



● INDAM 2024 CONFERENCE

THEME:
**CREATING IMPACT THROUGH RESPONSIBLE LEADERSHIP
& SUSTAINABLE BUSINESS PRACTICES**

BOOK OF ABSTRACTS



INDAM 2024 CONFERENCE

Theme: Creating impact through responsible leadership and sustainable business practices

Today's global imperative is to place people at the center of organizational activities. Creating impact is thus a function of responsible leadership and sustainable business practices. Businesses can make a positive difference in society and the environment while being innovative and profitable. Sustainable business practices are actions that organizations take to minimize their negative impact on the environment, society, and stakeholders. This includes initiatives like reducing waste and carbon emissions, promoting diversity and inclusion, and ensuring fair labor practices. The rate of change in technology and its impact on business and customers is accelerating. On the one hand, we have Generative Artificial Intelligence (AI), augmented and virtual reality, personal wearables that are more advanced at health tracking, autonomous vehicles getting more sophisticated, and many more such instances on the cusp of creating further business disruption. On the other, we have a pronounced need for inclusive practices to foster diversity in organizations and address the societal fractures at personal, societal, and environmental levels.

Responsible leadership and sustainable business practices can create a positive impact by benefiting the organization's bottom line and creating value for society and the environment. INDAM 2024 intends to provide academicians, scholars, practitioners as well as policymakers a platform to discuss these technological forces and societal and environmental phenomena to understand how businesses and organizations can be catalysts for people development and societal advancements. The conference seeks to provide a platform for management thinkers to push the boundaries of management science and philosophy in all functional and interdisciplinary areas related to business and organizations.

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CONVENTION TRACKS

A. Responsible Leadership & Corporate Governance:

Putting people at the center of responsible leadership and corporate governance practices, promoting employee engagement and empowerment.

B. International Business & Strategy during Geopolitical and Institutional Shifts:

Sustaining business and organizational success in an era of increasing fragmentation of the global economy. Exploring the mechanisms to enhance trust and belief in institutional structures and building agility in organizations.

C. People Issues in Management:

Ensuring the centrality of people in organizational functioning. Rethinking job roles, compensation, and people development processes to ensure people centrality in an era of the gig economy, work-from-home practices, and expanding the scope of the workplace.

D. Indian Management, Culture, and Knowledge Systems:

Understanding the inherent approaches to ethics, sustainability, and business built into the fabric of Indian society and culture.

E. Sustainable Operations & Supply Chain Management:

Making operations and supply chains more sustainable, reducing the environmental footprint, and promoting social responsibility. Perspectives on sustainable manufacturing, logistics, green procurement, and sustainable sourcing.

F. SMEs and Sustainable Enterprise:

opportunities that preempt marginalizing workers and leverage sustainable business practices for growth.

G. Entrepreneurship, Sustainable Business Models, and Innovation:

Devising innovative business products, services, and practices that promote inclusive and responsible employment and consumption.

H. Responsible Marketing:

Driving marketing innovations while balancing the needs of various ethical and environmental considerations. While leveraging on product and service attributes, also factoring fair trade, community involvement, and CSR efforts as well as technology transformations in the marketing role.

I. Technology, People, and Business:

Finding a sustainable balance between the advances of artificial intelligence, automation, and the role of people in organizations. Debating the Future of Work as it evolves and readying employees to be future-ready.

J. Management Education and Sustainable Practices :

Exploring pedagogical approaches that help future managers place sustainable and people practices at the center of business development.

K. Sustainable Funding Practices:

Effective reporting of the organization's performance from all dimensions of the triple bottom line; facilitating innovative funding for business growth and sustainability; the role of financial institutions in promoting sustainable development.

L. Frontiers in Management Research:

With the changing context, there is a need to test the validity of the prevailing management theories and expand the frontiers of management research. This track includes all the manuscripts not necessarily fitting in other tracks.

INDAM 2024 CONFERENCE

SCHEDULE

DAY 1: 11/01/2024

<u>TIME</u>	<u>EVENTS/ SCHEDULE DETAILS</u>
9.30 AM - 10.30 AM	Registration & Tea/ coffee (ABE Foyer)
10:30 AM – 12:30 PM	Track slot 1: Parallel sessions <i>Venue: NAB and ABE</i>
12:30 PM – 1:30 PM	LUNCH: (Area in front of ABE)
2.00 PM – 3.30 PM	Inauguration of the Conference. Venue: Auditorium, ABE Invocation and Lighting of the Lamps Welcome Address: Dr Ajit Parulekar, Director, GIM About the Conference: Dr Sushanta Mishra Inaugural Speech: Chief Guest Mr. Shrinivas Dempo Keynote Speech: Dr Pawan Budhwar Vote of Thanks: Dr Neeraj Amarnani
3.30 PM – 4.00 PM	High Tea
4.00 PM – 6.00 PM	Directors Panel on Developing Responsible Leaders for the Industry. Venue: Auditorium, ABE <ul style="list-style-type: none">• Dr Pawan Kumar Singh, Director, IIM Tiruchirappalli• Dr Vinita Sahay, Director, IIM Indian Institute of Management, Bodhgaya• Dr Vishal Talwar, Director, IMT Ghaziabad,• Dr Varun Nagaraj, Dean, S P Jain Institute of Management & Research• Dr Suresh Ramanathan, Dean, Great Lakes Institute of Management• Moderator: Dr Ajit Parulekar, Director, Goa Institute of Management

DAY 2: 12/01/2024

TIME	EVENTS/ SCHEDULE DETAILS	
8.00 AM - 9.30 AM	Registration (ABE) & Tea/Coffee	
9.30 AM - 11.30 AM	Track slot 2: Parallel sessions <i>Venue: NAB and ABE</i>	Special Interest Panel Discussions <ol style="list-style-type: none"> 1. The State of HRM in and out of South Asia. Moderator: Dr Mohan Thite, Editor, SAJHRM. <i>Venue: CR5</i> 2. Indigenous Indian Management. Moderator: Dr. Ramya T. Venkateswaran, Professor, IIM Calcutta. <i>Venue: Boardroom</i>
11:30 AM – 12:00 PM	High Tea	
12:00 PM – 1:30 PM	Meet the Editors. <i>Venue: Auditorium, ABE</i> Prof. Daniel Muzio, Editor Journal of Management Studies Prof. Elizabeth Rose, Editor, Academy of Management Collections Prof. Pawan Budhwar, Editor-in-Chief, Human Resource Management Journal Moderator: Prof Sushanta Mishra, Professor, IIM Bangalore	
LUNCH 1:30 PM – 2:30 PM (Area in front of ABE)		
2:30 PM – 4:30 PM	Track slot 3: Parallel sessions <i>Venue: NAB and ABE</i>	Paper Development Workshops <ol style="list-style-type: none"> 1. JMS (CR 5) 2. AIB Insights (AIC Boardroom) 3. Business & Society (CR 12) Special Interest Panel Discussions <ol style="list-style-type: none"> 3. Adapting EdTech, OpenAI, and Online Learning for Management Education. Moderator: Prof. Devendra Kodwani, Vice Chancellor’s Delegate-International & Post Graduate @ The Open University. <i>Venue: CR5</i>
4.30 PM - 5.00 PM	High Tea	
5.00 PM- 6.00 PM	Panel Discussion on Disruption in Higher Education	Special Interest Panel Discussions

	<p>Dr Bhimaraya Metri, Director, IIM Nagpur Dr K. Rangarajan, Head, IIFT Kolkata Prof Ajit Parulekar, Director, GIM Prof D P Goyal, Director, IIM Shillong Moderator: Prof Sebastian Morris, Goa Institute of Management</p>	<p>4. Curating Open Academic Fora: Towards Improved Institutional Arrangements for Scholarly Dialogue and Exchange. Moderated by Ms. Anupama Kondayya. <i>Venue: CR18</i></p> <p>5. India As a Global Supply Chain Partner and Market for Incoming FDI: Benefits, Concerns, and Obstacles Moderated by Prof. Farook Contractor, Distinguished Professor, Rutgers Business School. <i>Venue: CR5</i></p>
<p>Cultural Evening Followed by Gala Dinner & Award Ceremony. <i>Venue: Plaza</i></p>		

DAY 3: 13/01/2024

<u>TIME</u>	<u>EVENTS/ SCHEDULE DETAILS</u>	
8-9:30	Registration (ABE)	
9:30 – 11:30 am	<p>Track slot 4: Parallel sessions <i>Venue: NAB and ABE</i></p>	<p>Workshop on Women's Circle Professional Development: Coordinator: Dr Jyoti Bachani, Saint Mary's College of California. <i>Venue CR5</i></p>
11:30 – 12.00 pm	High Tea	
12:00 – 1:00 pm	<p>Valedictory Session. <i>Venue: Auditorium</i> Address by Dr Ramadhar Singh Conference Report: Dr Kingshuk Sarkar Concluding Remarks: Dr Sushanta Mishra</p>	
<p>LUNCH 1:30 – 2:30 PM</p> <p>Optional half day excursion to Goa</p>		

SESSION ID A-1

**11TH January 2024
10.30 AM TO 12.30 PM
VENUE: NAB LAB 1**

#1	Leveraging Blockchain for Enhanced Environmental, Social and Governance (ESG) Reporting: A Systematic Review and Future Research Agenda	Author(s): Priyanka Aggarwal, Kumar Manaswi and Arushi Bathla
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Abstract: In recent years, ESG (environmental, social, and governance) reporting has emerged as a useful tool for gauging a company's commitment to sustainability. Inadequate data verification, inconsistency, and transparency make ESG-based sustainability reporting inadequate. Distributed ledger and blockchain technologies offer a transparent and trustworthy method of circumventing these obstacles. Using the PRISMA protocol and VOSviewer software, this paper plans to undertake a systematic assessment of 105 articles (2018-2023) on blockchain technology for ESG reporting in an effort to identify emerging patterns in the field. The study provides a comprehensive framework of 'Barriers, Mitigation Strategies, and Emerging Opportunities' related to the use of blockchain technology for ESG reporting. The results have implications for researchers and professionals alike.

#135	Board Age and Tenure Diversity & Innovation: A Reconciliation of Previous Findings	Author(s): Ravi Roshan and Kshitij Awasthi
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Abstract: The ambiguous results obtained by prior research on the influence of board age diversity and tenure diversity on firm innovation indicate the possibility of reconciliation of previous studies by clear identification of innovation measures, analyzing the phenomenon from a multi-theoretic approach, and use of robust measurement methods for diversity. Adopting the lens of upper echelons theory, resource dependence theory, and social identity theory, the study investigates the influence of age and tenure diversity on two measures of innovation, i.e., the number of patents (innovation output) and R&D intensity (innovation input) in the context of the emerging economy (India). The study uses Blau's index for diversity measures calculation. We hypothesize a curvilinear (U-shaped) relationship between age and tenure diversity with two innovation measures. We aver that the effects of resource dependence theory and social identity theory vary with the level of diversity and thus present an integration of two theoretical perspectives. We also argue that board independence moderates this relationship. The study includes a sample of 190 firm-year observations for 2011-2015 to investigate the hypotheses empirically. The findings provide substantial support for our hypotheses and offer a reconciliation of previous studies.

#138	Ownership and strategy uniqueness: How does ownership form and structure influence strategy uniqueness?	Author(s): V Veera Balaji
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Abstract: This work examines how ownership form and type impact the implementation of strategy uniqueness. Using panel data of Indian companies (2015-2019), both listed and unlisted, this study captures how private ownership and concentrated ownership influence strategy uniqueness. The results signify that who owns the company matters the most in understanding what the company strategizes. Understanding this interplay between ownership structure and strategy uniqueness is an important prerequisite for organizations aiming to refine their governance structures and achieve competitive advantage in an ever-changing business environment. The paper discusses these implications in detail.

#162	Tokenism and Gender-Lens Investing: Can Regulations Hurt?	Author(s): Sushobhan Paul, Debarati Basu and Shreyashi Chakraborty
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Abstract: A common regulatory response to increasing gender representation in the business ecosystem has been to mandate appointing women. However, given supply and demand-side constraints, firms have often responded with a check-in-the-box approach or tokenism. How do investors react to such tokenism? Using a curated dataset of 231 Indian Initial Public Offerings (IPOs) over 12 years, this paper explores how investors react to the presence of women in top and senior management teams (TSMT), an unregulated space, before and after the display of tokenism. We find that tokenism leads investors, particularly informed investors, to react negatively to women's presence in TSMT by subscribing lesser. This brings to the fore how sensitive investors may be to lackadaisical regulatory responses of firms and, more importantly, highlights how regulations that are not well thought out may have negative repercussions on diversity goals. This is important for capital-raising decisions and also informs policy and society.

#212	From boardroom to blueprint: does corporate governance influence strategy uniqueness?	Author(s): V Veera Balaji, Sarah Flossie and Langeshwaran V
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Abstract: Moving ahead of the traditional arguments underlying corporate governance, this paper evaluates the impact of corporate governance mechanisms as a tool to steer organizations toward unparalleled distinctiveness and competitive advantage. In particular, this study evaluates how various board characteristics contribute to the strategy uniqueness of a firm. Empirical analyses on a sample of Indian-listed firms over the period of 2013-2022 support the hypotheses. Implications for theory and future directions are discussed.

#226	Follower First Philosophy and Employee Embeddedness in Social Enterprises: A Moderating Role of Risk-Taking Trait	Author(s): Angelin Vilma G and Nivedhitha K.S
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Abstract: Though servant leadership is acclaimed as one of the essential drivers for employees' performance and other psychological outcomes, the investigation of how

servant leadership may impact employee embeddedness by infusing harmonious relationships is understudied, especially in energy-centric social enterprises. Addressing this research gap, this study explores how the behaviors of servant leaders may effectively induce harmonious relationships, which in turn induce employee embeddedness towards the organizations, which are in fact critical for social enterprises to survive and thrive. Also, the novelty of the study lies in the exploration of how an individual psychological trait, i.e., a risk-taking trait, will affect the indirect effects of servant leadership on employee embeddedness. The model was tested using the PROCESS macro after receiving 309 samples adopting a three-wave survey design. The results reveal that harmonious passion acts as a strong mediator between servant leadership and employee embeddedness; more importantly, this relationship is found to be higher for individuals with higher levels of the risk-taking trait. The results propose unique implications for researchers and practitioners in social enterprise scholarship.

#236	Substitution or Tunneling? The Relationship between Ownership, Governance and Dividend Payouts	Author(s): Veerma Puri and Sutapa Banerjee
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Abstracts: Using 1760 data points, with a sample of 352 non-financial Indian listed firms from 2018 to 2022, we first examine the relationship between the dividends pay-out and the strength of corporate governance measured by promoter ownership, promoter chairman, CEO duality, and institutional ownership. We find the U-shaped relationship between promoters' ownership and dividend payout. Our findings suggest the support of the outcome model of dividend determination only at lower-level promoters' ownership. At the lower level of promoter ownership, we document the strong influence of non-promoter owners (banks, financial institutions, and insurance companies) coupled with the non-promoter board chairman on the dividend payouts. Further, we document the support of tunneling (extraction) of resources via abnormal dividends by the promoters beyond 58% of the promoters' ownership, for Indian listed firms. This tunneling effect gets enhanced if the promoter is also holding the board chairman position. The presence of strong external governance by the large institutional owners attenuates the tunneling of resources using abnormal dividends, by the promoters.

#572	Do spiritual employees value CSR more? An empirical investigation	Author(s): Ramashankar Yadav
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Abstract: Organizations with positive corporate social responsibility perceptions (CSR) observe higher organizational citizenship behavior (OCB) among their employees. Further, employees of these organizations have lesser turnover intention (TI). However, empirical research has yet to explore whether all employees respond equally to CSR or whether there is a variation. Addressing the gap and using deontic justice theory; in this study, the authors propose and test that spiritual employees will respond more positively to CSR than other employees. Data from 257 employees was utilized to test spirituality as a moderator between CSR and OCB and CSR and TI. The results did confirm that spiritual

employees have more appreciation for CSR. Based on the findings theoretical and managerial implications are also proposed.

Keywords: CSR, OCB, Spirituality, Turnover Intention, and India

SESSION ID A-2
12TH January 2024
9.30 AM TO 11.30 AM
Venue: NAB LAB 1

#269	ARE ESG DISCLOSURES A SAVIOUR? - THE CASE OF ASIA	Author(s): Ashish Kumar and Divyam Jain
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Abstract: There is an increasingly important ESG worldwide; academicians and industry experts are trying to investigate the relationship of E.S.G.-related investments and disclosures with other corporate and firm characteristics. Aline with the same, the focus of this study is to understand the causal relationship between ESG Disclosures with the likelihood of bankruptcy of firms in the Asian continent. Few studies have focused on the prevalent relationship from the risk mitigation side; however, the results are inconclusive. Our studies have found that ESG Disclosures can mitigate the likelihood of bankruptcy for distressed and un-distressed firms. Also, following earlier studies, we have conducted separate analyses for the crisis and the normal period. However, contrary to earlier studies, our findings suggest that ESG disclosures can mitigate the bankruptcy risk only in the case of a normal period. This study gives some relevant policy-level implications for the managers of the Asian continent in planning their ESG-related policies from the direction of risk mitigation.

#270	Do interlocking directorates impact new product development? Evidence from India	Author(s): Deepali Dhingra and Neeraj Dwivedi
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Abstracts: Interlocking directorates play a crucial role in the corporate governance system. It has been long debated in the corporate governance literature whether board interlocks can effectively contribute to organizational innovation activities. Drawing on the social network theory, this study proposes a curvilinear relationship between interlocking directors' presence on the board and the product innovation decisions undertaken by firms. An analysis of a sample of 896 publicly-listed Indian firms for 2014–2022 renders support to our predictions. Our results are robust for various model specifications and alternative measures of key variables. The implications of our findings to the corporate governance and innovation literatures are discussed.

#285	Responsible leadership, Micro-level Employee Outcomes and the Emergence of Socially Responsible Business	Author(s): Damini Saini, Anjali Bansal and Radha Yadav
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Responsible leadership contributes to social capital and sustainable business, which brings it into one of the most admired leadership forms. In this study, we investigated the

impact of the perceived responsible behaviour of leaders on micro-level employee outcomes resulting in the organisations through the mediating role of affective and normative commitment. This study used a two-step structural equation modelling technique to test the proposed hypothesised model. The researchers administered the survey to collect data targeting 370 Indian middle-level managers working full-time. The results revealed that the direct relationship between perceived responsible leadership, employee satisfaction, and productivity also indicated the presence of an indirect effect partially mediated by affective commitment. This study guides new-age leaders on inducing employee productivity and satisfaction by leading responsibly and enhancing their affective and normative commitment. This study uniquely contributes to responsible leadership literature by linking it with self-determination theory.

#291.	The costs of network position: structural constraint and ex-bureaucrat directors	Author(S):Bibek Bhattacharya
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Prior research suggests that while ex-bureaucrat directors yield many benefits for hiring firms, there are also several costs associated with such ties. Given this trade-off, scholars have also tried to understand why some firms choose to have ex-bureaucrat directors while others do not. However, existing studies have not examined the question of how firms' position in the board interlock network impacts this choice. This is an important omission since it is well-established that board networks act as conduits of information and practices between firms and shapes several important firm choices including the choice of directors. Accordingly, in this study I develop and test hypotheses about the association between firms' position in the board interlock network and the likelihood of having ex-bureaucrats on their boards.

#305	Self-realisation matters in positive leadership i.e., Servant, Authentic and Spiritual leadership – An Integrative Review	Author(s):Akanksha Tripathi and Vikram Gupta
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Since, there have been various overlaps in different elements like morality and ethicality in positive leadership, no study talked about –Self-realization|| as an important element of positive leadership (PL) i.e., Spiritual, Authentic, and Servant leadership which can foster organizational performance enhancement through leadership. Therefore, the motivation of present study is to find out the existence of –Self-realization|| (SR) in positive leadership. The present paper reviewed publications related to positive leadership and self-realization. The present integrative study reviewed a total of 127 articles from top journals (A/A*) and the commonality of self-realization is found and, therefore, we proposed SR as mediating variable between PL and individual as well as organizational outcome. Accordingly, one model has been proposed stating the importance of self-realization in positive leadership. In the discussion section, both theoretical and practical implications were discussed with limitations and future research areas opened after this study.

#308	Sustainable leadership leads to sustainable business performance by employee work behaviour: Moderating effect of organizational type	Author(s): Radha Yadav and Damini Saini
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Sustainable leadership has emerged a new effective leadership style required for the social, economic, and sustainable growth of organization. Limited debate exists on how sustainable leaders achieve firm different performance goals. With the goal setting theory of motivation, this study examined the sustainable leadership and sustainable business performance framework mediating by employee work behaviour. Further we advanced our understanding on the role of organizational types (public and private sector) in the leadership—sustainable performance framework. Data was collected from the academic professionals engaged in higher educational institutes in India, which was later analyzed through structural equation modeling. Path results confirmed our hypothesized direct and indirect relationships, however, multigroup analysis showed mixed results on organizational types. Results shows that there is positively association between the mediating variable employee work behaviour in the relationship of sustainable leadership and performance. The role of the moderating varibale organisational type is positively associated between the relationship on sustainable leadership and employee work behaviour and have not showed any association as with the sustainable performance.

#379	Role of Ethical Climate in Predicting Frontline Employees' Engagement: A Framework of Emotional Resources	Author(s): Prof Gurjeet Kaur Sahi, Dr Pratik Modi and Shriya Sharma
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Generally, all organizations desire the hiring and retention of emotionally intelligent employees. However, existing research only partly addresses the consequences of retaining emotionally intelligent and emotionally exhausted employees. Do emotionally intelligent employees always remain meaningfully engaged in their work, and are emotionally exhausted employees harmful for the organization? In the study, we empirically investigated the role of ethical climate in adequately analyzing the impact of employees' emotional intelligence and exhaustion on their work engagement. The data were collected from 370 frontline employees working in private sector banks in India. Testing of the hypotheses has been done by using structural equation modelling and hierarchical regression. The result reveals that an ethical climate is positively associated with employees' work engagement. The findings further reveal that emotional intelligence has positive effects while emotional exhaustion has negative effects on frontline employees' work engagement. However, banks with an ethical climate don't experience meaningful engagement from emotionally intelligent employees, while emotionally exhausted employees remain more engaged in such a working environment. Our results point to the need for re-examining the role of ethical climate and how it influences the work engagement of customer-contact employees possessing different emotional resources.

#396	Green Energy IPOs: Examining Proceeds Allocation, International Corporate Governance, and Market Underpricing	Author(s): Sukanya Wadhwa and Seshdev Sahoo
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Design/ methodology/ approach: Multivariate tests are conducted to empirically examine the relationship between the 'primary use of proceed disclosure' and IPO under-pricing of green energy IPOs. OLS with industry and time dummies are used to conduct our tests. Cross-country variations are controlled through taking proxies for corporate governance.

Purpose: In this study, we seek to examine how primary 'use of proceeds' disclosure varies in green energy IPOs across 17 nations, and how these disclosures impact the under-pricing of these IPOs along with controlling for corporate governance.

Findings: Using IPO data from 17 countries between 2010 and 2020, we discover that firstly, most stated primary 'use of proceeds' is general corporate purpose across 16 nations except for China, where most stated 'use of proceeds' by green energy firms is recapitalization; secondly, we discover that stating the general corporate purpose and investments as the primary use increases under-pricing of the green energy IPOs while stating recapitalization has no significant impact; thirdly, we discover that the shareholder rights protection index has a significant positive relationship with under-pricing, but our results cannot prove the robustness of this.

Research Implications: This study adds to the current empirical work of under-pricing IPOs in the green energy sector. It provides new avenues for research for academicians in IPOs and corporate governance domains.

Practical Implications: This study provides insights to the green energy firms going public about how the 'use of proceeds' disclosure and international corporate governance prevalent in the country they are going public will impact the first-day returns to the investors.

Social Implications: The study helps investors make wise decisions when investing in the socially responsible green energy sector.

Originality/value: To the best of our knowledge, this is the first study to focus on green energy IPOs and their listing performance across countries, along with controlling for variations in governance.

#417	Managerial Compensation and Ownership: Evidence from India	Author(s): Neetu Yadav and Geeta Singh
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Abstract: Our study examines the relationship between promoter ownership (PO) and managerial compensation within Indian firms. Focusing on NSE-listed firms, our analysis employs cross-sectional OLS regression, with the extent of PO at both low and high levels as the independent variable, and managerial total compensation as the dependent variables. Our findings reveal a distinctive inverted U-shaped relation between CEO and Chairman's total compensation. This pattern signifies that in situations where ownership is widely dispersed, shareholder oversight diminishes, leading CEOs and chairmen to allocate higher compensations to themselves. Conversely, higher level of promoter ownership lead to enhanced influence on managerial compensations, fostering active involvement in corporate management. Consequently, CEOs and chairmen in these scenarios tend to receive comparatively lower compensations. This study contributes to the existing literature on executive compensation and ownership dynamics by

illuminating the nonlinear impact of promoter ownership on executive remuneration within Indian enterprises.

