Management Students in Chennai**

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This research examines the factors influencing entrepreneurial Intention among management students in Chennai city. Its academic characteristics indicated that (academic curriculum, technical support, and Institutional support) are the independent variables, while entrepreneurial Intention is the dependent variable. A quantitative research design is designed where 60 questionnaires are distributed to target respondents to get the necessary information. All data were analyzed using SPSS Version 21.0 software. Correlation analysis showed that the strength of entrepreneurial Intention is significantly related, indicating that academic staff with high Curriculum and technical support had, most likely, high-performance levels.



**2A8-2**  
**Session: Marketing Management**  
**12 Jan, 2025, 9:55pm-11:15pm**  
**Session Chair: Linda Susan Mathew**

**250 Covert Advertising: A Review**

*Krishnanjali D D, CET School of Management, ddkrishnanjali@gmail.com*  
*Seema S, Cet School Of Management, seema.sarojini@gmail.com*

This paper reviews the literature on covert advertising, focusing on studies published over time. Covert advertising subtly integrates promotional content into media, influencing consumer attitudes and behaviors. We examine three key factors that affect its effectiveness: prominence and visibility, where strategic placement impacts consumer awareness and purchasing choices; celebrity association, which builds trust and engagement through well-known figures; and frequency of exposure, which strengthens brand recall through repeated, discreet appearances. Finally, we discuss potential future research, addressing ethical concerns and evolving consumer behavior, particularly in the context of digital and social media platforms.

**519 A Perceptual Analysis of Shopping Mall Service Quality in India**

*Riya Ghosh, IISWBM, riaa30gg@gmail.com*  
*Dipa Mitra, IISWBM, askdipa@gmail.com*

Shopping malls in India are facing huge completion and difficulty in sustaining in the recent times. This study aims towards understanding mall visitors' perception about service quality in India. Primary data is collected from 525 respondents with the help of a structured questionnaire. The data is subjected to statistical analyses using SPSS. It is found that Problem Resolution and Customer Safety impact service quality perception Age Group Occupation Income Group and Educational Qualification also played important roles. This study may enable the mall management to take specific footsteps towards achieving better service quality leading to customer satisfaction and loyalty.

**607 Do Men Purchase Impulsively? An Evaluative Study**

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'Impulsive' is the new way of purchasing goods and services, where the customer decides instantaneously regarding the purchase. This kind of purchase has become popular because of the internet accessibility and the variety of e-commerce websites that are available. Are both men and women impulsive? This paper tries to address the gap of the online impulsive purchase behaviour amongst the men.

## 2A5-3

### Session: Technology and Management

12 Jan, 2025, 6:00pm-7:20pm

Session Chair: Reshmi Menon

#### 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.

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

*Aditya Joshi, Jain College of Engineering, adityajoshishripad@gmail.com*

*S Rohitraj, Jain College of Engineering, rohitrajain777@gmail.com*

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

*Aditya Joshi, Jain College of Engineering, adityajoshishripad@gmail.com*

*S Rohitraj, Jain College of Engineering, rohitrajain777@gmail.com*

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.

#### 634 Resilience and Technology: Driving Business from Turbulence to Growth

*Reshmi Menon, Som Lalit Institute of Management Studies, reshmisudhir@gmail.com*

Turbulent times like the pandemic have further concretized the understanding that change is the only constant in business. The agility with which the businesses can sustain, adapt, innovate and restart remains the game changer, in terms of resilience in these unanticipated scenarios. Moreover, the future of corporate strategy lies in being able to develop resilience across the value chain even in absence of a crisis – incorporating technology, building resilience and ensuring sustainability. This paper attempts to explore the literature to understand the factors helping the businesses to thrive and sustain with resilience in the uncertain times.

## 2A6-3

### Session: Marketing and Human Resource Management

12 Jan, 2025, 7:25pm-9:25pm

Session Chair: Suraj Shah

#### 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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*Vibhu Alok Rastogi, IFHE, ICFAI Business School, Hyderabad, vibhu.rastogi4@gmail.com*

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.

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

*Sanchita Chaudhary, Delhi Technological University, sanchitachaudhary\_2k20phdueco507@dtu.ac.in*

*Ratnam Mishra, Delhi Technological University, ratnam.mishra@dtu.ac.in*

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.

#### 285 Shared Decision Making in Rural Antenatal Services

*Smita Poi, IIT Kharagpur, poisahoo.smita@kgpian.iitkgp.ac.in*

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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.

### **501 Service Quality Measurement: Perspectives and Overview**

*Ishika Agarwal, KLEF, ishika161099@gmail.com*

*Radha Krishna Gajulapally, KLEF, gajulapallyrk@klh.edu.in*

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.

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

*Shirley Thomas, Bangalore University, Shirlyth@yahoo.com*

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.