Keywords: CEO Compensation, Chairman Compensation, Promoter Ownership, Business Group, India

SESSION ID A-3.1
12TH January 2024
2:30 PM TO 4.30 PM
Venue: NAB LAB 1

#425	Does Leaders' Accountability Demands Challenge to Create Engaged Public Servants? Role of Public Service Motivation and Perceived Supervisor Support	Author(s): Aditi Thakur and Vedant Kaul
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Public servants, particularly street-level bureaucrats, remain under accountability pressure from supervisor in order to be called as effective in their service delivery. This study attempts to examine whether accountability, considered to be a job demand, can lead to work engagement. Using Job Demand-Resource (JD-R) model, the study conceptualizes felt accountability as a challenging job demand that leads to positive outcome of increasing work engagement. The study also examines the moderating effects of two psychological resources, namely, public service motivation and perceived supervisor support, as accentuating the positive effect of felt accountability on work engagement. The results support the hypothesized relationships on the sample consisting of street-level bureaucrats. The study contributes to JD-R theory by suggesting that felt accountability is a challenging job demand that leads to work engagement. It also discusses about boundary conditions of the theory. Implications and directions for future research are discussed.

#455	Evolution of network due to institutional disruptions: impact of companies act on Indian firm networks	Author(s): Caruna Bhat
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Board interlocks in a developing country context are known to allow promoters to extort disproportionate gains from the company which the Companies Act (2013) aims at restricting by limiting the number of directorships that can be held by a director. We study its impact on the structure of the firm networks in the NSE 100 firms. We find that while some network metrics like network diameter, density, degree centralization and betweenness centralization show temporary changes, these revert to their pre-Act levels by 2019. A relatively stable modularity (Q) coupled with a significant downward trend in the number of Louvain communities finds that the network of firms continues to be susceptible towards the formation of clusters even as the number of clusters has sharply fallen over the last decade, leading a focal firm to be better connected to more firms that are a part of its new, bigger cluster.

#499	Understanding Street-level Discretion Through the Capabilities Approach - A Study of Government School-teachers in India	Author(s): Chetan Chitre and Gopal Naik
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The discretion exercised by Street-Level Bureaucrats (SLBs) often leads to dilution of program objectives. So far, the discussion on street-level discretion has focussed primarily on individual agency. There is a need to develop a more comprehensive framework for understanding the various contextual forces within which the SLBs exercise their discretion. This paper proposes the use of the Capability Approach as a framework to understand street-level discretion. We study an ICT-based intervention in rural government schools in India. Data generated from in-depth interviews with teachers and school principals (as SLBs) have been used for the study. We find that the teachers exercise their discretion in choosing among the several capabilities offered by the program. The Capabilities approach enables us to explore the factors determining this discretion. The framework discussed in the paper for analysing program implementation will help evolve program designs that consider the welfare of all stakeholders, including the SLBs.

#536	Examining the Nexus of Responsible Leadership, Organizational Citizenship Behaviour towards Environment, and Sustainability	Author(s): Deepti Prakash, Meenakshi Bisla and Twinkle Arora
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Sustainability has emerged as a critical framework for addressing global challenges, encompassing environmental, social, and economic dimensions. This study examines the interplay between responsible leadership, Organizational Citizenship Behaviour towards Environment (OCBE), and sustainability. Using a sample of 504 IT industry employees, this research employs the Hayes Process Macro Model 4 to analyze the mediating role of OCBE in the relationship between responsible leadership and sustainability. The findings indicate that responsible leadership significantly influences OCBE, which in turn positively impacts sustainability. The study underscores the synergetic influence of responsible leadership and OCBE on organizational sustainability, shedding light on the mechanisms fostering a culture of proactivity and engagement among employees. The research provides valuable insights for organizations seeking to cultivate a workforce committed to sustainability, ultimately contributing to a more sustainable and equitable future.

#495	Green Talent Management - Building Responsible Leadership and Corporate Sustainability	Author(s): Seetha Pachchhapur and Sasmita Palo
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#662	Working from home but burned out? Examining the role of overall fairness and relative deprivation as predictors of burnout using two time-lagged studies	Author(s): Divya Tyagi and Mudit Shukla
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Abstract: The prevalence of burnout coupled with the adverse implications that it carries for employees and the organizations have kept practitioners and scholars interested in developing a better understanding of its antecedents and examining the mechanisms that can help in preventing it. However, studies in the past have largely overlooked the role that comparisons play in facilitating burnout among employees. In the present research, we fill this void by examining the role of relative deprivation while working from home, i.e., a form of an intra-individual comparison that leads employees to believe that they are in a worse off situation when they WFH as compared to if they were working from their office, as a predictor of burnout. Moreover, we suggest that the linkage between relative deprivation while working from home and burnout varies with employees' gender such that it will be weaker for male employees than for their female counterparts. Lastly, we attempt to understand as to what can be done by organizations to prevent their employees from feeling relatively deprived while they WFH and in turn, getting burned out and suggest that overall fairness of organizations can help them in this regard. To test the proposed model, we have conducted two time-lagged quantitative studies with IT professionals in India. Overall, the results from the two studies support our hypothesized model. The present research has significant theoretical and practical implications.

Keywords: relative deprivation theory, relative deprivation while working from home, burnout, overall fairness, gender

#598	Does Environmental, Social and Governance Disclosure Improve Analyst's Forecast?	Author(s): Abhishek Ranga, Rajesh Pathak
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We empirically examine whether the level of ESG disclosures is associated with analyst forecast accuracy which is consistent with the philosophy that responsibility and sustainability reporting providing useful information to financial report users. Our analysis involves data of 248 Indian firms from 11 industries for the years 2018-2020. We employ fixed effects balanced panel research design to alternate measures of analysts' forecast accuracy and proxies of ESG disclosure variables, amid set of controls. We report that enhanced level of ESG disclosures is related with improved analysts' forecast accuracy. Moreover, the social component appears to be the most pronounced explanation for such forecast accuracy consistently. There are also evidences of links between the level of governance and environmental disclosures and analyst forecast accuracy, but the evidences are not as strong as for social disclosure levels. Our results survive the robustness test and offer the evidence of usefulness of ESG disclosures as a way of evaluating investors' perceptions emanating from analysts' forecast accuracy.

Keywords: ESG Disclosure; Analysts Forecast Accuracy; Sustainability.

#245	From Union Clout to Corporate Couture: Unveiling the Impact of Trade Unions on Corporate Social Responsibility	Author(s): Anshul Mandliya, Jatin Pandey, Shrihari S. Sohani and Rayees Ahmad Sheikh
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Abstract: Trade unions and CSR are two major social outcomes of for-profit organizations in response to the corporate irresponsibilities at the organization and societal levels. These irresponsibilities have increasingly affected the social and environmental sustainability of the organization and have also brought them in negative limelight, which has further harmed their social image and reputation. In order to build a socially sustainable image, organizations adopt multiple strategies. One such strategy is the twin pronged focus on trade union relations and relation with the society in the form of corporate social responsibility (CSR). With the help of stakeholder theory, the current study argues that trade unions can be an effective stakeholder in CSR and social performance of the firm. Drawing from the sample of 416 firms over a period of 10 years, the study demonstrates that higher trade union representation can reduce ESG controversies of the firm and can enhance its CSR reporting. The study also compares trade unions with other two dominant stakeholders of CSR: management and shareholders, and provides further evidence towards the incorporation of trade unions in CSR decision making.

Keywords: Corporate social responsibility, Trade Unions, ESG controversies, CSR reporting, Stakeholder theory

#35	Unsecured debt and accounting conservatism: Evidence from creditor right reforms in India	Author(s): Yogesh Chauhan and Ranjeet Singh
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Abstract: This paper examines the relationship between unsecured debt and accounting conservatism. We use the implementation of the Insolvency and Bankruptcy Code as a quasi-natural experiment in India. Using the difference-in-differences method, we find a negative relationship between unsecured debt and accounting conservatism. Our results are robust to other measures of accounting conservatism.

**SESSION ID A-3.2
12TH January 2024
2:30 PM TO 4.30 PM
Venue: ABE CR 4**

#462	Exploring Sustainability Practices through Netnography: A View from Institutional Theory	Author(s): Brindha S and Apoorv Arora
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This paper tries to analyze the sustainability practices of corporates using the method of netnography. Environmental sustainability is a major concern in the present day and it is essential to know how eco-friendly the corporates are. We elaborate the concept of sustainability and its importance. Using the method of digital ethnography/netnography, analysis of a few chosen corporates is done to understand about their sustainability practices and orientations. We use the lens of institutional theory to analyze if the corporates are being involved in these practices for the care of the environment or because of the government regulations, and why it matters.

#508	Share pledging and audit committee-evidence from india	Author(s): R Balaji and Bipin Kumar Dixit
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The study examines the relationship between the Audit Committee characteristics and the share pledging by the controlling shareholder. To conduct the analysis, we obtained sample data covering 13 years, from 2010 to 2022, that includes data on all publicly traded Indian companies registered on the Bombay Stock Exchange. We performed the Tobit regression and found that Audit Committee size has a positive association with share pledging, whereas the frequency of the Audit Committee meetings is negatively associated. The robustness test with the logit regression confirmed the findings, and additional analysis showed the effectiveness of the Audit Committee in reducing the share pledging negative relationship with controlling shareholder ownership. The current study adds to the literature by establishing the role of the Audit Committee in mitigating the consequences of share pledging and providing evidence of a reduction in share pledging by an effective Audit Committee.

#346	Board Gender Diversity and Adoption of UNSDG 3: Evidence from The Global Healthcare Sector	Author(s): Abhishek Ranga And Nafisa Vaz
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The study examines the impact of board gender diversity on the adoption of the United Nations' sustainable development goal for health and well-being in the context of the healthcare sector globally. Women on corporate boards can provide strong leadership and advocate for the significance of health and well-being for all from the perspective of care ethics. This may involve championing initiatives that address the societal health requirements. The study is based on 1242 firm year observations with the data of 414 unique firms from 11 countries for the financial years 2019 to 2021. We used panel logistics regression with random effect to test our hypothesis. We observed a positive association between board gender diversity and the adoption of the United Nations' sustainable development goal for health and well-being. The results are robust to the alternate measures of key regressors, set of firm controls and alternate estimation technique.

#479	From the Glass Ceiling to the Boardroom of Indian and European companies: A Critical Analysis	Author(s): Shivnath Sinha, Hanish Rajpal and Gyanda Girisha
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#437	Board Composition and Firm Performance in Entrepreneurial Firms: A Configurational Analysis	Author(s): Sagnika Datta and Neeraj Dwivedi
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Entrepreneurial enterprises are the cornerstone of the modern global economy, with emerging countries currently emerging as key centers for such businesses. Studies show that entrepreneurial firms in emerging countries face challenges in acquiring resources. The board of directors plays a crucial role in bridging internal and external stakeholders and aids in mobilizing resources that these companies may lack. Although existing studies convincingly illustrate the connection between corporate governance and firm performance in well-established markets and large corporations, it remains uncertain whether these findings apply to entrepreneurial firms venturing into new markets. Moreover, the empirical analysis results are inconclusive. Multiple causal conditions that determine performance in entrepreneurial firms are yet to be studied. In this study, we have applied a configurational approach called fsQCA to address this gap. The results show that for different stages of an entrepreneurial firm, different configurations lead to firm performance.

#440	Board Gender Diversity and Accounting Conservatism in the Indian Market	Author(s): Athira K and Vijaya Bhaskar Marisetty
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Mandatory gender quota rules in several countries have increased women representation on corporate boards. However, it is not clear whether corporate efficacy, in terms of governance, improves with higher gender diversity. In this paper, we explore the relationship between gender diversity and accounting conservatism, by exploiting an exogenous shock that came in the form of mandatory gender quota rule in India. We find that, on average, firms with higher women board representation have higher accounting conservatism. Our results based on Difference-in-Differences regression model, using a treatment group of firms who appointed women for the first time after the law, supports the evidence of higher accounting conservatism due to increase in women board representation.

#576	From Monopolistic to Competitive market : Reinventing Resource Based View and Dynamic Capabilities for Competitive Advantage of Madhyanchal Vidyut Vitaran Nigam Ltd (MVVNL)	Author(s): Surya Pal Gangwar
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#643	CSR decoupling and financial distress: Measuring the moderating effect of corporate governance parameters	Author(s): Suha Bilquis, Saib Fakhar, Solmaz Husain and Ayesha Farooq
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Companies in emerging economies face different institutional issues as compared to those in more developed nations this along with pressure to conform to stakeholders in terms of CSR practices followed by a rapid increase in warm glow investing causes companies to engage in practices like CSR decoupling and green hushing. This paper aims to find the relationship between corporate social responsibility decoupling and financial distress for 200 firms listed on the National Stock Exchange (NSE) of India from year

2015 to 2023. The study uses panel regression with random effect after check robustness to find the influence of CSR decoupling on financial distress. Further, the moderating effect of corporate governance parameters is observed on this relationship. The results state that lesser value of decoupling leads to more distress that is companies engaging in high level of CSR decoupling are more financially distressed as compared to companies with higher decoupling values. Previously, researchers have studied the impact of CSR on financial distress but the effect of CSR decoupling and its relation with financial distress is still unexplored. Thus, the novelty in this study is that, it brings the viewpoint of CSR decoupling on financial distress in existing literature.

SESSION ID B-2
12TH January 2024
9:30 AM TO 11:30 AM
Venue: NAB CR 1

#108	Role of National Culture in Variance of Unethical Pro-Organizational Behavior – Implications of Social Differences for Global Business	Author(s): Vivek Mishra, Varun Sharma and Deepak Verma
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This study contributes to unethical pro-organizational behavior (UPB) literature using a meta-analysis by exploring the role of national culture as a moderator of the relationships between UPB and its leading antecedents. We have collected 175 sample sizes from 91 published articles (N = 36,989) from 16 countries. We demonstrate that cultural dimensions did not moderate many leading antecedents like moral disengagement, leader-member exchange, organizational identification and organizational commitment. All cultural dimensions moderated moral identity and job satisfaction and a few did for reciprocity and transformational leadership. We primarily conclude that high power distant, collectivist, masculine and low uncertainty avoidance societies are more conducive to UPB. These findings highlight that although members are universally sensitive to how their leaders and organizations treat them, members of Eastern societies may find justification for UPB easier, given the pro-organizational element may complement the greater felt obligation for organizations among employees in Eastern societies.

#518	The usefulness of public information – open interests and trading volumes – from the options market in improving the forecasts of underlying index value and state of option at expiry.	Author(s): Kaushik Desarkar and R Rathish Bhatt
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In this paper, we use publicly available data in the NSE Options market to predict the Nifty Index at maturity of the options as well as the state of expiry of options using linear discriminant analysis and discriminating variables sourced from public domain. The paper restricts the study to only the Nifty Options that trade in the NSE derivatives segment. The importance of this paper is that it shows the importance of the publicly

available information that can be used by investors to improve their forecasting abilities that will lead to better investment strategies more so in a developing market.

#595	Does Subnational Institutional Development Drive New Product Development for Indian Firms?	Author(s): Swati Agarwal
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It is empirically tested that national-level institutional development moderates new product development positively. However, the role of subnational-level institutions is not studied much. This paper aims to study the impact of subnational institutional development of the firm's new product development strategies in the context of India. The study considers FDI inflow as a measure of Institutional development at the subnational level in India. It studies the firms from the Enterprise survey conducted by the World Bank for India in 2022 and considers only those firms that have introduced a product new to the market in the past three years. While previous studies have evaluated any significant improvement to existing products as new products, this study considers only a product that is new for the market as a new product (new to the Market products). Counterintuitive results are obtained. We observe that new product development has a significant yet inverse relation to institutional development. We also observe that none of the factors, such as the age of the firm or top management experience matters; only the industry has a positive and significant impact on new product development. We have also attempted to operationalise Institutional Conflict and observe its impact on New Product Development.

#279	Overcoming liability of outsidership: an emerging economy international new ventures perspective	Author(s): Devanshi Agarwal and Amit Karna
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Emerging markets have seen a rise in international new ventures despite the lack of foreign markets knowledge (liability of foreignness), business relationships (liability of outsidership) or domestic market influence and resources (liability of newness). Some are even shedding the "third world copycats" image (liability of origin) and innovating to compete with global companies. We attempt to explain this phenomenon by creating a framework of emerging economy INVs (EE INVs) to assess the extent and nature of the disadvantage they face based on their choice of business model (as measured by the marginal cost to scale resources) and quality of offering (as measured by innovativeness). The framework identifies 4 types of EE INVs: 1) Highly innovative digital ventures; 2) Digital services/low-cost software firms; 3) Highly innovative industrial ventures; and 4) Traders/Contract Manufacturers. We use several case studies to advance a set of propositions regarding internationalization challenges and strategies for each of the archetypes.

#618	When does entry timing impacts export performance of emerging market SMEs: A dynamic capability perspective	Author(s): Sandeep Yadav
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Even though the timing of internationalization has become an important dimension of small firms' internationalization, its impact on the export performance of small and medium-sized enterprises (SMEs) in the context of emerging markets remains

unexplored. Building on the learning advantage of newness (LAN) argument and the dynamic capability perspective, we find that the late start of internationalization reduces the export performance of emerging market SMEs. However, firms with CEO/owner manager industry experience and innovation can alleviate the negative effect of late entry on export performance. Nevertheless, the time since first entry and informal status (not formally registered) at the time of starting export strengthens the negative effect of late entry on export performance. We test the proposed hypotheses on a large sample of 8,278 SMEs from 84 emerging economies surveyed between 2006 to 2020.

#4	Internationalization theory of digital platform firms - d-oli advantages	Author(s): Ankit Surana, Asso. Professor Meena Chavan, Professor Vikas Kumar and Professor Francesco Chirico
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The aim of this paper is to explore the internationalization of digital platform firms, in particular to investigate the advantages digital platform firms build during the internationalization journey which helps them overcome liability of foreignness. More importantly, drawing on Luo's framework of new OLI advantages, i.e., open resource, linkage, and integration advantages, a new framework of Digital OLI (D-OLI) advantages for the digital platform firms is developed. Digital platform firms from the emerging economy of India, being a lesser researched area, this study adopts a multi case method to empirically understand their internationalization phenomenon of 12 Indian headquartered digital platform firms. Several novel open resource and linkage advantages were identified for digital platform firms which are not covered by the new OLI advantages proposed by Luo. Further, a new I advantage which is information and knowledge advantage has evolved from the data. This resulted in enhancing the scope of new OLI framework and further enabled us to develop the D-OLI framework, a new framework for digital platform firms which reflects the specific advantages a digital platform firm builds during internationalization.

#278	Navigating International Assignments: Investigating the Impact of Perceived Credibility on Expatriate Adjustment and Social Interactions in the Host Country	Author(s): Ashneet Kaur, Sudhanshu Maheshwari and Arup Varma
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The literature on expatriates has consistently emphasized the significance of Host Country National (HCN) support systems in aiding expatriate adjustment to a new environment. However, few studies have delved into the underlying interpersonal mechanisms that drive relationships between expatriates and HCNs during international assignments. The critical element of source credibility, which serves as the foundation for relationship development, has been largely overlooked in expatriate literature. To address these gaps in knowledge, this research endeavours to investigate these elements more comprehensively, offering a conceptual model to enhance our understanding of the expatriate adjustment process. Socialization resource theory helps elucidate how socialization processes, initiated by the parent organization and the expatriate, shape the

perception of HCNs' credibility. This perception, in turn, forms the basis of a robust support system, ultimately leading to expatriate adjustment. Furthermore, this paper makes theoretical contributions, outlines practical implications, and suggests avenues for future research.

#553	War in southeast Asia can affect India's domestic management	Author(s): Sangbida Lahiri
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SESSION ID B-3
12TH January 2024
2:30 PM TO 4:30 PM
Venue: NAB CR 1

#176	Talent Management in the Global Information Technology Industry: Where Talent Knows no Boundaries!	Author(s): Vijay Pereira, Yama Temouri, Ashish Malik, Pawan Budhwar and Shlomo Tarba
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This paper explores the talent management (TM) strategies adopted by global IT-BPO organizations and how these lead to overall success. There is a lack of research about the extent to which investing, nurturing and developing talent in the global IT-BPO sector can lead to enhanced performance. We use a rich qualitative case study methodology and the social exchange theory in order to shed light on how successful firms undertake TM to attain success in firm performance. Overall, evidence from our qualitative study suggests that TM strategies, policies and practices in this industry go 'beyond boundaries' in terms of firms investing in TM and its subsequent effects on individual attitudes and behavior that support retention of intellectual and intangible knowledge and therefore retention of key talent leads to greater performance.

#214	Digital Platform Firm Persistence in the Consumer Durables Industry in India: A Delphi Study	Author(s): Shatakshi Bourai, Rahul Arora and Neetu Yadav
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#404	Comparative Cross-Sectional Analysis of the COVID-19 Outbreak's Influence on Equity Markets in the US and India	Author(s): Rahul Kumar and Ishika Jaiswal
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This paper conducts a comparative analysis of the response of the US and Indian stock markets to the announcement of the global COVID-19 crisis. The research employs the event study method, focusing on firm-level data from the S&P 500 and BSE 500 indices. The results indicate that US companies experienced less negative abnormal returns compared to their Indian counterparts. Specifically, US firms exhibited a negative Cumulative Average Abnormal Return (CAAR) of over 10% by day 5, while Indian firms saw their highest negative CAAR exceed 15% by day 13. Additionally, the study identifies

a recovery in both stock markets. However, the US stock market reacted more swiftly and recovered earlier than the Indian stock market. The research further delves into firm-specific characteristics that influence the cumulative abnormal return for both US and Indian firms. It identifies factors such as liquidity, company size, volatility, and debt levels as significant drivers of cumulative abnormal returns.

#474	Impact of hedge accounting under IFRS 9 on risk management	Author(s): Shivani Sahoo and Ekta Sikarwar
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This paper examines the effect of the new accounting rules for derivative instruments and hedge accounting under IndAS 109 (convergent to IFRS 9) on hedging and exchange risk management. Using 234 firm-year observations of Indian non-financial firms from April 2013- March 2019, this study also examines the determinants of hedging and the adoption of hedge accounting. By applying logistic regression, we find that the change in the accounting rules decrease the use of derivatives for hedging. The results also suggest that firms which hedge are larger, have higher leverage, fewer growth options, lower profitability, higher institutional ownership, and are not utilities. However, among firms which hedge, the ones which apply hedge accounting have lower leverage, higher growth options, lower asset turnover and a Big 5 auditor. Further, the exchange rate risk increases post the implementation of IndAS for hedgers. This study has important implications for managers, shareholders, creditors, and standard-setters.

#620	Heterogeneity of institutional investors, export intensity and R&D investment in emerging economy firms	Author(s): Jagriti Srivastava
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Extant literature assumes that institutional investors have homogeneous and stable risk behavior towards firms' research and development (R&D) investments. Drawing from institutional theory and behavior risk agency perspective, we argue that various institutional investors' risk propensity and perception toward emerging market firms' R&D investments are contingent on the institutional context. We examine a longitudinal sample of 3531 firm-years (with 610 unique firms) of Indian firms from 2005 to 2020. Our findings suggest that pressure-sensitive institutional investors' (PSIIs) ownership negatively impacts R&D investment decisions. The ownership by pressure-resistance institutional investors (PRIIs) positively affects the R&D investment decisions of firms. We also find that firms' export intensity negatively moderates the association between mutual funds (MFs) ownership and R&D investment. In contrast, it positively moderates the association between foreign institutional investors' (FIIs) ownership and firms' R&D investment.

#63	From Turmoil to Triumph: A Bibliometric Analysis and Systematic Literature Review	Author(s): Ritika Chopra and Seema Bhardwaj
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	of Financial Crises and Macroeconomic Policy Response	
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The examination of financial crises and the subsequent actions taken by macroeconomic policies are of paramount significance owing to the substantial influence these crises have on the worldwide financial environment. The primary objective of this article is to assist academics in comprehending the overarching patterns, transformations, and framework of literature pertaining to financial crises and the reaction of macroeconomic policies. This study utilizes bibliometric analysis and rigorous literature evaluation to explore the assessment of financial crises and the accompanying macroeconomic policy responses. This study highlights the significance of research in shedding insight on the dynamic nature of policy responses to financial crises and their consequences for the wider economy. Additionally, it implies the paper's addition to the existing body of knowledge in this particular topic. This study offers a succinct summary of the research endeavor and its outcomes, encouraging readers to go deeper into the paper's extensive examination.

#464	International Entrepreneurship (IE) Research in India and China: A Review of the Literature	Author(s): Dibyendu Sharma and Aman Bhuwania
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The phenomenon of international entrepreneurship has attracted the attention of management scholars for the last three decades. However, emerging markets such as India and China were brought into the IE domain in the mid-2000s. Since then, it has been a significant context for scholars. In our review, we found 100 articles having India and China as their context for studying IE. Through this review, we organize the current IE literature on India and China with the help of an internationalization framework having antecedents, moderators, mediators, measures, and outcomes of internationalization. We also capture the current themes of literature and suggest future research questions.

**SESSION ID B-4
13TH January 2024
9:30 AM TO 11:30 AM
Venue: NAB CR 1**

#218	The Impact of History on Internationalization in the Global South: Non-Aligned Movement and Foreign Direct Investment	Author(s): Debarati Basu, Sheetal Gupta and Shabana Mitra
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This paper examines historic non-economic alliances as enablers of economic cooperation between nations to explain internationalization decisions of emerging market multinationals (EMNEs). Non-economic alliances facilitate the exchange of information, knowledge and resources through repetitive interactions which form webs of interconnections and stabilized linkages between nations, increasing learning amongst the members and thus, enabling foreign direct investments (FDI). We empirically investigate the role of South-South country linkages (i.e., Non-Aligned Movement) in

facilitating FDI between member nations, conceptualized and grounded within the Linkage-Leverage-Learning strategic framework to discover non-economic determinants of EMNE internationalization. Using panel data of over 100 countries through 2009–2019, we find a significant positive effect of Non-Aligned Movement (NAM) membership on FDI flows between member nations, even after controlling for other trade agreements. We also analyze the nature of these flows and find that these flows are concentrated between dissimilarly endowed economies, indicating vertical investments by the multinationals.

#603	Investigating Connections: FDI, Trade, Corruption, and CO2 Emissions in Comoros	Author(s): Nupur Soti and Ashish Kumar
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The Union of Comoros, an archipelago African nation, actively participating in the global trade arena, faces the challenge of balancing economic gains with potential environmental degradation. For analyzing the consequences of FDI and Trade on the environmental quality (measured by CO2 emissions) in the Union of Comoros, the study employed the ARDL model. Economic growth (per capita GDP) was used as a control variable. The results indicate that FDI positively impacts the environmental conditions of the country however, trade and corruption have a plummeting impact on the environment testifying that Comoros is a pollution haven nation. Therefore, it becomes imperative to make the policies robust and firm so as to reduce the ecologically harmful impact of foreign trade. The study also suggests certain policy implications.

#14	Unraveling the Black Box of an Emerging Economy Multinational's Organizational Resilience Strategy	Author(s): Mayukh Sarkar and Prof. Dr. Prashant Salwan
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#175	Tax Haven Internationalization by Multinational Enterprises in Clusters: An Exploration of Imitative Behavior	Author(s): Yama Temouri, Chris Jones and Ha-Phuong Luong
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We study and explain how multinational enterprises in clusters imitate one another, as measured by their investment in tax havens. We offer a conceptual framework that uses Reference Theory to generate several testable hypotheses. Using firm-level data for the United Kingdom and Germany over the period 2008-2019, we find that MNEs in clusters are associated with a higher propensity to own a tax haven subsidiary, compared to MNEs in non-cluster regions. The findings show that MNEs in clusters are more inclined to imitate one another concerning tax haven use. We consider several mechanisms that amplify this 'imitation effect' in terms of 'leader-follower' dynamics and 'experience-follower' dynamics. Our results have important implications in terms of tax haven internationalization and cluster membership for managers and policy makers at the domestic as well as international level.

#185	Internationalization of business group affiliates: The influence of ownership structure	Author(s): Harshitha Ravi and Sai Chittaranjan Kalubandi
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Internationalization is a risky strategic decision made by Indian business group affiliates. Internationalization is defined in terms of degree by using the total export-to-total sales ratio from the Prowess database. We propose that Indian business groups share a negative relationship with internationalization because of the inertia and embeddedness in the business groups. We further examine the impact of the domestic promoter holders and Institutional investors on the Business group's internationalization decision. We use the database from 2012 to 2021 to analyze the relationship between business groups and internationalization. We find that Indian promoter holders share a positive relationship with the internationalization decision but behave otherwise in business groups. This is because the inertia built among the affiliates over the years does not allow the promoters to risk their domestic share. Similarly, institutional investors are positively influencing the export decision of business groups. This is because the cost of monitoring business groups' compliance with corporate governance is less compared to standalone firms.

#247	A Moderated-Mediated Model of Dynamic Capabilities for Business Sustainability in the Indian Manufacturing Sector	Author(s): Bhadra K V and Kamalanabhan T J
#670	Circularity in the Textile Industry: The export-oriented firms in Bangladesh	Author(s): Mohammad Faisal Ahammad

SESSION ID C-1.1
11TH January 2024
10:30 AM TO 12:30 PM
Venue: ABE CR 3

#137	Unpacking the interplay of work-home-home-work-interference on employee behavior in remote work settings	Author(s): Kritika Sharma, Namrata Nigam and Jatinder Kumar Jha
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Our research explores the link between Work-Home-Home-Work-Interference and Minor Counterproductive Work Behavior in the context of remote work. We conducted quantitative research approach gathering data from 234 employees of India using online and offline surveys over two time periods. Structural Equation Modeling with SPSS Process Marco was used to test our hypotheses. Employing Conservation of Resources Theory, we empirically tested a moderated-moderated mediation model of WHI-HWI, and its impact on employees. Our findings indicate that recovery activities moderate the moderating influence of organizational social capital between home-home-work-interference and minor counterproductive work behavior through role stress. Our study sheds light on understudied negative outcomes of WHI- HWI and ways to alleviate. It offers practical insights for human resource professionals, to address employee negative behavior issues stemming from such interference.

#238	The Necessary Evil: The Power of Public Service Motivation in Rationalizing Constraints to Creativity	Author(s): Nishtha Arora, Aashima Gaba and Manish Saini
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The impact of centralization on creativity remains conflicted as the effects of its sub-dimensions, hierarchy of authority, and participative decision-making remain unexplored. Specifically, the current study examines the three-way interaction effect of public service motivation, participation in decision-making, and perceived hierarchy of authority on creativity. We tested these relationships by collecting multi-source, two-wave survey data from 280 public sector employees. Results supported our hypotheses-employees demonstrated greater creativity even under hierarchical constraints if they were high in public service motivation and were offered opportunities to participate in decision-making. By identifying means to attenuate the decrements of hierarchy and specifying its boundary conditions, we offer novel theoretical insights regarding the effects of organizational context and public service motivation on creativity.

#259	Advancing the Ability-Motivation-Opportunity Framework: Empowering Community Health Workers Through Contextualized HRM Practices	Author(s): Vipin Chathayam and Amit Dhiman
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This qualitative study examines how localised human resource management practices empower community health workers (ASHAs) in Kerala, India. It applies the Ability-Motivation- Opportunity framework to analyse ASHA, supervisor and official perspectives on recruitment, training, incentives, supervision and systemic support. Through semi-structured interviews and thematic analysis, the study maps the narratives to AMO's components to identify ability motivation and opportunity-enhancing practices. Findings reveal formal recruitment, contextualised training, supportive supervision, decentralised planning, performance-linked incentives, and non-financial recognition build ASHA competencies. However, findings reveal interdependent motivations blending intrinsic and extrinsic rewards, challenging unilateral notions of volunteer drivers. Participatory recruitment processes also emerge as enablers of inclusive selection and empowerment, underscoring situated perspectives. By applying and advancing the AMO model, this study generates insights into how localised HRM practices can multidimensionally empower voluntary workforces through an empowerment lens. It highlights the need to design context-specific, empowering HRM systems attuned to volunteers' realities.

#371	A Conceptual Framework Examining the Interplay between Remote Working Experience and Career Sustainability	Author(s): M Reshma, Dr. Rupashree Baral and Dr. Chitra Dey
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In recent years, the proliferation of information and communication technologies (ICTs) has propelled remote work into prominence. The practice of remote work offers both advantages and obstacles. However, the diminished physical presence impacts employees career development by limiting opportunities for networking, informal interactions and mentorship. Remote employees may experience career insecurity and develop different strategies to sustain their careers. Despite the growing prevalence of remote work, there is a lack of research on the impact of remote work experiences on career sustainability. This conceptual paper utilizes career construction theory and conservation of resources theory to examine the relationship between remote work

experiences and remote employees career sustainability, focusing on understanding the mediating role of career adaptability and the moderating role of career self-management. This study may provide insights that can assist organizations and remote employees in enhancing their career development and fostering long-term career sustainability.

#517	Taking Charge Behaviour among Nurses during Covid: A moderated mediation model	Author(s): Mit Vachhrajani, Sushanta Kumar Mishra and Himanshu Rai
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Covid-19 pandemic brought the toughest times for the healthcare professionals such as nurses. While the nurses served the patients in the best possible way, there were instances when they refrained from taking charge of the situation. Also, there were situations where nurses managed the situation effectively by taking charge of the situation, especially when doctors and senior healthcare professionals could not be present due to sickness or quarantine. This study identified prosocial motivation to be high among the nurses who exhibit taking charge behaviour. We further investigated the role of work engagement as a mediator, and Fear of Covid and Beneficiary Contact as a moderator. Our results indicated that the positive relationship of prosocial motivation with taking charge behaviour is stronger when the fear of Covid is low. Further, our results confirmed the moderated mediation model with work engagement as mediator and beneficiary contact as moderator.

#41	Pain and pleasure of being physically attractive	Author(s): Bhawana Maheshwari
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#70	Addressing 'disableism' for effective interventions at work	Author(s): Dr. Preeti Rawat and Shreeja Menon
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The study explores the prevalence of prejudice of 'disableism', which is deep-seated in society and hinders the full inclusion of persons with disabilities. The study was carried out in two parts. In part 1, the scale of disableism was constructed, and in part 2, the scale was used to study the prevalence of disableism among employees who had some form of disability and normal employees (having no disability). The study makes a significant contribution to disability research, first by constructing a scale on attitude towards disableism and second by highlighting that though organizations are taking multiple steps to mitigate disability conditions in the workplace, the prejudice of 'disableism' is not addressed. Therefore, Persons with disabilities (PwD) internalize the disableism prejudice and continue to feel that they are sub-par with the normal (non-disabled) employees. The study makes significant contributions to the field of work and disableism.

#99	Alternative Explanations of Neglect and Prohibitive Voice of Academics: Meaning and GAGA	Author(s): Gurvinder Kaur, Ashish Malik, Surender Munjal
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#144	Towards Employee-Centric Gig Employment: Charting the Path for Real Autonomy and Flexibility	Author(s): Bhumika Ray, Digvijay Singh Bizalwan, Mohit Verma and Nikshit Gautam
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Gig employment, with its characteristics of autonomy and flexibility, has raised various opportunities, attracting gig employees from across the globe. However, our review pinpoints that the perception of providing autonomy and flexibility is far from the reality. It varies according to the various gig work context, the legal and policy environment, and technological advancements. As a result, we developed a framework, understanding the interplay of these factors to sustain this alternative work arrangement. Hence, to ensure employees centrality in gig employment, there is a need for future research and policy development that considers the promise of providing autonomy and flexibility in reality.

SESSION ID C-1.2
11TH January 2024
10:30 AM TO 12:30 PM
Venue: ABE CR 4

#133	Diversity Management Practices at Lemon Tree Hotels : A Resource Based View	Author(s): Arindam Bhattacharjee
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The United Nations Sustainable Development Goals (SDGs) include persons with disabilities (PwDs) in several objectives, including decent work and economic development. Regrettably, the socio-economic metrics of PwDs continue to fall behind those of the non-disabled population. As employment is central to one's financial and psychological well-being, organisations can play a significant role in removing obstacles that hinder the full and productive participation of PwDs in the workforce. In this paper, we draw upon the resource-based view of the firm to investigate the diversity management practices of Lemon Tree Hotels (LTH), an organisation that has been recognised nationally and internationally for its efforts in providing inclusive opportunities for PwDs. Based on a qualitative deductive approach, our findings suggest that PwDs are a strategic source of human capital for LTH, leading to enhanced organisational reputation, customer feedback, lower attrition, and increased employee satisfaction.

#152	Role of green skills on employee's environment-oriented behavior and performance.	Author(s): Himujal Kumar Roy and Dr. Sumant Kumar Bishwas
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#198	Overqualified talent in the workplace: a comprehensive review	Author(s): Muskaan Viridi and Nishant Uppal
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Employee overqualification denotes underemployment, where employees possess more education, skills and abilities than the job requires. Despite being a widely observed phenomenon, the field lacks comprehensive reviews synthesizing all its dimensions with major existing review studies focusing on one or a few chosen dimensions, primarily perceived overqualification. Aiming to address this gap and to scientifically review the field, a bibliometric analysis of the research on employee overqualification has been conducted in this paper. For the study, 610 overqualification articles were analyzed using citation and co-citation analyses, followed by the formation of meaningful clusters. By uncovering the topic's core intellectual structure, recognizing patterns and providing

directions for further research after a comprehensive synthesis of past literature, this paper adds value to the field of employee overqualification.

#360	Unraveling the effects of paradoxical leader behaviors on knowledge hiding: a time-lagged study	Author(s): Priyam Kukreja and Jatin Pandey
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This study examines the relationship between paradoxical leader behaviors and employees' knowledge-hiding behavior. The findings from the data of 221 employees employed in the hospitality sector reveal that paradoxical leader behaviors negatively impact employees' tendency to hide knowledge, which is mediated by psychological safety. Moreover, the study uncovers that the impact of paradoxical leader behaviors on knowledge-hiding behavior is further amplified in the presence of transformational leadership. Consequently, this research contributes to the extant literature on paradoxical leader behaviors by providing insights into their implications for inhibiting undesirable employee outcomes. The study concludes by discussing several managerial implications for hospitality leaders, supervisors, and researchers, offering practical guidance for effectively managing knowledge management dynamics within organizations operating in the hospitality sector.

#227	Work-family enrichment and Indian social workers: An unexplored domain	Author(s): Dr. Mansi Rastogi, Akanksha Joshi, Dr. Aakanksha Kataria and Dr. Rupashree Baral
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The study aims to investigate the factors that contribute to work-family enrichment (WFE) among social workers, acknowledging their critical role in improving the quality of life for individuals and families facing challenging circumstances. Previous research have predominantly focused on work- family conflict (WFC), highlighting the inherent challenges social workers face due to the nature of their profession. However, understanding the positive interdependencies between the work and family domains, as indicated by WFE, is equally crucial for generating positive outcomes such as family satisfaction, life satisfaction, career satisfaction, and job performance. This study seeks to uncover the mechanisms that lead to WFE among social workers, shedding light on the factors that enhance the quality of both their work and family lives.

#301	Unlocking the digital equation: ict use, work-life conflict, and the moderating role of psychological detachment in shaping life and job satisfaction	Author(s): Munmun Goswami
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This study explores the linking mechanisms and conditional processes underlying the relationship between ICT usage, work-to-life conflict and overall satisfaction (life, job), and the moderating role of psychological detachment on the above. Based on the conservation of resources theory and the transactional model of stress and coping, we hypothesized that excessive ICT usage is a resource-consuming activity that increases work-to-life conflict, which in turn, decreases life satisfaction and job satisfaction. We further explore the role of psychological detachment as a coping resource, which serves

as a mechanism through which individuals cope with the stress of work-to-life conflict, by allowing individuals to disengage from work-related stressors (ICT usage for work purposes during non-work hours). Data obtained from 201 Indian adults working in ITES companies partially supported our model. Data was collected in a time lagged manner (multi-phased survey). The theoretical and practical implications of our study are also discussed.

#313	Impact of social feedback on work centrality: the case of public sector bank employees in india	Author(s): Anuradha M V
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#317	“I know it’s abusive, but it’s okay”: Uncovering the interplay between abusive supervision and knowledge work among junior resident doctors	Author(s): Bhumi Trivedi
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The current study explores the phenomenon of abusive supervision among resident doctors and captures their lived experiences. Tepper (2000) stated how abusive supervision leads to intention to quit, however contradicting this, the current research shows that subordinates would rather hold on to abusive supervisors and not intend to quit. The study proposes a framework to explore contextual aspects of knowledge work that subordinates internalize, affecting how they make sense of the abuse. The study exposes structural and normative aspects of work that unearth the vulnerabilities and learned helplessness of victims, with the central focus on the excessive desire for knowledge gain from the expert supervisor. The data shows patterns of tolerance towards abusive behaviors that leads to normalizing the abuse. Following Gioia’s (1991) work on grounded theory, the study explores the idea of normalization of abusive supervision in healthcare professionals who tolerate the abuse without raising a voice or indulging in deviance or turnover intentions.

#529	Do enterprise social media is the magic bullet for work performance: role of networking and knowledge sharing	Author(s): Swati Agrawal
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Upholding congruency with social exchange theory (SET), the present work intends to study how enterprise social media (ESM) impacts employees' work performance (WP), specifically during work from anywhere which is a more sustainable employment relationship in the present scenario. Networking and knowledge sharing are mediators in the ESM and WP relationship. With the cross-sectional data of 269 respondents, this study examines the proposed hypothesis employing the PLS-SEM approach. The research findings advocate a significant association between the use of enterprise social media and work performance. In addition, the findings show significant mediating effects of networking and knowledge sharing in the relationship between the use of enterprise social media and work performance. The study provides various contextual and relevant inputs for managers to recognize the positive role of social media in improving employees' performance. The results imply that managers should encourage networking opportunities through enterprise social media and promote knowledge sharing.

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#321	Unpacking the Career Sustainability of Digital Autopreneurship: An Exploration via the Job Demands and Resources Model	Author(s): Abhyudaya Anand Mishra and Mridul Maheshwari
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Growing research at the interface of digital technology and creative work examines emerging work designs. Yet, the career of individuals attempting to establish their identities in the new world of work remains under-explored. The article addresses this gap by exploring how Digital Autopreneurs (DA) look at the sustainability of their careers in a complex mix of demands and resources. Through in-depth semi-structured interviews with 18-Youtubers, this study investigates how sustainable is DA as a career? It reveals the various demands and resources specific to the career of DAs and how it helps in evaluating the career sustainability of being a DA. This article provides the first ever nuanced view of the career of a DA and lays the foundations for further investigation into newly emerging career schemas.

#324	Not 'Fit' enough: Role of Attitude towards disabled persons on hiring decisions	Author(s): Pavni Kaushiva and Girish Balasubramanian
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Persons with Disabilities (PwDs) are amongst the largest minorities in the world, and yet they continued to be under-represented at the workplace. This study posits that a possible reason for their under-representation is because they do not get shortlisted for interviews despite being adequately qualified. Thus we probed the attitude towards persons with disabilities (ATDP) of the individuals using an experimental method and a multiwave data collection approach. In wave 1 we collected information about ATDP and in wave 2 we presented a scenario to participants for them to decide about a prospective candidate for the position of a Team Lead in a prominent hypothetical e-commerce firm. Our results indicate that there is definitely a difference in the perception of suitability and perception to call for interview the PwDs however we could not find conclusive evidence that attitudes led to this difference. We have contextualized our results adequately.

#328	Issues in Work-Family Integration: Key lever for Employee Experience	Author(s): Shubhanshi Singh, Soumya Das and Farhat Haqu
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One of the most characteristic features of remote and hybrid working is the increasing interaction between work and family spheres, otherwise known as the work-family interface. Organizational policies play an important role in shaping the work-family interface to enable employees to navigate both these spheres productively and in tandem with each other. This paper tries to build an understanding of different aspects of the

work-family interface such as role conflict and role balance and how they play a role in shaping an employee's satisfaction with his/her job outcomes as well as familial duties. This paper intends to fill that gap and model the relationship between work-family interface aspects and employee experience through the mediating role of employee satisfaction. Organizational policies developed keeping this model in mind could be a step ahead in creating a positive employee experience in the new normal of hybrid working.

#203	Elucidating the role of consumer experience in transforming modern healthcare services	Author(s): Shubham Senapati and Rajeev Kumar Panda
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Modern healthcare arena is witnessing a tectonic shift from a generic provider-dominated approach to a more consumer-centric culture. This paper examines the intricacies of health consumerism that emerge from this shift by leveraging patient experience (PX) as an antecedent of patient engagement (PG) to assess resulting satisfaction and behavioural intention (BI). A covariance-based structural equation modelling (CB-SEM) was executed on 304 patient data to empirically confirm the theoretical assertions. The key finding of this study concerns the formation of a higher-order PX factor that positively influences PG, while patient satisfaction partially mediated the relationship between PG and BI.

#382	Exploring career success of protean talented individuals	Author(s): Nishtha Roy and Rameshwar Shivadas Ture
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This study focusses on the objective of examining the association between protean career orientation and career satisfaction while considering the potential mediating role of job search self-efficacy and moderating role of gender. This investigation draws upon data collected from a sample of 152 students enrolled in Master's in Business Administration program of a top business school in India, all of whom possessed prior work experience. To analyze the relationships within this framework, regression analysis is applied and Structural Equation Modeling (SEM) is also intended to be applied. Furthermore, this research is rooted in the foundations of the Social Cognitive Career Theory, providing a theoretical basis for our study. Keywords: Protean careers, career success, contemporary careers, job search self-efficacy.

#385	Mid-career transition: An integrative model of three contemporary career models- Protean, Boundaryless and Kaleidoscope Career Model.	Author(s): Payal Mukherjee
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This paper aims to move the research field on mid-career transition field by building conceptual clarity about the meaning of mid-career and transition success. By combining existing modern career models- the Boundaryless, Protean and Kaleidoscope Career Models, I suggest a dynamic mid-career transition model which represents a comprehensive and adaptive framework for understanding the intricacies of mid-career transitions done successfully. Elaborating on the core theoretical framework of existing career models, this integrated approach has testable propositions also encourage readers to explore the role of organization support and diversity in facilitating these transitions positively. This unified framework empowers individuals to navigate diverse career

pathways, align their choices with personal values and develop crucial skills along with developing holistic well-being, resilience and lifelong learning, fostering successful outcomes. It is useful for career counsellors, coaches and HR professionals, offering a nuanced understanding of contemporary career dynamics and enabling them to provide tailored support to individuals in transition. Finally, it serves as a flexible and adaptable guide for mid-career individuals to thrive in a complex and changing workplace.

#389	Your budget speaks your psychology: examining the impact of psychological capital on people’s financial wellbeing	Author(s): Nishant Garg, Prof. Pushpendra Priyadarshi, Prof. Pankaj Kumar and Prof. Girish Balasubramanian
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In the financial landscape, the effectiveness of financial literacy interventions remains limited, prompting a crucial shift toward understanding the psychological elements influencing financial decision-making. This study comprehensively explores the relationship between Psychological Capital, Financial Well-being, and Life Satisfaction. Utilizing a cohort of 341 working professionals, we employ rigorous structural equation modeling. Our research reveals that elevated levels of PsyCap enable individuals to navigate financial challenges. Importantly, FWB emerges as a crucial mediator, linking PsyCap to Life Satisfaction through the mitigation of financial anxiety and the elevation of financial security. This study uses and extends the Conservation of Resources theory by uncovering the dynamic nature of resources and the potential for resource mediation from one resource to another. Further, Psychological Capital can be developed as compared to another personal factor that gets stable over time; hence our research offers targeted insights to enhance the efficacy of existing interventions, majorly skewed towards literacy.

#281	Process Conflicts: Investigating Defensive Communication in the Workplace	Author(s): Fatima Vapiwala, Deepika Pandita and Nil Nil
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Tensions in the workplace can have lasting effects on both employees and businesses, as the sustainability of any company rests much on the efficient operation of its human capital. As process conflict is a different and critical form of conflict, the present study recognised the need to investigate it and examine the role of defensive communication in the context of process conflicts. Data were collected from professionals employed in the tertiary sector of Mumbai and Pune cities located in India, using a cross-sectional design. Using the convenience and snowball sampling techniques, data were obtained from respondents associated with service organisations like IT, hospitality, tourism, education and telecom, among others. To analyse the data and hypothesised relationships, PLS-SEM was performed using Smart-PLS 4. The findings indicate that process conflicts result in defensive communication. However, the moderating effect of the manager’s active-empathic listening between process conflict and defensive communication was not supported.

#398	Workplace loneliness in the context of remote work – A knowledge seeker’s perspective	Author(s): Payal Anand
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This research investigates the impact and implication of perceived knowledge hiding in remote jobs from the lens of knowledge seekers using social information processing theory. A survey-based field study of 500 mid-level executives working in teams in knowledge-intensive jobs was used to test the hypothesized model of antecedents and consequence of knowledge hiding. The study examines job characteristics, i.e., perceived conflicts as antecedents and work loneliness as an outcome of perceived knowledge hiding. It further investigates the mediating role of knowledge hiding in the relationship between role and task conflicts and workplace loneliness. The results support the hypothesized framework. This study highlights the challenges knowledge-intensive jobs face in remote setups in the context of knowledge management. The study offers implications for future research and practice.

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#413	Sustainably Happy: Exploring Strategies for Enhancing Happiness among Employees	Author(s): Alka Kumari and Dr. Manvendra Pratap Singh
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The Indian manufacturing sector is facing challenges like job stress and depression, prompting increased focus on social sustainability and employee well-being. However, research on how these strategies affect employee happiness and satisfaction is limited. This study aims to identify and rank sustainable development strategies enhancing employee well-being and satisfaction. The study uses a triangulation method and a hybrid approach, combining Fuzzy Delphi, Fuzzy Analytic Hierarchy Process, and sensitivity analysis, to validate research findings on social sustainability strategies. This comprehensive methodology ensures precision, reliability, and robustness in identifying and prioritizing key strategies. This study has identified eight critical strategies, with "enhancing employee well-being," "fostering diversity, equity, and inclusion" and "equipping leaders with empathy" emerging as the most pivotal element in achieving people sustainability. The research findings offer valuable managerial insights aimed at integrating employee well-being-focused initiatives into organizational operations. These insights can help organizations establish a resilient foundation for market dynamics.

#430	Leadership theories & styles for millennial workforce in india: literatute review	Author(s): Amit Sharma and Prof. Dinesh K. Srivastava
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The modern workforce is made up of people from several generations, including baby boomers, Generation X, Millennials (Generation Y), and the upcoming Generation Z. Each generation brings its own set of beliefs, work ethics, priorities, and personal approaches to organizations and leaders, offering new problems. As baby boomers retires,

millennials are the significant part of the workforce. Understanding their work patterns and picking appropriate leadership styles or management theories are critical for good management. This review study looks at leadership ideas and how they apply to millennials in Indian organizations. According to the literature, transformative, democratic, and empowering leadership styles are the most effective in the Indian context.

#434	Inclusive Leadership and Employee Voice Behaviour: Role of Perceived Inclusion and Trust in Leader	Author(s): Dr. Itinpreet Kaur and Dr. Akanksha Jaiswal
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The present study aims to examine the impact of inclusive leadership on employee voice behaviour by exploring the roles of perceived inclusion and employee trust in leader. Data were collected from 403 full-time employees working in IT companies in India through a structured survey questionnaire. The proposed moderated-mediation model was tested using the PROCESS macro. While perceived inclusion was found to be a significant mediator between inclusive leadership and employee voice behaviour, trust in leader played a moderating role in the inclusion-voice relationship. Moderated-mediation results revealed that the indirect effect of inclusive leadership on voice behaviour via perceived inclusion was not significant when trust in leader was high, but it was weak when trust was low. We highlight some implications of the study and directions for future research.

#448	Crafting Meaningful Work: Enhancing Doctors' Job Embeddedness in the Age of the Great Resignation and Great Layoff	Author(s): Saswati Tripathy, Mousumi Padhi and Shubhra Pattnaik
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This study explores how job crafting can enhance doctors' job embeddedness through meaningful work. Examining the experiences of 487 doctors, the study shows that doctors can proactively shape their roles and find meaning through job crafting. The combined effects of task crafting, relational crafting, and cognitive crafting result in meaningful work experiences, enhancing job satisfaction, engagement, and commitment. This benefits healthcare teams and patient care while ensuring doctors remain in their roles.

#484	Signaling Theory in Diversity Management: A Systematic Literature Review	Author(s): Arindam Bhattacharjee
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Diversity management is a strategic approach organisations undertake to unlock the potential benefits of a diverse workforce. Signalling theory, a framework designed to reduce information asymmetry between parties, offers a valuable lens through which to examine the impact of diversity signals on organisational outcomes. This paper presents a systematic review of the existing literature on signalling theory within the context of diversity management. Utilising the Web of Science database, our study includes N = 31 empirical peer-reviewed articles. We categorise our findings into two distinct facets of diversity management: diversity recruitment and valuing diversity within organisations. Through this review, we provide a comprehensive overview of the current state of research in this domain. Additionally, we identify promising directions for future

research, thus contributing to the advancement of knowledge in the field of diversity management and signalling theory.

#491	A Conceptual Framework of Constructive Deviance Behavior	Author(s): Trishul Konaentey, Abhinav
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#516	Employee Well-Being in Hybrid and Remote Workplaces	Author(s): Swati Suravi
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Employee well-being must be a crucial part of any workplace. The hybrid and remote work models have brought about significant permanent changes in several organizations in the post-pandemic era. There are several differences pertaining to employee well-being in remote and hybrid workplaces compared to physical workplaces. However, little research has been done to understand the unique aspects of employee well-being in the new digitalized work context. This paper builds on an earlier model to explain certain new and unique elements of employee well-being associated with remote and hybrid work models. Further, the paper explores employee well-being in remote and hybrid work considering two emerging HRM practices: 1) Mindfulness and Workplace Spirituality and 2) Sustainable and Green HRM. The paper investigates higher-level abstractions associated with employee well-being in hybrid and remote work, such as relational bonding, the feeling of belongingness, the richness of communication media, and mixed effects on women.

#521	Mediating Role of Work Place Isolation on the Relationship between Perceived Proximity and Social Identity in the Context of Virtual Work Environments	Author(s): Anupama Tyagi and Anil Kumar Bhat
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This study explores the complex relationships between perceived proximity, workplace isolation, and social identity in the context of distant work situations. We examine the opinions and experiences of people working remotely by using a large dataset and a mixed-methods methodology. Employees frequently report feeling very close to their co-workers, but they also frequently report feeling very alone at work. We find a significant inverse relationship between workplace isolation and social identification suggesting that social identity tends to decrease as isolation levels rise. On the other hand, there is a weaker correlation between perceived proximity and social identity. Which indicates that workplace isolation mediates the relationship between perceived proximity and social identity. These findings carry significant implications for organizations, managers, and policymakers who aim to improve the cohesiveness and well-being of remote workers. Additionally, the study indicates interesting directions for further research on interventions, cross-cultural effects, longitudinal patterns, qualitative findings, and policy implications related to remote employment.

#207	Unraveling the interplay of workplace ostracism in the organizational political context: a conceptual framework examining the impact on perception of intent, anger and knowledge hiding behaviour	Author(s): Surumi Muhammad and Dr. Devi Soumyaja
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This paper introduces a conceptual framework for studying the relationship between workplace ostracism and employees' knowledge-hiding behaviors. Based on the Transactional attribution model, we suggest that employees are more likely to attribute malicious intent to workplace ostracism when it occurs within an organization political context. Based on the support of pertinent literature, we further propose that the perception of intent triggers emotional reactions, such as anger. The study contends that anger is crucial in driving knowledge-hiding behaviors, especially when an employee feels ostracized in a political context. Further, our research provides conceptual evidence for a serial mediation effect between perceived intent and anger in the relationship between workplace ostracism and knowledge hiding. We hope this study will enhance our understanding of how employees assess ostracism and how their emotional and behavioural reactions are affected, offering a new perspective on the influence of emotion and attribution processes on behaviour

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#559	Creating a culture of caring and accountability in remote work	Author(s): Ankur Jain and Palak Ahuja
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While the idea of remote work is not new, the COVID-19 pandemic and technological advancement have accelerated its uptake to an unprecedented scale. Organizations and managers have been compelled by this change to reconsider their conventional approaches to work. Some organizations are still hesitant to fully embrace remote work despite the apparent advantages it provides. This reluctance is caused by a range of concerns such as employee accountability, isolation, lack of collaboration, and learning that are better taken care of in physical office settings. Through this research, we explored how organizations can facilitate remote at scale by doing an in-depth case study of REMOT, an organization that decided to operate completely remotely post-COVID. Data was primarily collected through qualitative semi-structured interviews. Data triangulation was done through attending meetings, and perusing company memos, documents, yearly reports, business reports, and the yearbook. Our findings indicate that remote at scale necessitates a culture of both caring and accountability. While the two may appear to be opposing forces, they are crucial for creating an effective remote work environment. The thematic analysis of data indicates that REMOT adopted the following organizational practices to facilitate remote at scale: having and communicating high expectations, instituting diagnostic mechanisms with a focus on self- governance, leveraging remote, and driving ownership through authenticity. Finally, we present theoretical contributions and practical implications of the study.

#568	Adapting Workplace Creativity Scale: A 4-Step Protocol by Ambuehl and Inauen	Author(s): Madhura Hate and Satishchandra Kumar
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In expecting creativity from employees, organisations need to first assess their capability to foster creativity (Amabile, 1996) - a field that remains nascent in India, especially the Indian banking context. The present study adopted the 4-step protocol by Ambuehl and Inauen (2022) to adapt a work environment for creativity scale (Azeem et al., 2019) for the Indian banking sector. With a Cronbach's alpha of 0.88, the adapted scale is a robust measure and provides a stepping stone for further research into organisational initiatives for tackling the very present challenge of managing and encouraging creativity. Details of the adapted measure as well as the procedure are discussed.

#584	Employee Well-being: Antecedents, Moderators, Mediators, Consequences and Future Prospects	Author(s): Apoorva Pandey and Mridul Maheshwari
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Employee wellbeing is a vital concern, significantly influencing individual performance, organizational success, and societal welfare. Prior research has uncovered various facets of employee wellbeing, focussing on its antecedents, outcomes as well as the mediating and moderating mechanisms of such relationships. However, a structured and comprehensive understanding of these pathways is missing in literature. In an attempt to fill this gap, this article integrates existing knowledge of employee wellbeing, offering a comprehensive understanding of the antecedents, moderators, mediators, and measurement scales. By doing this, it advances a more thorough comprehension of this multifaceted construct and provides insightful knowledge to academics and organizations looking to improve employee well-being and its effects on employee productivity and business performance. Avenues for future research and implications for research and practice are discussed.

#587	Gen Z in the Workplace: Exploring the Impact of Employee Voice on Work Engagement	Author(s): Himani Choudhary and Deepika Pandita
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This research paper delves into the intricate interplay among employee voice, work engagement, and the moderating influence of psychological safety, with a specific emphasis on Gen Z employees. As the workplace landscape adapts to accommodate the emergence of GenZ, a generation distinguished by its distinctive values and expectations, understanding the factors that shape their work engagement becomes of utmost importance. At the core of this study lies a conceptual model that unveils the complexities inherent in these relationships. The linchpin of this model is the independent variable, labelled as Employee Voice. The dependent variable, Gen Z Work Engagement, encapsulates the overall work engagement experienced by Gen Z employees and encompasses three fundamental dimensions: Absorption, Dedication, and Vigor. The conceptual model introduces Psychological Safety as a moderator. This comprehension is vital for organizations aiming to optimize workforce engagement and productivity. Notably, a significant segment of Gen Z has embarked on their careers during the pandemic and the prevalence of hybrid work arrangements, making the quality of their interactions with their superiors a pivotal determinant of job satisfaction and engagement.

#589	Thriving together: a comprehensive review of employee engagement in the post-covid era	Author(s): Nikshit Gautam, Bhumika Ray and Mohit Verma
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The COVID-19 pandemic has significantly impacted employee engagement. Workers have suffered unfavorable consequences due to the current shifting job environment. The paper aims to uncover the essential antecedents of employee engagement in the contemporary context. It also considers the unusual scenario that impacts workers from all industries worldwide. The antecedents of employee involvement during COVID-19 are identified through the literature study. The six antecedents identified of employee engagement in the current situation of COVID- 19 are; (1) Job and family conflict; (2) Supervisor support; (3) Turnover Intention; (4) Stress; and (5) Skill development; (6) Internal Communication. Organizations had already recognized this need before the pandemic, but it is now seen as a critical tool for their staff. According to the study, catering to employees' mental and physical requirements during COVID-19 will likely increase employee engagement. Employers are encouraged to demonstrate that good working conditions are linked to employee engagement as a fresh novelty.

#605	Interplay between Managerial Gender Roles and Social Styles in Remote Work Models: An Extensive Examination of Factors Influencing Employee Voice and Engagement	Author(s): Sagar Pujari, Dr. Shilpee A. Dasgupta and Shubh Majumdarr
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Based on the foundations of femininity-masculinity and assertiveness-responsiveness, the present research through a three-wave survey design collected responses from middle-level professionals working in a large size IT organisation operating in a fully remote work model. The research draws association between gender roles and social styles, and further examines the level of employee voice and engagement across the categories of gender roles and social styles of the managers. The research findings showcase gender role and social styles as interlinked, as managers with masculine gender roles are more likely to demonstrate driver social style than any other social style. Similarly, managers with undifferentiated gender roles are more likely to demonstrate analytical social style. The study presents important managerial and theoretical implications as well.

#286	Barriers faced by women academicians: a Micmac analysis	Author(s): Deepika Dixit, Anuja Agarwal and Jaya Ahuja
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In academia, where teaching and research are paramount, higher education institutions (HEIs) face evolving challenges. HEIs rely on the satisfaction and growth of academic staff and students' performance. HEIs must establish policies promoting fairness, structured guidelines, flexibility, and recognition to support academics. Academic roles encompass teaching, research, and administrative duties, evaluated for contributions to education and societal progress. The academic landscape is transforming due to global competition and technological advances. Persistent constraints like limited autonomy, minimal social interaction, and value mismatches affect academic development. Gender disparities

present substantial hurdles in academic careers, particularly at senior levels. This study evaluates these barriers' strategic, performance, and operational significance, shedding light on their nuanced influence and offering a basis for targeted interventions to foster a more equitable academic landscape. We found that barriers like Work Autonomy, Leadership, and Growth Opportunities wield significant influence on the long-term prospects of women in academia, highlighting their strategic importance. HR Policies, Rewards and Recognition, Low Flexibility, Masculine Work Culture, and Gender Stereotypes are identified as factors with performance significance. Meanwhile, Work Stress, Working Conditions, Work-Family Spill over, and Lack of Mentoring are seen as operational concerns for women academicians. This approach will help to eliminate the barrier systematically by prioritizing barriers.

#524	Sustaining employee engagement - an in-depth exploration of organizational culture dynamics in cross-border mergers and acquisitions	Author(s): Avni Jagdishwala, Dr Sayantan Khanra and Dr Sangeeta Wats
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Purpose – The academic investigation of the global elements and intricacies related to cross-border mergers and acquisitions has significantly expanded alongside the growing frequency of these transactions in recent decades. Research in this field consistently acknowledges the significance of cultural disparities. However, there is an ongoing discussion with varying perspectives on whether these differences yield positive or negative effects on employee engagement. Several studies have investigated how employee engagement influences and benefits organizational outcomes including high performance, strong customer loyalty, low turnover, and low absenteeism; however, there is a paucity of research that examines its role as an antecedent to cross-border integration outcomes. Hence, this study investigates the impact of cross-border mergers and acquisitions (CBMA) on employee work engagement.

#539	Unraveling the I-deals puzzle: the impact on turnover intention, and the mediated moderation effect of continuance commitment and LMX	Author(s)- Harini Muralidharan and Nalinakshya Panda
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In the ever-evolving job market, talent engagement strategies are crucial for both attracting and retaining employees. This study specifically focuses on Idiosyncratic Deals (I-deals), which are tailored to provide extrinsic motivation to both potential and current employees. To address turnover intentions, organizations should customize employment terms to meet individual expectations and uphold the psychological contract. Our findings highlight the moderating role of continuance commitment (CC), stressing the need for nurturing organizational commitment to reduce turnover intentions. Importantly, Leader-Member Exchange (LMX) also plays a moderating role, mitigating the negative effects of unmet expectations and turnover intentions resulting from idiosyncratic deals when employees experience strong LMX. This underscores the value of robust social support structures within organizations, offering practical ways to minimize turnover intentions. By examining the intricate interplay of idiosyncratic deals, continuance commitment, and LMX, this study extends Psychological Contract Theory and provides actionable insights for organizations seeking to enhance employee retention in a rapidly changing job market.

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#646	Navigating the Gig Economy- An Exploratory Study	Author(s): Raavi Masta and Pavni Kaushiva
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Gig workers not only face challenges like remaining financially viable, dealing with an uncertain career path, and coping with relational and emotional turbulences but also have to craft a clear work identity. This is made difficult because of high pressure to sell themselves, lack of clear anchors for a sense of self with respect to their work and lack of identity affirming organizational communities. Because of changing contexts even within the gig workforce, different populations would vie with identity in different ways. We focus on drivers and delivery partners who form a major segment of gig workers in India. They are supervised with the help of technology, depend on ratings provided by customers, bear economic, social, health, road-related risks and face higher anxiety levels, powerlessness and isolation. We conduct an exploratory study using narrative analysis to explain how they make sense of their experiences by constructing stories and creating a coherent work self within the ambiguous and unstable context they work in.

#46	C. (Don't) Show and Tell: Perceived Salience of Financial Incentives and its Undermining Effect	Author(s): Manish Saini, Aashima Gaba and Abhishek Sonavane
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How incentives are presented can shape their effects on basic psychological needs and intrinsic motivation. Guided by self-determination theory, this study investigates the relationship between perceived incentive salience and intrinsic motivation by focusing on the moderating role of task heuristic and the mediating role of psychological need frustration. Utilizing a repeated measure two-wave design in a field study (n = 169), we found support for the hypothesized relationship. Specifically, perceived incentive salience was negatively related to intrinsic motivation in high heuristic tasks and but his relationship turned positive in low heuristic tasks. Furthermore, psychological need frustration mediated this relationship. In sum, the findings demonstrated that task heuristic and psychological need frustration represent key mechanisms in determining how perceived incentive salience is associated with intrinsic motivation. We discuss the implications of the findings for future research on perceived incentive salience and intrinsic motivation.

#104	Fear is the enemy: A study of job constraints, fear of change and knowledge hiding	Author(s): Manish Kumar, Jayesh Pandey and Shailendra Singh
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Job constraints at workplace result in individuals facing difficult and anxious situations. Anxiety driven by unpredictability and volatility at the job leads individuals to engage in conserving and hiding their knowledge. This study examines the impact of job constraints and adaptability on fear of change and knowledge hiding. The study employs survey-based quantitative method using PLS-SEM. Responses from 154 pairs of subordinates and supervisors have been analysed in SmartPLS 3.0. Recommended robustness checks have been conducted before hypotheses testing via bootstrapping. The results indicate that fear of change fully mediates the effect of job constraints on knowledge hiding dimensions i.e., rationalized hiding, playing dumb and evasive hiding. Training & learning adaptability weakens the effect of fear of change on playing dumb and evasive hiding. Interpersonal adaptability strengthens the effect of fear of change on rationalized hiding. Implications for theory and practice have been suggested along with future research directions.

#115	Role of Perception in Evoking Silence from Unethical Pro-Organizational Behavior Observers – A People Centric Investigation	Author(s): Vivek Mishra and Nishant Uppal
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Using moral foundation theory (MFT), we propose that observers' acceptance of UPB would be as per their preference between loyalty and fairness values. Further, we argue that observers' own acceptance would shape their perception of peers' UPB acceptance and in turn would shape their pro-organizational and quiescence silence. We tested our hypotheses using two-phased vignette-based field surveys where data was collected from 292 working individuals from the USA. We found that observers' relative preference of loyalty over fairness moderates personal UPB acceptance. Also, it affects their perception of peers' UPB acceptance. Loyalty (fairness) preferring observers would have false consensus (Uniqueness) bias. We also demonstrated that loyalty-preferring observers are likelier to maintain pro-organizational silence whereas fairness preferring observers are likelier to maintain quiescence silence. We offer a mechanism showcasing how the organizational members' individual preferences affect their perception which drive their silence to UPB.

#192	Navigating incivility in the gig economy: demystifying the consequences of incivility from customers' perspective	Author(s): Charu Attri, Kriti Gupta and Tanvika Kalra
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Recent studies highlight the negative impact of customer mistreatment on gig workers. However, the influence of gig workers' uncivil behavior on customers' experiences is yet to be explored. This study uses a survey approach to explore how customers react to gig workers' uncivil acts and primarily focuses on their revenge behavior. We also examine the role a negative effect, system quality, and user satisfaction. Due to the direct interaction with the workers, data from 119 customers who have used on-demand gig platforms was collected. The results suggest that a desire for revenge in the customers was evoked upon experiencing negative emotions after being subjected to gig worker

incivility. The importance of including customer perspective on gig worker incivility and other implications are discussed.

#272	Loneliness and deviant work behavior while working remotely: the mediating and moderating role of emotional exhaustion and occupational self-efficacy	Author(s): Sudhanshu Maheshwari, Ashneet Kaur and Arup Varma
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Workplace loneliness stands as a pressing organizational dilemma with far-reaching ramifications for both enterprises and their workforce. Despite its pervasive influence, scholarly exploration of this phenomenon and its consequential effects remains conspicuously sparse. Addressing this scholarly void, our investigation pivots to the timely and relevant context of home-based telework. Utilizing time-lagged data gleaned from 212 teleworkers, our findings reveal the intermediating function of emotional exhaustion as a bridge linking workplace loneliness to counterproductive work behaviors. Intriguingly, we also probe the interaction between emotional exhaustion and counterproductive work behavior across various levels of occupational self-efficacy. Counterintuitively, our results demonstrate that the detriments of emotional exhaustion on counterproductive work behavior intensify for employees with elevated levels of occupational self-efficacy. Our study thus offers critical insights that enrich both theoretical discourse and practical application.

#276	Key aspects of managerial roles at different levels for managing innovation in an organization	Author(s): Neeraj Kumar Kesharbani and Manash Jyoti Borah
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Following the notion of reconciliation of theory and practice, this study highlights the understudied and irrefutable importance of managers in managing the organization's innovations comprehensively. We followed a comparative research approach for various learnings and insights on managing innovation activities from academics' and practitioners' perspectives. With further analysis using the analytic induction method, we generated a data structure representing the findings as key managerial roles at different levels. Based on these roles, we derived a simple guiding tool, the "LEADERSHIP," to represent a means to retain and revisit the vital requirements of managing innovations. The guiding tool suggests various implications and offers prospective works both in academia and practice.

**SESSION ID D-3
12TH January 2024
2:30 PM TO 4:30 PM
Venue: NAB LAB 2**

#43	Casteism And Career Change in India: A Gender-Based Explanation of Retention	Author(s): Dina Banerjee, Nazia Zabin Memon and Alka Sharma
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Purpose- "Dalits" are a historically marginalized caste-group in India. In this study we examine the impact that the institution of caste has on career change. Focusing on the

shift from science, technology, engineering, and mathematics (STEM) to non-STEM careers, we ask why do members of the Dalit communities in India leave their STEM careers? To present a comprehensive understanding of this career change, we also examine the factors that facilitate their retention in the STEM careers. Methodology- Deriving data from in-depth interviews with 42 STEM scholars from the Dalit communities in India, we illustrate their organizational experiences that are based on casteism. Qualitative data analyses were done using the grounded theory method. Findings- Results suggest that while caste operates invisibly to drive away Dalit scholars from their STEM careers, doing gender plays an important role in their retention within the same careers.

#183	From Devotion to Dedication: Exploring the Bhakti Roots of Servant Leadership	Author(s): Ajinkya Navare , Arpana Rai
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This paper examines the idea of servant leadership by considering Bhakti Yoga, a significant tradition in Indian philosophy. Servant leadership is a leadership style that focuses on service, ethics, and the development of subordinates, drawing inspiration from the Judeo- Christian ethos. The Bhakti tradition, emphasizing selfless devotion to the divine, strongly aligns with the principles of servant leadership. This study aims to identify the key elements of servant leadership, which include the individual's self-perception as a servant, their motivation for serving others, and the characteristics associated with being a servant leader. Through an exploration of Bhakti Yoga and the influential figure of Hanumāna, we explore how Bhakti Yoga can enhance our comprehension of servant leadership. The paper concludes by emphasizing the importance of exploring additional Vedantic texts and traditions to comprehensively understand servant leadership from a Bhakti perspective.

#241	The Bhagavad-Gita and ESG/CSR Implementation: A Philosophical and Functional Model for Firm Financial Success	Author(s): Kishan Kumar Goel, Ritu Sapra and Rishi Raj Sharma
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In light of the growing relevance and attention to ESG/CSR issues, the implementation of sustainability strategies is central to firm success. However, many organizations lack formal systems and structures for this and academic research on ESG/CSR implementation is scarce. This study takes inspiration from the ancient Hindu scripture the Bhagavad-Gita and suggests various practical solutions with the aim of developing an integrative, coherent, and systematic process for the effective implementation of ESG/CSR. To develop the philosophically grounded three-function model, the study dwells upon past literature and explains implications for firm financial success. This study is a unique attempt to enhance practitioners' understanding of ESG/CSR implementation while also furthering the research agenda in the relatively ignored area of ancient wisdom.

#345	Promoting Ethical Work Behaviour through Meaningful Work and Mindfulness: A study of Emerging Market	Author(s): Nishant Singh, Umesh Bamel, Happy Paul and Vijay Pereira
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This study investigates how mindfulness and the perception of meaningful work influence ethical work behavior, with a particular focus on the role of psychological capital as a mediating factor. To explore this connection, we employed a cross-sectional research approach, gathering data from 208 employees within Indian organizations. The relationship between these key variables was assessed using hierarchical regression analysis. The results indicate that psychological capital serves as a complete mediator in the relationship between meaningful work and ethical work behavior, while it only partially mediates the connection between mindfulness and ethical work behavior. In sum, this study contributes valuable insights to the fields of human psychology and positive organizational behavior. Furthermore, it offers practical implications for HR practitioners dealing with ethical work behavior issues within their organizations.

#348	Kṛtajñatā – Rediscovering gratitude through Indian wisdom	Author(s): Anindita Banerjee, Ajinkya Navare and Hemangi Bhalerao
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The study examines gratitude from an Indian traditional wisdom, specifically delving into the notion of Kṛtajñatā (a Sanskrit term for gratitude). The study of gratitude is predominantly approached from a Western perspective, nevertheless, indigenous research has the capacity to introduce novel concepts and enrich comprehension of many phenomena. The primary aim of this work is to explore Kṛtajñatā and provide a culturally nuanced comprehension of gratitude from the Indian Worldview. This technique yields a comprehensive cultural comprehension of the study under investigation.

#388	Assessing the relationship between perceived organizational support, cross-cultural adjustment and job performance: A moderating role of open-mindedness	Author(s): Dr. Ritika Singh, Dr. Vishal Gupta and Dr. Hardik Shah
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Although migration is conventionally examined within the framework of international movements, our paper posits that the notion of migration is prevalent even within large nations like India. This internal migration trend has elevated the level of interaction among individuals hailing from various cultural backgrounds. As a result, there is a need to understand the elements that have the ability to influence the degree of cross-cultural adjustment among employees. The purpose of this study is to look at the effect of perceived organizational support on cross-cultural adjustment. In this context, the investigation has explored its results within the pharmaceutical and IT sectors, which are two industries characterized by a high prevalence of cross-cultural migration. This is a cross-sectional study and the data was collected from 415 employees. It has also been discovered that perceived organizational support has a favorable influence on employees' cross-cultural adjustment, and cross-cultural adjustment has a beneficial impact on job performance.

#431	Dharma framework for decision making and governance	Author(s): Satyendra Nath Mishra
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The author proposes the Dharma Framework for Decision-making and Governance to address the existing grand challenges the world is facing. This Dharma conceptualisation put nature at core of decision making. Human agent following the Samanya Dharma (सामान्य धम्म), Visesa Dharma (विशेष धम्म) and Svadharmā (स्वधम्म), in this order, as principles of decision making, complements the functioning of human created agencies, namely, community, state, and market. The principal of complementarity in Dharma framework, as practiced in Bharat, originates by taking original position of diversity of nature as core, followed by plurality in social arrangements. For policy makers, this theorisation has direct implication by having better engagement with community, less friction with market actors and effective implementation by state, for achieving earth wellbeing in general and anthropogenic welfare.

#446	A holistic approach to understand the impact of yoga on rational decision-making style	Author(s): Soumya Dutta and Ashish Pandey
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How do humans decide anything? It is an essential question in the behavioural management domain. In the corporate setup, adapting rational decision-making style effectively is not an easy task. Little research has investigated how to increase the ability to Rational decision making. To address this need, we propose that Yoga based practices (YBP) can enhance rational decision-making style (RDMS) by enhancing equanimity (EQM) and emotional awareness (EA). We report two studies respectively to examine this hypothesis. In Study 1, a survey-based study, we examine the impact of equanimity (EQM) on rational decision-making style (RDMS) mediated by emotional awareness (EA). The results supported the hypothesised model. In study 2, we examine the impact of YBP on equanimity, using pre-post experiment design. The findings of study 2 suggest that YBP enhanced equanimity and that YBP are effective, efficient, and sustainable training tools for developing rational decision-making style among management students. We discuss the importance and implications of this finding for the field of Management, Spirituality and religion research, organisations and management education. We consider the study's limitations and propose future research directions.

SESSION ID D-4
13TH January 2024
9:30 AM TO 11:30 AM
Venue: NAB LAB 2

#463	The role of mimetic isomorphism in sustainability reporting practices - a Study of Indian major market players	Author(s): Apoorv Arora and Brindha S
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We explore sustainability reporting through the lens of institutional theory. In this paper, we analyse the sustainability reporting practices of major sectors in India. We posit that there exists a mimetic isomorphism in reporting practices, which is not just limited to

mimicking the other firms. The literature generally shows that firms try to mimic the market leaders or major players. We explore if the market leaders mimic the Government in reporting in order to be more credible. Through an interesting methodology, we compare and contrast the reporting practices of sectors across four years. We find support for the existence of mimetic isomorphism and also the roles of coercive and normative isomorphism. By pointing out the nuances in the context, we are able to delineate the types of isomorphism and time lag in the alignment.

#487	Circadian Realities and Sleep Dynamics: An In-Depth Analysis of Sleep Patterns Among Rotating Shift Workers and Implications for Workforce Well-being	Author(s): Sasmita Palo, and Moitrayee Das
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Shift work constitutes a prevalent work arrangement in various industries, necessitating employees to undertake work duties during morning, afternoon, and night shifts. This study delves into the intricate facets of sleep patterns, sleep quality, sleep hygiene, and the associated risk of sleep apnea within the milieu of shift workers in a manufacturing establishment in Mumbai. This inquiry unfolds across two phases, comprising 30 in Phase 1 and 278 shift workers in Phase 2 as research subjects. The empirical investigation leverages the deployment of sophisticated monitoring instruments, namely Actigraphy and Fitbit devices, in conjunction with conventional sleep diaries and self-reported measures. The study underscores higher normal daytime sleepiness—discernible across all the shift categories, albeit no indicative alarm is associated with poor sleep quality. Significantly, the observance of sleep hygiene practices among the participants inclines toward a moderate rating, thereby signposting an exigency for amelioration. Importantly, the research lends credence to the proposition that the risk of sleep apnea is ostensibly minimal among participants. These seminal findings from the research precipitate reverberations across a multifaceted spectrum encompassing the precincts of employee health, scheduling dynamics, and the advocacy to foster improved sleep hygiene practices.

#492	A Moderated Mediation Model: Exploring Wellbeing through Job Crafting and Meaningful Work to Promote Sustainability in the Backdrop of Indian Ancient Wisdom	Author(s): Dr. Mitashree Tripathy, Saswati Tripathy and Itishree Mishra
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Today, the nature of an ever-competitive business environment has become both dynamic and an essential characteristic of globalisation. Constant shift in processes, communication and interdependence, indeed, sustainability in the functioning of any organisation has become an ever-augmenting trend. Organisations although adopt several practices to achieve sustainability, the question is do they truly, achieve sustainability? Studies claim sustainability at workplaces entails in reducing company's ecological footprint, conserving natural resources and taking care of the employees. Surprisingly, in comparison to the former two, the later has been highly ignored. The modus operandi towards achieving productivity and performance may have been successful but the wellbeing of the employees in the organisations is still at stake. Many organisations around the world have implemented wellness programs for the well-being of their employees, however, whether every individual is benefitted through such

programs is still a concern. One may assume that such programs do not serve any meaning specifically towards individual level development. Few studies also state that an employee's well-being is always an outcome of job crafting and as an outcome variable, well-being leads to organisational excellence. However, the current study argues that well-being acts as a mediator between job crafting and sustainability. If employees get motivated to do beyond their job roles through job crafting, a lot of meaning can be derived out of their work leading to high performance and a sustainable environment and if well-being acts as a mediator between the two constructs, achieving sustainability will be faster and more convenient. Well-being of an employee is the most sought-after construct and certain for sustainability. Also mentioned in the Equality Act 2010 any deviation in the process of attaining wellbeing is subjected to disease or disability leading to a stigmatised society. Similar ideas are also mentioned in Indian ancient wisdom. Blending, the theories from philosophy, management, law and ancient wisdom through an interdisciplinary approach, the current paper proposes a conceptual model while establishing a relation between virtues, job crafting mediated by wellbeing and moderated by meaningful work to achieve sustainability.

#596	Religiosity of Managers and its Impact on Managerial Decision-Making and their Psychological Well-being	Author(s): Vartika Dutta, Olaf Zylicz and R Rathish Bhatt
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This study delves into the intricate interplay between religiosity and managerial decision-making. The impetus was towards exploring how an individual's religious beliefs and practices impact the choices they make in the organisational context, which in turn impacts their psychological well-being. We collect data from Indian Managers to understand the effect of religiosity on managerial decision-making and their psychological well-being. The study strongly suggests that the managers, while following religious prescriptions, feel in control of their emotions and experience environmental mastery, thereby optimally controlling the resources available at any given point. The study further attempts to shed light on the often intricate connections between faith, professional ethics, and personal fulfilment.

#123	Corporate Social Responsibility: A Promising Future Inherent in Teachings of Sri Guru Granth Sahib	Author(s): Harpreet Kaur and Gurbinder Kaur
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Despite the research reporting positive impact of Corporate Social Responsibility (CSR), voluntary embracing is not sufficient. The research in the area of legislation on CSR and facets of responsibility provide intellectual stimulation to study it through the perspective of sikh philosophy, guided by Sri Guru Granth Sahib (SGGS). We review the academic dimensions, select corporate cases, and study CSR from the Sikh-philosophy perspective. Abiding by legislation comes out of compulsion and fear; while SGGS instills in man a craving for honest labour and sharing – morally, emotionally, socially and economically. We propose that a path to actualize a sustainable future can be found in applying the philosophy of SGGS to CSR.

#527	Impact of regional subculture and organisational factors on leadership prototypes	Author(s): Pranav Manghat and Zubin Mulla
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The ideal qualities that people associate with effective leaders are based on cultural realities. We explore how leadership prototypes vary across different units of one organization located in two regions of India- one in Maharashtra and another in Uttar Pradesh. We interviewed 26 individuals (13 from each factory) to understand their perceptions of an ideal leader. We used thematic coding to identify ideal leader characteristics. In Maharashtra, the ideal leader was seen as a seasoned professional when dealing with the in-group, emphasizing planning, vision, and fair rewards. When dealing with outgroups, the leader was expected to act as a protector. In contrast, Uttar Pradesh valued a benevolent, paternalistic leader with strong ties to the factory's identity. This leader was expected to be an aggressive role model who offers empathetic, parent-like support, thus fostering a collectivist "we" consciousness. We discuss implications for managers in being successful as leaders in different contexts.

#551	How Organization's Ethical Climate Shapes Meaningful Work and Wellbeing of Employees	Author(s): Jayesh Pandey and Manish Kumar
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Organizational environment can influence how employees experience meaningfulness. This study aims to examine the mediating role of meaningful work between ethical climate of the organization and individual's affective wellbeing. We also test for moderating role of self- regulatory traits for this relationship. The hypothesized model has been tested employing PLS- SEM. Responses have been collected from 430 working professionals. Recommended robustness checks have been conducted prior to model assessment and hypotheses testing. The findings suggest that caring climate is positively related to affective wellbeing. Meaningful work dimensions i.e., unity with others, inspiration and balancing tensions partially mediate the relationship between caring climate and affective wellbeing. Integrity with self and balancing tensions fully mediate the negative effect of instrumental climate on affective wellbeing. Positive mediation of unity with others and negative mediation of reality have been observed between law and code climate and affective wellbeing. Moderating effects of self and other orientation and self-monitoring have been observed. This study contributes to investigation of organizational factors that may help employees in finding meaning in their work. Based on ethical climate theory, this study demonstrates how organizations can redesign and modify their ethical climates in order to provide opportunities of experience of meaningful work and affective wellbeing.

#571	Investigating the relationship between tridosha and psychological capital	Author(s): Ayushi Joshi, Juhie Tak and Dr. Neelam Kalla
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The understanding of behaviour/ psychology of human beings plays a key role in the success of the organization, organizational behaviour being a key subject in management. The understanding of the behaviour of the people can be done through the Indian concept of Ayurveda and it can also be studied through foreign topics. As per Ayurveda, the theory of Tridosha is considered to study the personality of a person. The psychological state of a person is also studied using the concept of Psychological capital. In the paper, the

researchers study the relation between Tridosha and Psychological Capital of a person. The researchers have collected data from 100 people from Jodhpur city. One way ANOVA test is applied to study the relationship between Tridosha and Psychological Capital.

#323	Exploring the Interplay of Values, Mindfulness, and Pro-Environmental Behaviours in Organizational Settings - A Conceptual Study	Author(s): Vaishali Chaprana and Dr. Sasmita Palo
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The conceptual paper addresses the still-untrodden path of exploring the multifaceted interplay between mindfulness, pro-environmental behaviors, and their implications within the distinctive fabric of Indian Management, Culture, and Knowledge Systems. While contemporary mindfulness research has witnessed substantial growth worldwide, its interface with pro-environmental actions, when examined through India's rich cultural and ethical tapestry, presents a compelling and hitherto uncharted research terrain. The underpinning problem statement beckons the need to scrutinize how mindfulness, embedded in Indian philosophy and ethos, may influence individuals' ethical, sustainable, and business-related practices and how it corresponds with the cultural paradigms inherent to Indian society.

SESSION ID E-1
11TH January 2024
10:30 AM TO 12:30 PM
Venue: NAB CR 2

#33	Driving Industry 4.0 Success: Key Enablers in the Indian Automotive Sector	Author(s): Jeetu Rana, Yash Daultani, Mohit Goswami and Sushil Kumar
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This research investigates key drivers for the seamless integration of Industry 4.0 in the Indian automotive sector. Utilizing a diverse research methodology, including extensive literature review, qualitative interviews, and the Best-Worst Method (BWM) for data analysis, it provides crucial insights into identifying and prioritizing pivotal factors for Indian automotive manufacturers. Findings stress the need for robust digital capabilities, emphasizing technological readiness. A culture of innovation and adaptability emerges as vital, requiring conducive environments for experimentation. Skilled workforce competencies, collaborative ecosystems, and regulatory support are recognized as indispensable enablers. Additionally, a customer-centric approach is imperative, aligning technological advances with evolving consumer preferences. This research furnishes a comprehensive framework for industry stakeholders, policymakers, and researchers, steering the Indian automotive industry towards heightened competitiveness, sustainability, and innovation through the adoption of Industry 4.0 principles.

#44	A decomposition-based TOC approach to solve large scale multiple bottleneck problems	Author(s): Mahesh Kumar and Omkarprasad S Vaidya
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Theory of Constraints (TOC) based product mix optimisation finds application in various fields. It is an effective heuristic especially when there is one dominant bottleneck in the system, However, very often we are faced with large scale problems consisting of large number of products and large number of constraints. When numerous bottlenecks or potential bottlenecks exist in the system, the TOC based product mix heuristics does not perform effectively. In this paper it is proposed to use the decomposition-based algorithm, for solving the large-scale product mix optimisation problems. We have examined multiple heuristic algorithms, based on the decomposition technique along with theory of constraints. Further, in this paper, the effectiveness of the algorithms based on relaxation of constraints has been examined. It has also been examined if the efficiency of these algorithm improves by applying them to grouped constraints rather than considering all the constraints together. Two large scale problems have been used with the simulation technique to assess the effectiveness of the proposed algorithms. The evaluation of the results is compared with the solution obtained from linear programming-based optimization.

#59	Identification of determinants of product returns and prediction of returns in a closed loop online retail environment	Author(s): Prashanth Anand, Omkarprasad S. Vaidya and Sushil Kumar
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This paper addresses the problem of identifying the key determinants, which causes a product return to occur, and predicting a futuristic return, based on the identified key determinants. This work considers the attributes of customers, orders, and products as possible factors that can drive the returns decision. The prediction of a futuristic return is carried out using classification and regression tree approach. The results from the numerical experiments are validated using validation datasets for both determinants identification and returns prediction models, which proves the models to provide precise results that aids practicing managers in making informed decisions. This study can be extended to larger and varied datasets for generalization of the approach.

#88	Sustainable development goals: realigning supply chains for advancing business climate	Author(s): Soumya Bhowmick
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Adopted by governments worldwide in 2015, the Sustainable Development Goals (SDGs) have evolved from mere assessment tools to the topmost priorities in policy making. Following the COVID-19 pandemic, despite a regression in the progress made concerning the SDGs, sustainable development has been prioritised by nations individually, as well as most economic and regional groups. As we reach the mid-way mark to the 2030 Agenda, this paper delves into a discussion on SDGs, their role in development, the need to shift focus from Gross Domestic Product to SDGs, the interlinkages of SDGs and different forms of capital, and the interplay of SDGs and business activities and enhance the contribution of global supply chains for fair and inclusive growth. The paper focuses on how SDGs offer new opportunities to businesses against the orthodox conception that SDGs impose an uneven burden on corporations. The paper also undertakes an econometric analysis to show that SDGs attract Foreign Direct Investment into countries, enabling businesses to grow.

#196	An approach towards Opportunity Analysis for Space Industry in reducing the Carbon Footprints of Agriculture Supply Chain	Author(s): Gourav Bapna
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#263	Investigating Drivers of Adopting Circular Economy Practices in Agriculture Sector of Developing Economies: A Producer's perspective	Author(s): Deepak Kumar Sahu and Divya Choudhary
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Circular Economy is the need of the hour as there is considerable pressure on the planet for its resources. Huge quantities of resources are exploited without giving a thought about its implication on the future generation. Agriculture, which is the single largest sector that provides food and nutrition to humans is at a risk for its sustainability. Circular economy possesses immense potential to make agriculture and its allied activities sustainable. Although CE practices are quite popular in developed countries, developing countries have a long way to go. The adoption rate is quite low. Through this extensive review-based research, we are going to identify & investigate drivers which will promote the adoption of CE processes in Agriculture in developing countries. This research is applicable on developing countries having similar regulatory, economic, technological and socio-cultural identity. We have analysed the drivers from the lens of UTAUT theory and proposed a framework to understand how the drivers will influence the performance expectancy, effort expectancy & facilitating conditions for Circular practices adoption by agricultural producers and the drivers.

#403	Social Media for Disaster Management: Learnings from the 2015 Chennai Floods	Author(s): Deepak Srivastav and Anand Gurumurthy
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The primary objective of this research is to examine the impact of social media on reducing information asymmetry within the context of humanitarian aid operations. This research utilises the 2015 Chennai floods as a case study and uses social media analytics to examine the potential of social media in engaging individuals with significant social capital in the dissemination of information. Further, this study attempts to understand the emotions during a disaster response. The findings indicate that those impacted by a disaster utilise social media platforms to express their worries and convey their requirements to governmental entities or humanitarian organisations. This communication is often facilitated through the involvement of celebrities and media outlets. Furthermore, this research demonstrates that organizations with the primary goal of assisting populations affected by disasters, such as humanitarian organizations (HO) and governmental entities, can effectively employ celebrities as a means of promoting their disaster relief efforts and rapidly disseminating vital information to the affected community. Moreover, this research highlights the importance of celebrities as key stakeholders possessing substantial social power that may be effectively used in disaster response efforts.

#581	Understanding the intersection of Supply chain integration and Organizational culture: A Bibliometric analysis	Author(s): Debmallya Chatterjee and Amol Dhaigude
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This study presents a comprehensive analysis of the evolving landscape where supply chain integration and organizational culture converge. Covering the period from 1999 to 2023, our research assesses key themes, emerging issues, and future trajectories. Employing a rigorous bibliometric approach, we delve into published works, citations, journal impact factors, h-indices, prominent papers, leading authors, and the geographical distribution of these contributions. Furthermore, a sophisticated science mapping analysis utilizing Biblioshiny and VOSviewer software unveils the intricate web of co-word networks. The substantial body of work on the amalgamation of supply chain integration and organizational culture allows us to construct a conceptual evolution map, shedding light on the trajectory of this field. By synthesizing these insights, we identify and elucidate five distinct thematic areas. This analysis offers valuable contributions for scholars, practitioners, and policymakers seeking to understand the dynamic interplay between supply chain integration and organizational culture.

**SESSION ID E-2
12TH January 2024
9:30 AM TO 11:30 AM
Venue: NAB CR 2**

#342	Barriers to adoption of circular business models: evidence from the indian construction industry	Author(s): Mukundhan k v and Meghana Mavathur
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This paper explores the supply-side and demand-side challenges for adopting circular business models in the Indian construction industry. Through a qualitative approach combining 18 in-depth interviews and annual reports of the top 15 construction companies in India, we study adoption challenges by looking across the construction value chain from raw material suppliers to end customers. Our study provides rich insights into the adoption challenges faced by construction firms in India. We identified an emerging pattern of factors affecting circular/closed-loop business model adoption levels in the construction value chain, leading us to two major propositions. We conclude the paper by recommending solutions to promote the seamless adoption of closed-loop and other circular economy practices in the construction industry, who should champion the cause of adoption, and a description of the roles various change agents have to play to accelerate the adoption.

#387	A balanced scorecard model to guide the effective implementation of digital transformation of supply chains	Author(s): Prakash Agarwal, Sonu Navgotri, Amit Shukla, Abhay Agrawal and Ravi Sharma
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Today, the world is at the dawn of a new age, the age of digitization, data, and connectivity. Digitization is a much-discussed term both among practitioners and academicians. However, there is a significant difference between the hype about the digital transformation of the supply chain and its actual implementation. One of the most significant reasons behind the sluggish implementation is the need for more guidelines for the transformation. This paper aims to propose a balanced scorecard model (considering enablers and barriers of Digital Supply Chain) for the effective implementation of digital supply chain management in Indian organizations. A survey has been conducted to assess the current status of the adoption of digital transformation of supply chains in Indian organizations. Based on the findings of the survey, a model has been proposed for the implementation of DSCM in Indian organizations. The proposed model consists of four stages for successful implementation of digital supply chains based on the balanced scorecard approach, which can assist policymakers in better organizing their assets and executing endeavours toward the digital transformation of the supply chain.

#444	Supply Chain Agility and Sustainability: A Bibliometric Analysis	Author(s): Amol Dhaigude and Debmallya Chatterjee
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This article examines how the intersection of two important research streams namely, supply chain agility (SCA) and sustainable supply chain (SSC) has evolved over the period 1999–2023 with the identification of the main issues explored and future trends. A performance bibliometric analysis has been conducted through a study of published documents, citations, journal impact factor, h-index, most cited papers and authors, and data on the geographic distribution of publications. More relevantly, a science mapping analysis has been performed with Biblioshiny and VOSviewer software using co- word networks analysis. The large number of studies of intersection of SCA and SSC published has enabled a conceptual evolution map to be constructed of the way that this research has developed. The results have enabled us to identify five thematic areas.

#478	Carbon pricing: a systematic literature review	Author(s): Jyoti Varshney and Abhishek Shukla
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Since the Kyoto Protocol in 1997, carbon pricing research has witnessed a significant increase and business organizations have been encouraged to incorporate carbon pricing into their operations to achieve a desired carbon mitigation goal. Therefore, the computation of the carbon price that is chargeable to the carbon-emitting industries is essential. As an outcome, several models and approaches have been developed to compute carbon price. The literature lacks a comprehensive view of the models and approaches. Hence, this study attempts to identify various carbon pricing models and tools at an organizational or macroeconomic level. This article contributes to the literature by providing a systematic literature review (SLR) of the models and approaches. Lastly, the paper discusses theoretical and practical implications and presents the directions for future research.

#567	Cement Industry and Its Adaptation to Carbon Constrained Indian Economy	Author(s): Dr Sangeeta Arora, Prof Niti Bhasin and Prof Sumati Varma
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#593	Impact of Supply Chain Performance in Augmenting Export Competitiveness- Indian Auto Industry Analysis	Author(s): Saswati Tripathi and Siddhartha Roy
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This paper deals with analyzing and assessing the effect of firm-specific determinants (FSD) on supply-chain performance (SCP) and export performance (EP). It also examines SCP's influence on EP and its mediating effect on the relationship between FSD and EP. It develops a theoretical framework from the literature and empirically validates using the Indian Automobile Industry Segments (IAIS) data between 2010-11 and 2022-23. by applying factor analysis for dimension reduction, a panel-data-fixed-effect model to analyze the relationships and bootstrap to test the mediation effect. The study finds that FSD directly influences both SCP and EP. SCP directly impacts EP and completely mediates the relationship between FSD and EP. This study is unique in proving that distribution and inventory efficiencies mediate the relationship between FSD and EP, specifying SC efficiency as a consequence of varietal firm-level factors and antecedent of EP.

#330	Strategies for managing electronic waste: a systematic review of literature	Author(s): Anjani Kothari, Dr. Arpana Rai and Dr. Meera Mathur
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Over the past two decades, the global market for electronic equipment's has experienced enormous expansion, and it is predicted that this growth will continue in the years to come. This paper identifies e-waste (Electronic waste) management strategies through a systematic review of literature. The study uses the SALSA (Search, Appraisal, Synthesis, and Analysis) and PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework for the systematic review of literature along with VOS viewer software which helps in creating a map based on text and bibliographic data and NVivo for creating a word cloud. SLR (Systematic Literature Review) is done in four phases using the SALSA framework. The study comes to the conclusion that the most effective methods for managing e-waste include laws and regulations, take-back programmes, EPR (Extended Producer Responsibility), reuse, repair, recycle, reduction, green computing, and registered e-waste collectors.

#412	Transportation Problem Optimization In The Cement Industry: An Indian Perspective	Author(s): Ashu Sharma and Praful More
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This paper describes an optimization-based transportation model developed for tactical supply chain planning for channel partners of a large cement-making company in India with a geographically wide distribution network. Cement is essential in the construction industry as it is the principal binding agent. In today's scenario, channel partners prefer direct deliveries to sites when the daily volumes increase. This paper explores the expectations of channel partners concerning supplies of cement. The results show that the channel partners in the cement industry have considerations for minimum lot size,

direct deliveries at the site, minimum damages, best quality, and timely delivery. Furthering this analysis, the Vogel approximation method (VAM) approach for optimal transportation has resulted in balancing supplies and demand with channel partners and determining optimal transportation schedules. The transportation model has demonstrated improvement in the planning of logistics compared to the traditional approach in the cement industry from an Indian perspective.

**SESSION ID F-1
11TH January 2024
9:30 AM TO 11:30 AM
Venue: NAB CR 4**

#358	Sources of finance and adoption of digital sales technology as a response to COVID-19 by Micro firms: Evidence from India	Author(s): Punyashlok Dwibedy
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This study provides an early analysis of how informal and formal sources of financing influence the adoption of new technologies such as contactless sales as a response to COVID-19 by micro firms in India. Micro businesses in India participated in the World Bank Enterprise Survey 2021-2022, which provided the data for this study. According to the findings, micro firms that utilise both informal and formal forms of financing are significantly more likely to implement contactless sales technology than those that use only one of these forms of financing. The results of the study contribute to the expanding body of knowledge on the relationship between COVID-19 and technology, particularly in the context of small firms. Keywords: COVID-19, Micro firms, technology adoption, contactless sales.

#485	Digital platform adoption as a response to informal competition - an attention-based view of small businesses	Author(s): Caruna Bhat and Punyashlok Dwibedy
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This paper seeks to examine the underlying reasons for adoption of digital platforms by entrepreneurial owners of small sized businesses. We find that such an uptake is influenced by them facing a high degree of competition from informal sector competitors. This effect is also positively moderated by the entrepreneur also having a different full-time job as that influences their ability to focus on their business. This mechanism is in line with the situated and structural attention principles of attention-based view of the firm that state that a decision-makers' attentional preference is shaped by the situations in which they are embedded along with the structural elements of their environment of operation.

#315	Capability approach for Dynamic capability building: an exploration of their complementarities in nurturing dignity	Author(s): Soumya G Rajan
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The source of dignity in organizations could be recognized through its resonance with capabilities. The study emerges from the exploration of capabilities among workers from a century-old Worker Cooperative Society. The dynamic capabilities of this Cooperative Society were simultaneously studied to understand the impact of individual capabilities on its dynamic capabilities. The tenets of Dignity experienced by an individual served as a bridge translating the individual to organizational capabilities. The complementarity of Sen's capability approach and Teece's dynamic capabilities approach in building dignity was inferred from the study. A qualitative lens facilitates the contextualization of observations and the phenomena is studied employing a Case Study Method.

#167	The Role of CSR, Corporate Governance, and Sustainable Development in SMEs	Author(s): Nivedeeta Thombare and Moitrayee Das
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The post-liberalisation phase has seen a significant change to the stakeholder participation-based model of CSR. Although CSR is optional for SMEs, there are apparent benefits if concrete mechanisms are in place. Since CSR and corporate governance are complementary and interconnected, including CSR provisions within the framework of Corporate Governance will create capabilities for Indian MSMEs. For SMEs, the formal structures of CSR and Corporate governance hardly prevail. Corporate governance explains the organization's functioning, control, and direction. In India, SMEs are yet to emerge as a significant constituent in sustainable development. This paper highlights the role of CSR and Corporate governance within SMEs; the challenges they face; and the benefits they receive from CSR and corporate governance. The paper also draws attention to the fact that CSR and Corporate governance are crucial for sustainable development.

#506	Exploring the Gender Paradox of Flexibility Among Women in Home-Based Work in Varying Social Contexts	Author(s): Irna Ishrat
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#513	IPO process in an SME: legitimization strategy for resource access, and evolution of board and organization	Author(s): Deepika Mittal and Sabyasachi Sinha
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This paper studies an SME firm's initial public offering process from a resource-dependence perspective. We theorize here, through a case study method, how SMEs use the strategic choice of IPO to overcome the legitimacy challenges, which in turn restricts access to critical resources and enhances their exposure to environmental uncertainty. We further discuss how an SME firm— through an IPO process spanning over six years— uses resources access gained post-IPO to enhance the firm capabilities. The increase in firm capabilities creates a reinforcing circle of increased legitimacy and resource access. We discuss how the CEO's network and board composition are reshaped during the process, which contributes to enhancing the firm's legitimacy and access to capital and reshaping the firm's capability repertoire. We further explain how the organization

evolves post-IPO, as it gains access to resources, enhancing the credibility of the firm with the clients, employees, and investors.

#68	Implementing Green Supply Chain Management in Indian SMEs to Meet SDGs: An Overview	Author(s): Devinder Kumar, Rajesh Kumar Singh and Ruchi Mishra
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Sustainable development must meet present needs without jeopardising the ability of future generations to do so. SDGs, set by stakeholders and the global consensus, boost growth and well-being. Green Supply Chain Management (GSCM) requires SMEs to aid India's billions with technology. The GSCM reduces solid waste, carbon emissions, and harmful chemicals, improving customer satisfaction and profitability. Previous research has concentrated on SDG causes. The GSCM's UN SDG performance is examined in this study to achieve India's 2030 objectives. To achieve triple bottom line performance and SDGs, this research develops a GSCM based framework for Indian SMEs using natural resource-based view (NRBV) theory. A literature review indicated SDGs increase economic, social, and environmental performance. The study impacts corporate sustainability. A new conceptual paradigm and dynamic framework for GSCM project execution is presented. We interviewed 10 SMEs to test the methodology and map green supply chain practises for UN SDG-aligned research and performance evaluation.

#542	Exploration of Antecedents Crafting Dynamic Capabilities in Small & Medium Enterprises (SMEs) - A Systematic Literature Review	Author(s): Ruchi Mishra and Prof. Kiran K.B.
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This article takes a deep dive into the world of dynamic capabilities (DCs) and their profound impact on small businesses' sustained success. It introduces a ground-breaking conceptual model that guides researchers in establishing empirical connections between critical antecedents such as resource base, knowledge management practices, entrepreneurial orientation, entrepreneurial leadership, entrepreneurial networking, and the pivotal dependent variable: dynamic capabilities. Backed by a rigorous analysis of 106 meticulously selected papers, this systematic literature review not only unveils the intricate tapestry of connections, showcasing how DCs empower SMEs to achieve enduring entrepreneurial excellence but also offers invaluable guidance. It illuminates a purposeful pathway towards prosperity and future success for small businesses, making this article a lucrative and meaningful resource for those navigating the small business landscape.

**SESSION ID G-1
11TH January 2024
10:30 AM TO 12:30 PM
Venue: NAB CR 3**

#438	International Social Ventures – Outcomes through Effectuation	Author(s): Aman Bhuwania and Dibyendu Sharma
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International Social Entrepreneurship (ISE) combines social and environmental value creation with financial goals. This study delves into the formation and strategy of ISE ventures, specifically market targeting and entry modes. Existing research has mostly addressed the motivations for ISE, but our research extends this to explore how these motivations translate into actual ventures. We employ the effectual process to investigate the role of means and networks in shaping market and entry decisions. Furthermore, we introduce two key factors: human capital type and exposure to social problems, which influence market and entry choices. Our findings have implications for both ISE research and policy, fostering a conducive environment for international social ventures.

#303	Leading to innovate: Exploring the link between a leader’s promotion focus and firm innovation performance	Author(s): Pramendra Singh Tank
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What happens to the positive relationship between a win-focused leader and a firm's innovation performance in a benevolent environment? Would such a win-focused leader utilize easily accessible environmental resources to further increase firm innovation performance? Furthermore, is this relationship dependent on the firm's internal capabilities? Drawing on regulatory focus theory, we investigate the relationship between leaders' promotion focus and firm innovation performance. Additionally, we consider the contextual factors of environmental munificence and dynamic capability. Using a longitudinal sample of top Indian firms with 515 firm-year observations, our findings reveal a positive relationship between leaders' promotion focus and firm innovation performance. Importantly, we find that environmental munificence weakens this relationship, while dynamic capability strengthens it. This study contributes to regulatory focus theory by incorporating environmental munificence and dynamic capability as contextual factors.

#500	Innovation Ecosystem Alignment through Interorganizational Networks: The Role of Network Structure	Author(s): Mayank Aggarwal
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Innovation ecosystems are built around value proposition, and one of the requirements for a proposition to be realized is through alignment among various firms in ecosystems. This leads to question of how firms ensure alignment in an ecosystem. Using computation model we investigate whether networks can help in alignment and allow firms to deal with uncertainty. We find that networks help in alignment, on further investigation, we find that scale-free network inspite of low closure in ties provides maximum alignment by providing provisioning for hubs which while embedded and hence not able to see global demand can communicate interdependencies better. We further found that communities of firm emerge around these hubs and each community represents one self-reliant ecosystem in itself. Our results contribute towards literature on ecosystems by bringing in the role of interorganisational network in ecosystem alignment.

#106	Entrepreneurs’ emotion and ambidexterity: A self-efficacy perspective	Author(s): Latasri Hazarika and Nandakumar M K
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Due to the importance of entrepreneurial self-efficacy in deciding the fate of a venture, failing to understand what shapes entrepreneurs' role breadth self-efficacy and its subsequent influence on strategic choices may be costly for new ventures. We adopt the "broaden and build" theory to argue that positive affect compared to negative affect will enhance entrepreneurs' role breadth self-efficacy. Because perceived ability to perform variety of tasks beyond the job demand facilitates exploration of new opportunities and exploitation of existing resources, we further predict that higher role breadth self-efficacy, in turn, leads to better ambidexterity skills in entrepreneurs. Two between-subject experiments (N=130) support our predictions. We contribute to entrepreneurs' emotion and cognition literature by exploring the association between affect valence and role breadth self-efficacy. We also offer a novel contribution to new venture ambidexterity literature by providing an affective-cognitive understanding of individual ambidexterity.

#298	Can Strategic Innovation Fuel Sustainable Business Models? A Comprehensive Review and Pioneering Research Pathways	Author(s): Arun Singh Rana, Sanjay Dhir and Sushil
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Strategic innovation (SI) has gained popularity in firms looking to improve their products, services, or technologies. It also plays a crucial role in improving the firms' business models according to the environment's needs. However, sustaining a business has become difficult due to today's fast-changing technological environment. The idea of a sustainable business model (SBM) has garnered some attention from researchers. Nevertheless, the association of SI with SBM has lacked focus. This paper aims to present a comprehensive literature review of SI and SBM by using bibliometric analysis. The 164 articles reviewed signaled the increasing trend of publication in the field. Four research streams were identified with co-citation analysis: competitive advantage and core competencies, open innovation and competition, business model innovation, and shared value and innovation. The identified research streams lead to some future research questions that can be explored by researchers.

#569	From Closed Doors to Open Minds: A Review of Open Innovation in Platforms	Author(s): Basudeo Dubey, Saurav Snehvrat and Nidhi Priya
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This review explores open innovation's evolution in platforms over the past two decades. Open innovation, a collaborative approach involving external partners (individuals and organizations) to co-create knowledge, technologies, and solutions, has gained momentum. Originally popularized by Chesborough's seminal work, it now thrives in the digital platform era. This paper systematically reviews the current literature, particularly focusing on platform contexts. We analyse innovation stages, knowledge types, and levels, employing diverse frameworks. This comprehensive assessment aims to qualify existing literature, enhance understanding, and evaluate prevailing management theories, using practitioner frameworks. Our findings highlight a predominant focus on transformational innovation, emphasizing public and proprietary knowledge. Yet, opportunities for further research exist in incremental innovation, personal and common-sense knowledge, and the execution stage. This study contributes valuable

insights, identifying gaps and managerial implications for future exploration in open innovation within platform contexts.

#69	Challenges encountered by circular economy-based enterprises: a case of enterprises born circular	Author(s): Biswaksen Mishra and Anupama Prashar
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A study is carried out for identification of challenges for born circular (BC) enterprises, which is presently in a nascent stage and is touted as the enterprise or model of the future. Given the preliminary stage of this category of circular enterprises, there is dearth of literary discourse in academic journals. As such, with a view of identifying barriers applicable to BC enterprises, the challenges discussed in literature for grown circular enterprises are studied and pertinent challenges for the BC models are mapped. The challenges are framed under relevant clusters and the results interpreted. The study is concluded by discussing the inference and highlighting relevant challenges along with discussing the limitations and suggesting future scope of study.

#126	Understanding the Drivers of Customer Switching to Sustainable Homestays: A Push Pull Mooring Model Perspective	Author(s): Shameem Shagirbasha, Angelin Vilma and Booshnam Dinakaran
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Drawing on push-pull mooring model (PPM), the study examines the customers switching behaviour to sustainable homestay as compared to conventional homestay. A survey was conducted among 303 travelers via social networks. The model developed was tested using SmartPLS SEM. The study showed support for many of the hypotheses. For instance, though alternative attractiveness is not significantly linked with switching intention, it is positively linked with behavioural intention. Switching costs didn't affect either switching intention or behavioural intention, while subjective norms affect both. Switching intention fully mediated the effects of switching costs and environmental concerns on behavioural intention while partially mediating the effects of alternative attractiveness and subjective norms. This is one of the few studies in the literature to examine the customers switching intention to sustainable homestay considering Airbnb as the case in point.

SESSION ID G-2
12TH January 2024
9:30 AM TO 11:30 AM
Venue: NAB CR- 3

#190	Unraveling the outlook: drivers of e-entrepreneurial intentions in Indian economy with moderating effect of social media usage	Author(s): Raunak Gupta and Baishali Mitra
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Recent advancements in internet technologies, methods of communication, and marketing through social media platforms have attracted the attention of researchers to study electronic entrepreneurship (e-entrepreneurship). Deriving fundamentals from

social cognition theory, this study is an attempt to explore entrepreneurial self-perceived creativity, entrepreneurial role models, and entrepreneurial passion as the key drivers of e-entrepreneurial intentions and see how social media is moderating these relationships for Indian students. The authors used the partial least square structural equation modeling (PLS-SEM) on a sample of 212 university students to test the hypotheses. The results show that while entrepreneurial self-perceived creativity and entrepreneurial passion have a significant effect on e-entrepreneurial intentions, entrepreneurial role models do not impact e-entrepreneurial intentions significantly. However, this influence of entrepreneurial role models was significantly enhanced by social media usage.

#112	Investigating the Degradation of Dairy Cooperative Ecosystem in India: An Imprinting Theory Perspective	Author(s): Anu Nandal and Shubhabrata Basu
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In this study, we explore why founder’s ideology based organizational imprinting may induce structural stability but may impair organizational adaptability to environmental discontinuity, with broader ramifications to the organizational ecosystem. Using a single embedded case study on a non-state aggregated dairy cooperative from the state of Maharashtra, in India, we investigate how competitive dynamics undermine the ability of the cooperative to create, appropriate and distribute rents amongst its members and within its ecosystem. We also highlight how cooperative members cognitively perceive the cause of impaired adaptation. We also explain why, despite the perception, the members dissonantly prefer to maintain the structural stability of the cooperative and in the process, collectively contribute to the degradation of the specific dairy ecosystem. Our research contributes via novel theorization on the health of ecosystems.

#130	Sustainable Urban Development: A Pathway to Achieve SDG 11	Author(s): Sanchita Bansal, Shifali Singh and Priya Nangia
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Sustainable urban development (SUD) is a field of study that has grown significantly among academics throughout time. Our study examines the most important themes of the field, determinants that lead to the attainment of SDG 11, and the role of SUD in meeting those targets. Our two-tiered integrative review examined 423 papers manually and bibliometrically. "Urban planning and design," "sustainable transportation," "waste management and recycling," "circular economy and sustainable consumption," "green building and infrastructure," "renewable energy," and "disaster management" are the seven main themes of the study. Our inductive analysis revealed four aggregate dimensions—energy efficiency and renewable energy; climate change adaptation and resilience; social equity and affordable housing; and disaster risk reduction to achieve SDG 11 through well-integrated planning and governance, implementation, assessment, and knowledge sharing. The study concludes with suggestions for future research and policy advancements.

#174	Networking Capability for Innovation: A team-level comparative analysis	Author(s): Gaurav Tikas
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#450	Can family be the pillar of support for nascent entrepreneurs to thrive? A conceptual analysis	Author(s): Abhipsa Dash Bhatt and Pavni Kaushiva
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Organizational research scholars have devoted considerable attention to understanding the antecedents and consequences of thriving at the workplace. Surprisingly little attention has been given to understand how entrepreneurs thrive in the midst of a highly uncertain environment rife with struggles. Drawing upon conservation of resources theory, we propose that family plays an important role in the thriving of entrepreneurs. We therefore advance propositions regarding the contextual antecedents of thriving (family to business support and incivility); boundary conditions to thriving and its consequences – entrepreneurial alertness and success. The propositions are based on a preliminary investigation of early stage entrepreneurs. The proposed model makes it possible to assess the potential benefits of a supportive family and the buffering mechanisms to shield family incivility in the path to grow entrepreneurial ventures. Our research advances understanding by expanding conservation of resource theory regarding the critical role of family in thriving of entrepreneurs.

#461	What entrepreneurial ecosystem configurations lead to female entrepreneurial productivity in times of crisis?	Author(s): Manash Jyoti Borah and Neeraj Kumar Kesharbani
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This study delves into entrepreneurial ecosystems' (EEs) dynamic and its intricate nature by adopting a complex systems perspective. While traditional research has primarily explored the individual components of EEs, this study emphasizes understanding the interplay and configuration of these elements to foster productive entrepreneurship. Using the Entrepreneurial Framework Conditions (EFC) outlined by the Global Entrepreneurship Monitor (GEM) and employing the fsQCA methodology, the study offers insights into the interwoven factors that shape the complex system of EEs that result in female entrepreneurial productivity in times of crisis. The study finds three configurations of EEs that result in female entrepreneurial productivity in times of crisis, compared to 13 and 10 configurations in a preand post-crisis scenario, respectively.

#267	A Cross-Country Exploration of Stigma's Role in Gendered Necessity-Driven Entrepreneurship	Author(s): Deepika Dixit and Ankita Chhabra
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#356	Mapping the Landscape of Corporate Social Entrepreneurship: A Bibliometric Analysis Review	Author(s): Shabnam Virdi and Sabyasachi Sinha
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Corporate Social Entrepreneurship (CSE) is an emerging field of research and practice. It builds on the entrepreneurship, social entrepreneurship, and corporate entrepreneurship streams of literature. A significant amount of work has been undertaken in the field, yet understanding about it is lacking, ideally due to its broader scope and multidimensional nature. In this study, we present a bibliometric analysis of CSE research work published since 2000. 675 research articles containing 59,659 cited references are analyzed using citation and co-citation methodology to reveal the top

most cited, hence, outstanding works in CSE literature. The study also reveals the underlying intellectual structure of the CSE domain by identifying four clusters, indicating patterns in the CSE research. This way, the present study contributes to the theory by bringing into light CSE literature's predominant yet disguised blueprint.

SESSION ID G-3
12TH January 2024
2:30 PM TO 4:30 PM
Venue: NAB CR- 3

#558	Board Capital and Firm Performance: The mediating role of open innovation practices	Author(s): Arpan Mondal, Kshitij Awasthi and Dharendra Mani Shukla
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Research on Open Innovation (OI) has consistently proven its importance for innovation practices. However, the role of Boards of Directors (BODs) in open innovation practices is little explored. This Study provides a theoretical argument using upper-echelon (UET) and resource dependency theories (RDT) for the role of BODs in OI practices and explores how the effect of BOD on firm's financial performance is mediated through OI practices. Empirical evidence using 2865 firm years for Indian high-tech firms over a timeline of 2013-2022, shows that BOD capital (renewals, experience, knowledge, and interlocks) is related to firms' financial performance, and OI practices mediate the relationship. Integrating UET and RDT in the context of OI offers a new insight about the mechanism through which board capital leads to firm financial performance. This paper illustrates several implications and provides scope for future research on the open innovation paradigm.

#148	Review of Women Entrepreneurship: Past, Present, and Future	Author(s): Keerthi Sagadevan and Apurva Sanaria
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Women entrepreneurs are the fastest growing segment among entrepreneurs, and research on women entrepreneurship has been increasing over the years. While many studies have explored different aspects of women entrepreneurs, the literature seems highly fragmented. There is a for integrate the current state of the literature on women entrepreneurship. Accordingly, we conducted a systematic literature review (SLR) using the PRISMA framework to explore women entrepreneurship and found 279 relevant studies in journals included in the ABDC journal ranking. This review identifies motivation, networking, sociocultural context, business environment, training and development, and financials as contributors to women entrepreneurs' success. This review highlights research gaps and future directions for research.

#651	Conceptual Paper On The Role Of Organizational Learning In Owner-driven Companies To Foster Innovations.	Author(s): Anurag Chadha
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This conceptual paper covers the elements that owners should follow for self and team development and emphasizes the need for a clear vision. The clear vision of the owners becomes the guiding light for the employees. Owners will also need to focus on certain practices in the organization which will lead to organization development and all this will lead to innovation and firm value. Five factors that can help in the development of owners could be 1) Paradoxical Leadership 2) Network Diversity 3) Structural Imprint 4) Board with experience variety and spinouts and 5) Hiring rate and hiring dispersion. Certain changes that owners should bring in their organizations to accelerate innovations are 1) Capitalization 2) Collaborative work practices (CWPs) 3) Inside-out networking 4) Team Diversity and 5) Agency Risk which will lead to organization development. Owners with clear vision and with these factors of development and organizational learning will help in driving innovation.

#5	Exploring the Innovation Heritage: Decrypting the Influence of Family Involvement in Propelling Novelty within Family Enterprises	Author(s): Swapnil Sahoo and Anjana Dharmani
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This paper conducts a comprehensive literature review on innovation within family firms (FFs). Employing a robust methodological framework, including an exhaustive search strategy and strict inclusion/exclusion criteria, the study examines 62 diverse studies, representing varied viewpoints. The article analyzes distinct attributes intrinsic to family businesses, which influence their innovation inclination and entrepreneurial endeavors. It also explores family members' roles in innovation processes and the impact of family ownership and governance on FF operations. In this exploration, noticeable research gaps warrant further investigation, such as innovation's temporal evolution, echoes of family history, tradition, cultural influences, and top management team compositions. Drawing insights from the literature, the study identifies research directions, including FFs' relationships with external networks, the role of entrepreneurial leadership, legacy influence in private business groups, leadership transitions, family values in innovation, and the interplay of these factors in ensuring sustainability. Furthermore, the study emphasizes exploring new collaboration models and diverse innovation strategies across FF types. This scholarly journey sheds light on uncharted territories, enriching the understanding of innovation's significance within family enterprises.

#107	Developing Social Innovations in Rural India, A Qualitative Process Perspective	Author(s): Souresh Cornet and Saswat Barpanda
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In the past two decades Social Innovation has emerged as an alternative approach to create value for society and the environment in a more sustainable and inclusive way. However, despite strong support from policymakers, practitioners, and growing academic literature, Social Innovation and, in particular, the process of how to undertake it, remains loosely defined. This is especially important in subsistence contexts, where disparities could be bridged if the process of developing socially innovative solutions was better known. Based on five case studies of rural development projects in various states

of India, this study explores the process of developing SI. Through a qualitative inductive approach, a process and its key features are identified and conceptualised. It is found that a participatory approach is essential for developing SI more efficiently and ensuring long term positive impact.

#352	Uncovering the Secrets of Corporate Acceleration for Business Success	Author(s): Shabnam Virdi and Sabyasachi Sinha
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Corporate accelerators (CAs) are emerging vehicles for corporate-startup engagements utilized by large organizations to engage with startups to accomplish their open innovation goals. CAs enable established companies to be more entrepreneurial and accelerate the results of their innovation funnel. This article outlines how CAs work by delving into the motivations, team composition, duration, mode, startup selection procedure, program stage, external partners, and industry considerations. We suggest a comprehensive definition of CA programs that accurately reflects the reality of CA programs.

#375	Does the implementation of physical settlement enhance the informativeness of the market? Evidence from India.	Author(s): Rahul Kumar
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This study examines how the choice of settlement type for derivatives affects the crash risk, using a regulatory change in India as a case study. The regulatory authority mandated a shift from cash settlement to physical settlement, which was contingent on meeting stricter criteria for derivatives listing. As a result, companies that did not meet these enhanced criteria had to opt for physical settlement. The study reveals that this shift in settlement type has a notable impact on companies with lower market quality, leading to a decrease in crash risk for such firms. These findings indicate that these regulatory measures contribute to greater market transparency by reducing information imbalances within the underlying companies.

SESSION ID G-4
13TH January 2024
9:30 AM TO 11:30 AM
Venue: NAB CR- 3

#205	Sustainable Business Model Innovation of an Emerging Country Startup: An Imprinting Theory Perspective	Author(s): Ravi Roshan and Krishna Chandra Balodi
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Sustainable Business Model Innovation integrates environmental and social value with economic value and proactively manages a broad range of stakeholders. Using Organizational Imprinting Theory and drawing on a qualitative, in-depth single case study of an Indian startup, we observe the impact of entrepreneurs' sustainability values

(pro-environmental and pro- social values) on sustainable business model innovation. The study shows how the founders' sustainability values reflect in their strategic choices, imprinting the startup business model with sustainability. Further, we trace three key sources of these imprints that generated sustainability values in the founder entrepreneur. The study offers a set of propositions regarding how startup firms achieve sustainable business model innovation through the imprinting of the founder's sustainability values on business model elements and which sources imprint sustainability values on entrepreneurs. The study contributes to the research literature on the concept of sustainable business model innovation in an emerging country context and the empirical application of Organizational Imprinting Theory to Sustainable Business model innovation.

#217	Trade shows at the forefront of micro-entrepreneur's channel choices	Author(s): Rakshita Honnatagi, Prakash Satyavageeswaran and Elizabeth Rose
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Micro, small, and medium-sized enterprises (MSMEs) play a vital role in the global economy, yet they often face financial constraints that demand innovative channel strategies such as trade shows^{1,2} (TS). While there is research on how large corporations make their channel choices and utilize TS, there's a notable gap regarding MSMEs', especially micro-entrepreneurs' (MEs) channel decisions, and why they choose TS as one of their channels. This study bridges that gap by examining how MEs take their channel decisions and how they strategically employ TS as one of their channels. Our qualitative study, based on in-depth interviews and extensive fieldwork, unveils how MEs make channel choices and harness TS. This research adds to entrepreneurship and marketing literature by exploring ME channel choices and TS utilization. Along with that, our study offers practical insights for entrepreneurs and TS organizers.

#325	Smacing the digital transformation- an inclusive & sustainable framework	Author(s): Dr. Sonal Khatri and Dr. Manavi D. Anicar
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Digital Transformation (DT) has been defined and interpreted in many ways by many organizations, leading to a large pool of definitions. McKinsey in its latest book, "Rewired", defines DT as a critical organizational rewiring process that is essential for organizational survival (McKinsey & Company, 2023). On the other hand, organizations like IMB, BCG and UNDP have put emphasis on an inclusive and sustainable approach towards DT (BCG, 2023; IBM, 2023; Zakhozhyi & Ma, 2023). However, DT concept remains highly fragmented with lack of availability of a comprehensive definition and framework (Kane, 2017; Kannan & Li, 2017; Verhoef et al., 2021). This paper therefore is an attempt to develop a comprehensive and integrated framework for sustainable and inclusive DT. The objective is to develop and test a holistic, simplistic, and continuous approach towards DT to match up with changing role and application of the technology and other environmental factors.

#482	'Opting-Out' of the family business: Determinants of intentions to 'not' pursue succession career path	Author(s): Sweta Singh and Chetan Chitre
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The present study tries to understand the determinants of career choice intentions of the potential successors in a family business by studying the mutual effect of potential successors and family business owners on the career development of the next generation of family members. A semi-structured open-ended exploratory study design was adopted, and interpretive interviews of family members active in different careers were taken. Contrary to the prevalent literature, our findings suggest that career management of the potential successors with respect to careers outside the family business is self-directed and a proactive approach. Not many studies have tried to address the succession in multigenerational family businesses. Through this study, the authors explore what factors impact the decision of the potential successor to pursue a career outside the family business context. The data analysis was done in two stages, including open coding and generating second-order themes. The paper intends to propose a process model using the aggregate dimensions derived from the second order themes.

#505	Lab-to-Market: An Innovation Road Map for the Commercialization of Technology	Author(s): Unnat Pandit, Adeeba Hoor, Vaishali Nagar, Amit Verma, Arvind Arahant, Rajeev Sijaria and Alka Sharma
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As the pace of innovation continues to accelerate, understanding the intricate process of bringing innovative technological devices from their conceptualization to successful market adoption becomes imperative. This research delves into the journey of innovative technological devices, from their inception as visionary concepts to their successful entry into the market. A qualitative study of device developers in India was conducted using face-to-face semi-structured interviews with 27 participants from different academic institutions. We uncover valuable insights into the motivations and commercialisation strategies of these developers. Our findings reveal four broad themes namely motivation, comparative analysis, monitoring performance and commercialization roadmap. These insights extend beyond developers and are relevant to entrepreneurs, policymakers, and industry stakeholders navigating the complex landscape of innovation in an ever-evolving technological world.

#573	Role of Innovation Enablers and CEOs' Social Capital for Corporate Innovation	Author(s): Raj Mohan
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Innovation process in organisations often involves collaboration between different actors that can be beneficial from an innovation standpoint, aiding in discovery of novel concepts and opportunities. Research paper conceptualises on how a firm CEO's social capital and relationship-based approach have an impact on organizational innovation strategies. Paper addresses the issue: Does CEO social capital influences corporate innovation? Various studies suggest that organizational profiles mirror top management characteristics where CEO provides essential leadership, social capital, credibility, and carry out strategic initiatives that influences innovation. Paper thus examines the literature on innovation and CEOs' social capital dimensional effects to determine its impact as an explanatory variable for innovation. CEOs' social interactions not only help them expand their worldviews but also guarantee that their perspectives and judgments are in sync with that of their connections. Furthermore, paper has demonstrated that CEOs' external links affect the transfer of various organizational innovations.

#566	Self-Sustained Village Level Entrepreneurship: The role of CSC 2.0	Author(s): Kali Charan Sabat and Brinda Sampat
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Apart from guaranteeing the systemic viability and longevity of the scheme, the common service centers (CSC) program offers a centralized collaborative framework for the delivery of services to residents through the Internet. In August 2015, the Indian government launched a CSC 2.0 project under Digital India, based on an evaluation of the previous CSC Scheme. Indian citizens who are at least eighteen years old are the only ones eligible to register. By building a self- sustaining network of 2.5 lakh CSC centers at the Gram Panchayat level under the National Rural Internet Mission and Digital India - Pillar 3-Public Internet Access Programme, CSC 2.0 aimed to offer a variety of citizen-centric services. In order to determine the critical factors influencing a village-level entrepreneur's interest in CSC 2.0 within the context of electronic government of public services, this study uses a framework that combines the technology acceptance model and trust in technology to investigate satisfaction and continuity of use of e-government services in rural areas of the nation.

SESSION ID H-3
12TH January 2024
2:30 PM TO 4:30 PM
Venue: NAB CR- 4

#30	Consuming conspicuous fashion	Author(s): Parthasarathi Das and Indirah Indibara
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This study aims to look at how the fashion self-congruity components - actual fashion self-congruity, ideal fashion self-congruity, and ideal social fashion self-congruity affect a consumer's fashion conspicuous consumption through the desire for self-expression. Using a quantitative survey-based method, the study also investigates the interaction between public self-consciousness and various dimensions of fashion self-congruity on the desire for self-expression. We found that fashion self-congruity strongly predicts fashion conspicuous consumption through mediation by self-expression desire. Public self-consciousness is found to moderate self-expression desire when triggered by actual fashion self-congruity, but not when the desire for self-expression is triggered by ideal or ideal social fashion self-congruity.

#65	Influence of Corporate Social Irresponsibility on Employment Intention and Negative Word of Mouth: A Moderated-Mediation Framework	Author(s): Richa Sinha and Gordhan Saini
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The increased attention to corporate social irresponsibility (CSI) instances in popular media and the negative consequences of CSI requires a systematic assessment of various outcomes of CSI so that organizations are better equipped to deal with such situations. Using a moderation- mediation framework, this study responds to the call for future research in CSI and the role of emotions in CSI. We assess (a) the mediating role of

negative emotions (i.e., anger, contempt, and disgust) between CSI and an individual's employment intention and negative word-of-mouth propensity and (b) how psychological distance moderates the influence of CSI. The results show that CSI decreases employment intentions and enhances negative word-of-mouth propensity via anger, disgust, and contempt. Low psychological distance enhances the effect of CSI on individual-level outcomes. The study findings contribute to CSI literature and guide organizations in devising strategies to mitigate the adverse effects of CSI.

#131	Femvertising and SDG Goal 5: A Review and Future Research Agenda	Author(s): Jeevan Lawrence and Gyanda Girisha
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#496	Non-dualism for customer centricity in the service context	Author(s): Ramendra singh and Yukti Sharma
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Notwithstanding the myopic focus of 'transitory' incentive systems in building an enduring server-customer relationship, a growing body of scholarship on Spirituality at the workplace (SAW) espouses 'neoliberal rhetoric' of intrinsic motivation to unleash servers' 'true' self and embeds customer-centric values in them. Towards this, we delve into the ancient Indian philosophy of Karma doctrine to unpack our research question of how the servers' Karma orientation (KO) enables and shapes their Customer orientation. We ground our theoretical foundation in non-dualistic philosophy, described within Sanskara's Advaita Vedanta, to answer our research question using a qualitative approach. We conducted in-depth interviews with 20 service providers across various industry sectors. We employed three levels of axial coding comprising 201 descriptive codes, 32 interpretive codes and four aggregate codes. Our research contributes to ongoing scholarly discourse at the nexus of the SAW, Karma doctrine and relationship marketing.

#626	Exploration and confirmation of factors affecting service quality - An empirical study of Indian Charitable Trust Managed Healthcare Facilities	Author(s): Rupal Khambhati and Hiren Patel
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#157	How Businesses Make Digital Marketing Channel Choices? An Emerging Market Approach	Author(s): Arunima Shah and Moutusy Maity
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Our study proposes to identify the various factors that marketers of different types of businesses use to identify their digital marketing strategies and make communication and marketing channel choice decisions. Set in the context of an emerging market, where resource constraint is a common phenomenon, especially in smaller firms, the study documents marketing channel choice decisions of 25 marketers taken in the context of rapid digitalization of consumer and business markets. We collect data about factors that influence marketing channel decisions with the help of in-depth qualitative interviews. Using the Grounded theory approach and the Awareness-Motivation-Capability perspective, we attempt to identify an overarching framework of marketing channel choice strategies which would be applicable for businesses of various sizes and contexts for marketing decision making.

#410	The Influence of Green Marketing Orientation on Repurchase Intention: A Study of Travel and Tourism Sites	Author(s): Rajat Kukreti and Mayank Yadav
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Popularity of sharing accommodation applications globally has led to a significant spike in the perceived effects on customers in the last decade. Insights from the current study can be gained regarding how green marketing orientation, trust in platform and green image affect consumers repurchase intentions in sharing accommodation platforms. 18-year-old or older users of sharing accommodation platforms in the Indian metropolis of New Delhi were polled in order to acquire factual information. In order to examine the data and test the provided hypotheses, techniques including confirmatory factor analysis and structural equation modelling were used. Research results confirmed that a focus on green marketing influences platform trust and green image favorably, which in turn influences repurchase intention. This arguably is the first effort to establish how trust in platform and green image might relate green marketing orientation with repurchase intention.

#610	Exploring Customer Centricity Adoption in a Digital World: Culture, Innovation and Co-Creation	Author(s): Anjana Dharmani
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This paper conducts a literature review on customer centricity, focusing on the advent of digital technologies in a company's strategy and operations. The purpose of this review is to identify research gaps in literature and lay down three research objectives that can address these gaps. An extensive search strategy and strict inclusion and exclusion criteria were used, with 75 relevant papers identified and covered in the review. The paper synthesizes studies and articles published since 2000 and identifies research gaps that need to be addressed in the literature, which are related to the adoption of customer centricity in organizations, the role of technology in enhancing customer centricity, and the relationship of customer centricity innovation. To address these important identified research gaps, a qualitative study with one- to-one online interviews is administered. After thematic analysis of the interview transcripts, the study findings contribute with a proposed framework and suggesting future research directions. This research aligns with Sustainable Development Goal 9 (SDG 9) - "Industry, Innovation, and Infrastructure," as it emphasizes how customer centricity, by enhancing innovation and organizational performance, supports the goal of promoting sustainable industrialization and innovation, contributing to a more equitable and sustainable world through industry and innovation. It underscores the importance of understanding and integrating customer-centric approaches into businesses for lasting economic and social impact.

#111	From Shoppers to Subscribers: A Qualitative Study on E-commerce Subscription-based Pricing	Author(s): Achint Nigam, Shreya Sangal, Abhishek Behl and Nakul Gupta
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E-commerce platforms in India increasingly offer subscription-based pricing (SBP) in the form of 'subscribe and save' (SaS) options. This study seeks to delve into the perceptions of Indian customers regarding SaS within the e-commerce landscape. Using the rational choice theory, we employed qualitative research methods such as focus group

discussions and personal interviews with online shoppers, to explore customer behavior and attitudes towards SaS in Beauty, Health, Grocery, and Pet supplies (BHGP) product categories using thematic data analysis procedures. Our study yields insights encapsulated within three key themes: 'Factors Influencing the Adoption of SaS,' 'Pros and Cons of SaS,' and 'SaS and Customer Behavior.' These findings substantially contribute to the body of knowledge concerning subscription e-commerce strategies, offering valuable implications for theoretical understanding and practical managerial decision-making in the e-commerce sector.

SESSION ID H-4
13TH January 2024
9:30 AM TO 11:30 AM
Venue: NAB CR- 4

#51	Marketing Systems Failure as a Result of Neo-liberal Governmentality: In the Context of Stubble Burning in India.	Author(s): Sujit Jagadale and Javed Shaikh
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The purpose of this qualitative inquiry is to explore how neo-liberal governmentality leads to long-term marketing system failure in the context of stubble burning in India. Though the marketing systems perform a continuously important role in societal well-being, we argue that neoliberal governmentality, as a background structure, causes distorted patterns of interrelationship and disputes among the stakeholders that result in marketing system failure. While exploring the issue of stubble burning in India, we show how the complex relationships between micro, me so, and macro aspects in marketing systems, if having an incorrect alignment, generate unfavourable system outcomes. We have derived three themes: shifting governmentality, archetypal consumption, and market ascendancy in the value chain. We propose an action of intervening with respect to the creation of an inclusive 'farm-waste' value chain that centers on farmers' collective ownership, reinstating the principle circularity of agriculture, and fair division of the benefits among stakeholders.

#419	Awe and preference for appearance-management products	Author(s): Atul Kumar
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Consumers' negative perception of their own self-appearance leads to deterioration of their overall well-being and an increase in their preference for appearance-management products. In this study, we examine how the experience of the positive emotion of awe will lead to a decrease in the preference for appearance-management products. The experience of awe will lead to a state of self-compassion, which in turn will lead to a decrease in preference for such products. Through two experimental studies, we find significant evidence supporting our hypotheses. Our research has significant implications for the literature on appearance-management products and the literature on awe.

#433	Consumer Creepiness: Why consumers avoid virtual influencers	Author(s): Arijit Das
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#623	Nostalgia marketing in management research	Author(s): Parvathy Venugopal and Sandhya G
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Nostalgia marketing, a potent and emotionally charged strategy, has emerged as a driving force in contemporary marketing, fostering brand engagement, customer loyalty, and increased sales. This article thoroughly explores the intricate world of nostalgia marketing, shedding light on its emotional resonance, historical evolution, and psychological foundations. It underlines how this approach has adapted to societal and technological changes and its profound influence on consumer behaviour. This article also examines nostalgia marketing's application across diverse industries, encompassing fashion, food and beverage, and entertainment. The article outlines promising future research directions in nostalgia marketing. These encompass cross-cultural perspectives, generational disparities, neuroscientific insights, technology integration, and sustainability, contributing to the ongoing growth of this dynamic field. Nostalgia marketing continues to evolve, offering new opportunities to explore its influence on consumer behaviour and its potential for establishing enduring brand relationships.

#257	The Interplay of Ethics and Policy: A New Paradigm in Tourism Behavior	Author(s): Bhawani Sharan
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The research study explores the complex dynamics of consumer behavior in the Tourism, Leisure, and Hospitality Management (TLHM) sectors, particularly in the context of responsible tourism and sustainable development. The study is significant considering a global pandemic, which has accelerated a change towards more sustainable practices and prompted an enhanced awareness of stakeholder roles. The research proposes a unique conceptual model that integrates Ethical Considerations as a mediating variable and Policy Intervention as a moderating variable, thus supplementing the existing Norm Activation Model (NAM). NAM, a well-established framework in tourism research, focuses on four core constructs: Awareness of Consequences (AC), Attribution of Responsibility (AR), Personal Norms (PN), and Environmentally Responsible Behaviour (ERB). According to the paper, these concepts are sequentially connected and influenced by external variables such as ethical considerations and Policy Interventions. A carbon price, for example, could change a tourist's norms about eco-friendly travel, influencing their behavioral intentions. The conceptual model of the paper seeks to answer two essential research questions: 1) In the TLHM sectors, how does Ethical Consideration mediate between Personal Norms and Behavioural Intentions? 2) What role does policy intervention play in the TLHM sectors as a mediator between personal norms and pro-behavioral intentions? The model provides a complete framework for understanding the complex interplay between knowledge regarding the environment, responsibility, personal norms, and goals in the tourism sector. The work contributes significantly to theory by extending NAM to incorporate ethical considerations and policy interventions. This multimodal approach explains tourist behavior more thoroughly, especially in today's complex post-pandemic context. The model provides critical insights for policymakers and industry professionals by combining public policy as a strategic moderating element. The model offers vital insights for policymakers and industry professionals by combining public policy as a strategic moderating element. The research

continues by recognizing its limitations, including the necessity for empirical confirmation and the probable lack of generalizability to other industries. Despite these limitations, the study offers a balanced approach that appeals to academic and business audiences by combining theoretical frameworks with actual difficulties. Its emphasis on real-world issues such as sustainability, environmental responsibility, and cultural sensitivity makes it highly relevant for stakeholders, ranging from lawmakers to tourist operators to travelers.

#393	Sustainable or greenwashed: investigating consumer perceptions, attitude and purchase intention for fashion brands	Author(s): Sheetal Soni and Usha Yadav
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In today's globalised society, sustainable development is becoming increasingly important. Numerous businesses wish to take this growing interest in sustainability into account by thinking about how sustainable their products might be. The fast-fashion industry has been criticized over the years for its lack of environmental and social ethics. There is continuous pressure on the fashion industry to adopt sustainable practices and reduce its negative environmental impact. The fashion industry tries to differentiate its products for a competitive advantage through eco-fashions and to lure socially responsible customers. Consumers are aware of sustainability, and their attitude towards sustainable products is increasing rapidly. Since awareness of environmental products has a bright outlook for the consumer, purchase intentions towards sustainable products are still affected by various other factors. The present study aims to determine consumers' purchase intentions towards sustainable fashion brands by utilising factors like consumer's attitudes towards sustainable clothing consumption, awareness of and perceptions of greenwashing activities and consumer attitudes towards sustainable brands.

#519	The Moderating Effect of Consumer Attitude on the Relationship between Co-Branding and Purchase Intention in E-commerce	Author(s): Satya Nand, Vimal Bhatt, Prabhat Kumar and Krishna Murari
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The absence of relevant studies on the attitude of shoppers towards co-brands in the online industry has led this paper to analyse the relationship between affective loyalty, perceived benefits, attitude, product fit, and purchase intention towards online co-branded products. Moreover, results highlighted the relationship between attitude and purchase intention towards co-branded products online. The study, which is one of the few to examine the topic of e-commerce using PLS-SEM, finds that all the existing factors create a positive impact on consumer attitude and purchase intention as well. Though the results are limited to participants mostly from metro cities in India, their valuable insights on co-branded products in emerging markets are equally useful for researchers, academia, and marketers. Their insights into consumer behaviour towards co-branded products in emerging markets.

#562	Optimal choice-based survey designs	Author(s): Soumen Manna
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Companies seek feedback from potential consumers when developing a product. Companies want to understand how the buying behaviour of consumers depends on different product features. For a survey, companies create hypothetical product descriptions based on features and ask consumers about their preferences among a set of products. The survey data are then used to construct appropriate models that represent consumer buying preferences. Choice model is one such model to understand consumer choice behaviour. The data collection technique for a choice model is called choice experiment. In choice experiment, we assume the utility of a product is the sum of part-worth utilities of all its features (or attributes). Thus, in choice experiments, a product is considered as a level combination of its features. In general, in a survey, written descriptions of different products are shown to the consumers. Consumers focus on the descriptions of each product's features and derive utility from each product and choose the best. However, research shows that in addition to the attributes of focus, physical prototypes that are meant to approximate real products must be made with specific traits that communicate realism to consumers. Adding general detail to a representation is not alone sufficient to provide accurate predictions. In reality, consumers want to feel the real product before buying. However, surveys with real product prototypes sometimes become costly and not all companies can afford it. Alternatively, they use picture prototypes or 3D prototypes to give respondents some real feelings before collecting data. However, nothing can beat the real product prototypes. The available choice designs require a large number of product profiles for the optimal estimation of its feature's (factorial) effect. Only a few big companies can afford a survey with real product prototypes because of the cost involved in making real product prototypes. Others just prefer written product profiles for their data collection even if knowing it is not very efficient. Therefore, there is a need for a technique that creates an optimal choice design with a smaller number of product prototypes. In this paper, we develop optimal choice designs that take minimum product prototypes for an optimal estimation of its features.

#637	Mapping the Literature on Influencer Marketing: A Bibliometric Study	Author(s): Dhun Sehrawat and Hamendra Kumar Dangi
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Today, marketers are increasingly utilizing influencer marketing practices on social media to promote their brands, products, or services. This topic has also become the hot research field for academicians. This study provides a comprehensive review of the available literature on influencer marketing domain using bibliometric analysis. For this, 394 documents were extracted from the Scopus database from a period of 2011 to 2022. The current study presents a complete review of bibliometric toolbox using performance analysis and science mapping techniques. The performance analysis indicates the contributions of five research constituents (Document, Author, Source, Country, and Institution). While science mapping shows the relationships between research constituents using social knowledge structure. This study is expected to help future scholars to gain an understanding of the current stance of literature and find ways to advance research in the influencer marketing domain.

11TH January 2024
4:00 PM TO 5:30 PM
Venue: ABE CR- 3

#87	Try Before Buy a New Way of Gen Z's Purchase Pattern: Role of Augmented Reality and Directions for future studie	Author(s): Sudin Bag and Kousik Mandal
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Purpose: Augmented reality (AR) is considered as a remarkable technological expansion in the world that impacted almost all segments including retail. The aim of the study is to explore how AR tools influence consumer behaviour in both pre-purchase and post-purchase decisions, particularly in beauty and personal care (BPC) products. Methods: The study is divided into two. The first study examines the effects of immersive AR environment that consists by mental imagery, interaction, and authenticity and subsequent purchase intention during pre-purchase phase. The second study inspects the effects of AR sensory on brand love and repurchase intention at post-purchase phase. An online survey was utilized to collect the responses from the Gen Z females who were experienced with AR. Theoretical idea was examined and verified using structural equation modelling. Findings: Empirical results of the study reveal that product knowledge has been influenced by the AR constructs in pre-purchase and post-purchase phases. Moreover, product knowledge through AR remarkably effects brand trust in pre-purchase stage, which ultimately transforms into brand love in post-purchase behaviour. Originality of the study: This research has made a maiden attempt to understand the AR's ability on pre-purchase and post-purchase phases of Gen-Z women toward BPC products during their purchase journey across three previews of product knowledge development namely, (a) mental imagery, (b) interaction and (c) authenticity. Thus, the industry should place the product attributes in such a way that enhances the consumers' product knowledge and helps them to increase brand trust and love towards BPC products.

#95	With enterprise metaverse comes great possibilities! Understanding metaverse usage intention from an organizational perspective	Author(s): Aman Kumar, Amit Shankar, Abhishek Behl, Vijay Pereira and Achint Nigam
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This study investigates organizations' intention to use the enterprise metaverse. Diffusion of innovation theory (DOI) is used as an underpinning theory to examine the impact of relative advantage, compatibility, complexity, observability and trialability on the intention to use the enterprise metaverse. The results of this study reveal that relative advantage, compatibility, complexity, observability and trialability are significantly associated with the intention to use enterprise metaverse. Further, digital agility significantly meditates the association between relative advantage, compatibility, complexity, observability, trialability and the intention to use enterprise metaverse. Moreover, the results of moderated-mediation hypotheses indicate that the mediating effect of digital agility on the association among compatibility, complexity, observability and the intention to use enterprise metaverse is significantly moderated by government policy effectiveness. The study's findings will enrich the metaverse literature. Further, it provides a deeper understanding of industrial metaverse adoption from a B2B perspective using the underpinnings of DOI.

#158	Understanding Prosocial IT Use by Consumers through Norm Activation Model	Author(s): Arunima Shah and Moutusy Maity
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The aim of this study is to understand the role of an IT user's norms, social influence, and self-efficacy on their intention voluntarily adopt prosocial IT behaviour. The authors draw from the norm activation and technology adoption literature to explain the adoption of normative IT practices. The study is set in the context of green IT use and uses SEM to test the proposed model. Results indicate that social influence significantly activates end users' moral obligation which further influences their intention to engage with green IT practices.

#231	Organizational Culture in a Hybrid Mode of Working: Expectations of Employees	Author(s): Lokesh Malviya and Vishal Gupta
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The hybrid mode of working was introduced as a reaction to the reduction in the number of COVID-19 cases. However, with the disruption caused by the pandemic and employees becoming comfortable with working from home, the hybrid mode is expected to create challenges. Given this new (hybrid) work arrangement, maintaining a positive organizational culture will require looking at things differently. The present study tries to identify important organizational culture enablers that are relevant for this mode of working. Analyzing data from semi-structured interviews with 20 participants, we find that empathy, flexibility, tolerance and trust, importance of in-person interactions, and communication emerge as prominent themes around culture in the hybrid mode of working. Implications for theory and practice are discussed.

#299	AI Ethics, User Trust, and System Adoption	Author(s): Divya Dwivedi
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AI systems offer immense potential for a variety of organizations and societies. However, their functioning and outcomes have raised several ethical concerns in the recent past. Numerous studies focusing on various aspects of making AI systems more ethical are primarily normative. Hence, they don't offer enough information on the outcome of these efforts. Does making an AI system more ethical has any impact on its adoption? In this study, I highlight the need to empirically understand the impact of 'Ethical AI' on AI systems' adoption. Explainability, transparency, and accountability are viewed as the foundational pillars of ethical AI. Therefore, it is important to explore, if and how enhancing these ethical anchors impacts AI systems' adoption. For that, it is required to improve the conceptualization and operationalization of these ethical anchors. Further, I highlight the role of trust as the underlying mechanism in this process.

#473	Multilevel Information privacy behaviour on mobile messaging application	Author(s): Amit Kumar Chaudhary
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The aim of study is to understand individual's multilevel information privacy related behaviour on mobile messaging applications, such as, WhatsApp. WhatsApp is an mobile messaging application, where groups are formed in order to share information and interact with friends. But there are no norms in order to regulate these groups. In these

groups personal information of an individual can be shared by some other group members, which lead to embarrassment of individual. Using Theory of Planned Behaviour and social identity, attempt is to understand the phenomenon which lead an individual to share other's personal information on public platform. Such activities attack the privacy of individual, which have adverse effect on them. And attempt is to required to provide remedies against these issues.

#220	Podcast consumption and podcast advertisement: an exploratory study	Author(s): Akanksha Batra and Piyush Kumar
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Abstract: Objective: To assess the match between podcast listeners' preferences and podcast advertisements.

Method: This study attempts to fulfill this research objective by performing a descriptive analysis using secondary data. The study focuses on podcast consumption and podcast advertisement trends in the US region. We use graphs and tables to make the data more visually perceptible.

Results: The analysis shows that multiple variables are pertinent for gaining an understanding of podcast advertisement effectiveness. The results also reveal that advertisers seem to demonstrate an understanding of the consumers' attitudes, preferences and actions towards podcasts and podcast advertisements and are changing their advertisement strategy accordingly.

SESSION ID I- 1a.2
11TH January 2024
4:00 PM TO 5:30 PM
Venue: ABE CR- 4

#481	Digital Transformation in The Legal Services Industry: Stakeholders, Barriers, and Implications	Author(s): Prince Chacko Johnson
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The digital transformation wave, propelled by advancements in technologies such as artificial intelligence and blockchain, has permeated various industries, prompting them to re-evaluate traditional practices and adapt to the evolving landscape. The legal services industry, characterized by its deeply entrenched practices and values, presents a unique case of digital adaptation. Drawing on Institutional Theory, this research delves into the institutional dynamics underpinning the digital transformation of the legal services sector. By examining the coercive, mimetic, and normative pressures shaping the industry's response, I aim to uncover the intricate interplay between longstanding institutional norms and emerging digital trends. The findings shed light on the barriers and opportunities presented by digitalization in the legal realm, offering insights for both practitioners and scholars.

#502	Technology, People, and Business	Author(s): Akhila Veldandi
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The rapid spread of coronavirus disease across borders throughout the globe changed the functioning of organizations. More specifically, organizations in the Information

Technology (IT) sector had made significant changes in their organizational processes. One significant change was the shift towards working from home. This article aims to understand the experiences of employees working from home and the emotional consequences of those experiences due to digitalised workplaces. Our study is a qualitative inquiry of the unique experiences of 20 IT employees working in the digitalised workplace during a nationwide lockdown in India. The lived experiences of employees during lockdown elicited that work from home, which in general is considered a blessing in disguise was gradually turning into a curse because of paucity of social bonding, thereby leading to the melancholy of crisis among individuals. We observed distorted work-life balance among employees emerging from blurring boundaries between work and personal life. Organizational support emerged as a silver lining amidst chaos.

#369	Putting 'agility' into agile projects: A multi stakeholder analysis of barriers to Agile implementation	Author(s): Soumya Rath and Gunjan Tomer
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Agile based project management are utilized widely across software development Industry. Agile based software development allows more responsive adaptation of client requirement and often prioritize high speed of product delivery. The adaptive and iterative form of software development require a very high degree of 'agility' in the organization. Despite the prevalence of Agile method there is a large gap between expectations and actual execution of these projects. In the present study we explore and analyses various challenges for Agile based project management. Agile method prescribes clear role definition among the agile team. Thus, we have adopted a multi stakeholder approach where we have collated responses from three core agile roles-Scrum masters, Product owner and software developers. Our findings delve deep into the actual execution of agile project and have presented nuanced description of perceived barriers for successful Agile implementations. Our findings suggest a holistic shift in the working culture of the organization to adopt the essence of Agile way of working. Our findings also suggest that as compared to traditional methods such as waterfall model, Agile method require effective communication and synergy among the team.

#373	Virtual Influencer Marketing: Influence on Consumer Purchase Intention and Brand Equity	Author(s): Sunanda Nayak and Pawan Budhwar
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This paper highlights how virtual influencers are leveraged for marketing and how they influence the purchase intention of consumers. Applying the lens of the hierarchy of effect (HOE) theory and drawing on a rich data set, consisting of two focus group discussions and 26 in-depth interviews with the marketing professionals, the findings reveal seven dimensions relating to virtual influencer marketing, brand equity and purchase intention of the consumers. In addition, the study highlights the significance of content creators, thus revealing the real dynamics involved in virtual influencer marketing. Overall, the study contributes to the scholarship of influencer marketing and online consumerism literature.

#179	AI-generated spatial data: Bibliometric literature synthesis and future research directions	Author(s): Nakul Gupta, Shreya Sangal and Achint Nigam
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AI-generated geospatial data is becoming increasingly crucial in business and society, revolutionizing decision-making and efficiency. However, there is a notable gap in research regarding its design and socio-technical aspects. This study aims to fill this void by investigating the key factors in synthetic spatial data generation. We conducted an extensive bibliometric analysis to identify significant clusters and themes in AI-generated spatial data literature. Our findings unveil four primary clusters: environmental and urban applications, data management, landslide susceptibility mapping, and machine learning techniques. These clusters offer insights into different facets of AI-generated spatial data. We also highlight potential research directions to foster innovation and collaboration. Nevertheless, we recognize challenges such as data quality, privacy, security, and the lack of standardization and regulation. This research contributes to a deeper understanding of AI-generated spatial data's intricate landscape, promoting its responsible and effective use across various domains.

#189	Towards a typology and understanding of the motivation of YouTube knowledge creators: Use of expectancy-value theory of motivation	Author(s): Rya Ray and Neharika Vohra
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This paper integrates Eccles & Wigfield's expectancy-value theory of motivation with knowledge creation and sharing literature, along with insights from analyzing YouTube knowledge creators and their self-declared motivation. It introduces some less researched motivators such as the joy of knowledge creation and the desire to teach something, and costs involved in creating and sharing knowledge. Integrating findings from literature and secondary research, the paper makes propositions regarding underlying motivations to create and share knowledge. Knowledge regarding the subject matter and competency of delivering this knowledge through films emerge as critical factors for motivation. Further, the importance of intentionally and reflexively nurturing one's subjective task values also emerges as a critical driver of motivation to create and share knowledge. This research stands a chance to inform emerging and relevant research in e-entrepreneurship and can help academics, researchers, and educators to position themselves favorably in an increasingly competitive and online services- driven environment.

**SESSION ID I-3
12TH January 2024
2:30 PM TO 4:30 PM
Venue: NAB CR- 2**

#309	How will tomorrow look? A note on the future of work in the new millennium era from a people-process-technology perspective.	Author(s): Charvi Shukla
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How will tomorrow look? This is an ongoing debate regarding the increased technological advancements and their impact on employment scenarios. This paper aims to explore the holistic perspective to understand the Future of Work (FoW) in the 21st century using the People-Process-Technology (PPT) framework. It extends the idea of the PPT framework and FoW into an equation. A systematic review of the literature using the PRISMA method is presented, which guides the thematic analysis from the PPT framework perspective. The study shows that the Future of Work will include the requirement of IT skills, policy changes to cater to technological advancements, building a symbiosis relationship between humans and machines, leaders' role as a facilitator, and others. The study also provides an overview of the dark side of the Future of Work and how its impact can be minimized. Towards the end, five future directions are presented to explore new possibilities.

#341	What explains the adoption of blockchain technology? A TISM and MICMAC analysis approach	Author(s): Himanshu Not Applicable, Sanjay Dhingra and Shelly Gupta
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Blockchain technology is widely appreciated worldwide and gaining attention of organizations from different industries. For gaining deeper insights regarding the adoption of blockchain technology, this study intends to identify the factors and establish the contextual interrelationships among them with experts' opinion and total interpretive structural modelling. The factors are categorised into autonomous, dependent, linkage, and driving variables using MICMAC analysis. The findings indicate government support as the most crucial factor in blockchain adoption. The results of this study will help the policymakers to direct the resources from the most crucial factor to other factors in the hierarchy as per their relevance.

#350	ICT and Relationship of Teachers with Parents: A Study on Communication Methods and Involvement	Author(s): S Devi Priya, Ajith Babu and Deepanshu Wadhwa
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The study aims to understand teachers' relationship with parents while using ICT for communication that became pertinent during the COVID-19 pandemic as physical schools temporarily terminated, and online education commenced worldwide. It differentiated the relationship during the three phases of the pandemic, that is, pre-, during, and post-pandemic, delving into communications made with and without ICT. The research questions were derived from the social exchange theory in formal relationships. Data was collected through a snowball sampling technique from eighteen primary-level teachers employed in low-cost private schools in India. Through thematic analysis, broad themes of methods of communication and involvement of teachers and parents were inferred. The enforced use of ICT for communication during these periods, on the one hand, facilitated involvement, thereby positively affecting the relationship, and on the other hand, the over-involvement of parents and teachers deteriorated their relationship. This reveals teachers' new demand for work that arises with using ICT for communication.

#364	Towards ai governance: A policy to practice review of AI chatbots	Author(s): Anand R Navaratna and Deepak Saxena
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Amidst growing deployment of AI ChatBots, need for formulation of governance framework, policy, regulation mechanisms is also increasing. While all applications have a policy statement (e.g. on data use and privacy), there is a need to access the gap between 'Policy to Practice'. Towards this aim, we have carried out a three level analysis of 10 google play store applications in the category of AI ChatBots. An assessment of these applications based on their self-declaration on Google play store on 15 preset parameters, followed by sentiment analysis of reviews through VADER and RoBERTa models is undertaken. This helped us in determining what developers say versus what users say versus what regulations expect. The paper through its extensive analysis establishes a gap in what regulation is expected to do versus what is practiced on the ground.

#374	A novel approach using Natural Language processing and Deep Learning for automatic identification of sources of customer discontent	Author(s): Rahul Kumar and Divya Choudhary
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Managing customer resentment and grievances is a challenging and complex task, particularly, for online ecosystems. The overwhelming flow of information has made it difficult for online portals to attend and address customer dissatisfaction. Therefore, in this paper we aim to offer an automated approach to classify the sources of dissatisfaction, in order to support the decision-making and task association to various departments and functionals. We showcase our methodology on millions of first-hand reviews by using computational intelligence such as natural language processing and deep learning architectures. The results show that our approach is successfully able to classify the sources of customer dissatisfaction without any manual intervention. Our findings offer significant implications for online portals. The practitioners may now utilize such approach(es) to automate various processes and tasks to aid complex decision-making.

#380	A Framework for Chatbot-Powered HR Management: Unlocking New Possibilities	Author(s): Anjali Bansal, Navnit Kumar Shukla and Damini Saini
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The increasing integration of Artificial Intelligence (AI) in Human Resource Management (HRM) is driven by its potential to provide value to consumers, employees, and organizations. This trend gained prominence at the G20 Summit in New Delhi, where Indian Prime Minister Narendra Modi advocated for a framework ensuring responsible and human-centric AI governance. Among the AI tools commonly used in HRM, Chatbots stand out in mimicking human conversations and thereby streamlining hiring, onboarding, training, and other processes, which ultimately benefit organizations by increasing mobility, enhancing HR functions' effectiveness, reducing costs, and boosting productivity. Chatbots also improve individual experiences, job satisfaction, time efficiency, and career support while empowering employees at a collective level. It is surprising that practitioners and researchers are overwhelmed by the unorganized

information available on AI and Chatbots, restricting the full realization of the expected benefits of incorporating Chatbots into their HRM operations. Thus, to address this gap, our research conducts a systematic literature review and generates a comprehensive nomological framework that emphasizes the importance of non-technical elements such as individual intent, organizational support, culture, etc. in addition to technological architecture and infrastructure. We further divide moderators across two levels in the framework, where the first set of moderators facilitates the effective adoption of Chatbots and the other set of moderators helps achieve overall HRM efficiency.

#57	Analysis of bio medical articles using natural language processing techniques	Author(s): Kirti Arekar and Rinku Jain
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Due to the rise of the digital applications in the current world and its influence on the publishing business, taking out time to thoughtfully read an article, document, or book in order to determine its relevance is very difficult and not a feasible option, especially given time constraints. Furthermore, with a rising number of articles being published and the digitalization of traditional written media, it has become practically difficult to keep track of the expanding number of publications available on the web. A lot of writers are resorting to the electronic media in order to pose their ideas or comment on a particular topic of interest due to cost dimension as well reach the electronic media provides to their article. Hence it has become crucial for readers across to keep themselves updated through not only use of print media but also electronic media. Also, one must note as compared to print media, electronic media provides real time updated content. The purpose or main aim of the study to help user/reader of healthcare and biotechnological articles /blog posts to understand the article completely within a less span of time and by execution of a different efficient models. This study will enrich user by providing in depth analysis of the article under study by providing keywords used in the article and summarising the entire article to save time and efforts of reading the entire article. This model will also help to understand the tone of the article and decide whether to go ahead reading it or choose another one.

#156	Does Leadership Support lead to Change Readiness for Digital Transformation: An Exploration of the Underlying Pathway	Author(s): Sonali Narbariya, Swati Sisodia and Binesh Nair
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In the light of the growing importance of digital transformation in India, this study intends to advance the research in change management by exploring the underlying pathway between leadership and employee readiness to change. Primary responses from 409 IT sector employees in India were analysed to investigate the mediated-moderation model to demystify the path that leads employees towards being prepared for large scale digital transformations. Model 14 of PROCESS macro and syntax was used to test the complex mediated moderation model. The results of the study suggest that leadership support is an important determinant of change readiness amongst employees and proactivity significantly mediates the relationship between them. However, the presence of high personal valence for digital technologies weekend the impact of employee proactivity on employee readiness to change. This finding challenges the mainstream perspective, thereby, demystifying the dark side of digital transformation.

SESSION ID I-4.1
13TH January 2024
9:30 AM TO 11:30 AM
Venue: NAB CR- 2

#511	The Architectures of Skill Evolution: Integrating Modular Learning Frameworks in HRM Practices for Industry 4.0 Adaptability	Author(s): Meghna Goel
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The Fourth Industrial Revolution, or Industry 4.0, has ushered in a transformative era marked by rapid technological advancements. Central to navigating this landscape is the role of Human Resource Management (HRM). This paper delves into the intricate landscape of HRM adaptability in the era of Industry 4.0, emphasizing the importance of adaptability as its nucleus. The rapid pace of technological change underscores the significance of continuous learning, re-skilling, and up-skilling to ensure workforce alignment with evolving demands. A primary recommendation is the prioritization of modular learning in HRM practices, facilitating personalized and paced learning experiences. As the digital transformation redefines the traditional paradigms of HRM, organizations are encouraged to integrate these strategies to harness the full potential of their technological investments and human capital. The paper offers a comprehensive framework as a strategic guide for organizations, aiding in navigating the challenges and opportunities of HRM in the Fourth Industrial Revolution. This research delves into the transformative implications of the Fourth Industrial Revolution, termed Industry 4.0, on Human Resource Management (HRM). Characterized by the integration of physical, digital, and biological spheres, Industry 4.0 is reshaping HRM practices, necessitating a shift towards adaptability and alignment with emerging technologies like AI, IoT, and robotics. Drawing from real-world applications, including a case on Russia's approach to HRM in the digital energetics sector, the paper underscores the need for innovative HRM strategies tailored for the challenges of Industry 4.0. A pivotal conclusion is the essentiality of a symbiotic relationship between evolving HRM practices and technological trajectories. The research provides a strategic framework, serving as a compass for organizations to ensure resilience and sustained success in the age of rapid technological advancements.

#525	Understanding HR Managers' Perception of Extending HRM in Gig Work: A Qualitative Inquiry	Author(s): Vaishnavi Gautam and mridul Maheshwari
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The changing nature of work, particularly gig work, has altogether challenged the understanding of work, workforce, and workplaces. While previous literature has unfolded important conclusions that characterize gig work, still little is known about how HR managers feel about the possible extension of HRM to gig work. Building on 18 semi-structured interviews, this study aims to fill this gap to uncover the social, political, economic, technological, and legal aspects of HR managers' perception towards extending HRM to gig work. Mixed views about the idea of implementing HRM to gig work

are noted. Using the theoretical lens of contingency theory, an attempt is made to offer implications for policymakers, government, and gig organizations.

#621	A typological view of the creator economy ecosystem	Author(s): Guninder Pal Singh, Vikram Choudhary and Gargi Rawat
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Content economy is a new marketplace phenomenon, continuously gaining academic and industry traction. This paper presents an actor based conceptual framework explaining several outcomes for different actors. Further, for each of the actors identified, the paper also provides a comprehensive typological view into specific processes and distinct characteristics that define the interactions among creators, users, and platforms. This paper presents a structured way of organizing the different types of participants or entities within the creator’s economy ecosystem, potentially based on their roles, content focus, business models, processes and other defining characteristics. The framework and typological classification contribute towards enhancing the structure of consumer interactions mediated on digital platforms, especially by emphasizing the role of content in this exchange.

#629	The Impact of Gamified Metaverse Moments on Attitude: A Multi-Stage Study	Author(s): Swathi Mohanan and Nibu John Thomas
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The exponentially growing immersive technologies are revolutionizing organizations. Metaverse, an experience expected to usher in the next phase of the internet, is central to these immersive technologies. The business impact of this virtual environment that blends the physical and digital worlds, facilitated by the convergence of the internet and extended realities, is expected to be enormous. However, the knowledge around this domain is meagre, especially about how the Metaverse experience may influences an individual attitude and behavior. Towards this, the current study examines the mechanism in the Metaverse environment that influences an individual’s attitude. The data collected through a multi-stage process reveal the factors that influence attitude due to the metaverse moments.

#89	Science Commercialization from Academia to Industry: Exploratory Analysis of Enablers and Inhibitors	Author(s): Gaurav Tikas
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#91	Dealing with AI- pleasure or pain? Doctors’ perspectives	Author(s): Ritu RAJ and Rajesh Chandwani
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Artificial Intelligence has rapidly extended its influence within the healthcare domain, to a future where AI-driven medical professionals could collaborate with human physicians to enhance medical practice. Consequently, this streamlines the responsibilities of hospital administrators, physicians, and patients, accomplishing tasks within notably reduced time frames. However, the adoption of AI in the healthcare sector is inherently intricate, owing to the critical nature of healthcare services, requiring meticulous consideration and judicious deployment. To address these intricacies located in a novel phenomenon, we conducted in- depth interviews with 13 medical professionals. The study's results underscore doctors' perspectives on integrating AI into their daily

professional routines and how they effectively coordinate their tasks in tandem with AI integration. These findings hold significant implications for the future of healthcare work and the development of collaborative environments and work systems involving human-AI integration.

#556	Don't hold me ransom: Mitigation of Ransomware Attacks through Cyber-risk Management framework	Author(s): Kalpit Sharma
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Abstract: This study attempts to mitigate Ransomware attacks by combining structured and unstructured data. It comprises three modules. Specifically, our cyber-risk assessment module uses input such as Ransomware attack characteristics, attack ransom amount and duration, vulnerability data such as vulnerability counts, severity, trends, and topics extracted from web articles. Following this, we calculate the expected loss resulting from Ransomware attacks. We suggest cyber-risk mitigation strategies such as self-protection (technology, compliance, and legal deterrence), self-insurance, or cyber-insurance.

Keywords: Cyber-risk, Ransomware, Protection-Motivation Theory.

397	Artificial Intelligence-based Decision-making in HRM: A Systematic Literature Review and Future Research Agenda	Author(s): Nishit Sinha and Eshika Aggarwal
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Artificial intelligence (AI) methods and applications have permeated the various domains of organizations, and human resource management (HRM) is no exception. The exponential increase in AI-enabled decision-making related to the HRM processes in organizations is supported and matched by the interest in academia and subsequent research output. The present study aimed to appraise and summarize the interaction between AI-enabled decision-making and HRM research by conducting a systematic literature review. By analyzing the existing literature in this domain, the study attempts to consolidate the literature related to various HRM functions with AI-enabled decision-making and suggest future research agenda to the researchers and practitioners.

**SESSION ID I-4.2
13TH January 2024
9:30 AM TO 11:30 AM
Venue: ABE CR- 4**

#316	Examining Post-Pandemic Popularity of Lo-Fi Music in India: A Uses and Gratifications Approach	Author(s): Karman Khanna, Andy Silveira and Priya Kataria
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Although Indian Gen Z folk increasingly took to listening to lo-fi music during the Covid-19 pandemic, there is little information about listeners' motivations. A uses and gratifications approach is applied to understand listeners' sustained interest in lo-fi

consumption across different platforms during an unprecedented time. This inductive qualitative study interviews 23 Gen Z lo-fi music listeners and two lo-fi music producers who have YouTube channels to uncover themes including negative mood management, reminiscence, accessibility, social interaction and bollywoodness. This research contributes to how Gen Z listeners access a wide range of music, have exclusive reasons for their choices and nuanced reasons why they experience frustrations. The findings also have implications for potential lo-fi producers in understanding why listeners are drawn towards lo-fi music, how they consume and interact with it, and how it can potentially evolve for newer audiences.

#439	What Managerial Work is the Algorithm Doing? Conceptualizing Role of an Algorithmic Manager Using Grounded Theory Methodology	Author(s): Vedant Kaul, Arnav Pati and Soumya Mishra
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The transition of technology from industrial to digital revolution has been marked by its role transitioning from tools of human use to leaders managing humans. Technology as a manager has taken shape with the rise of algorithmic systems in platform businesses. Current research recognizes this change; however, there exists limited understanding of its managerial roles. Often the work done by human managers in organizations is wrongly attributed. Given lack of theoretical background and novel nature of algorithmic management, grounded theory method was used. For the study, we interviewed 34 platform workers. This paper contributes by developing a conceptual framework on algorithms' managerial role.

#189	Towards a typology and understanding of the motivation of YouTube knowledge creators: Use of expectancy-value theory of motivation	Author(s): Rya Ray and Neharika Vohra
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This paper integrates Eccles & Wigfield's expectancy-value theory of motivation with knowledge creation and sharing literature, along with insights from analyzing YouTube knowledge creators and their self-declared motivation. It introduces some less researched motivators such as the joy of knowledge creation and the desire to teach something, and costs involved in creating and sharing knowledge. Integrating findings from literature and secondary research, the paper makes propositions regarding underlying motivations to create and share knowledge. Knowledge regarding the subject matter and competency of delivering this knowledge through films emerge as critical factors for motivation. Further, the importance of intentionally and reflexively nurturing one's subjective task values also emerges as a critical driver of motivation to create and share knowledge. This research stands a chance to inform emerging and relevant research in e-entrepreneurship and can help academics, researchers, and educators to position themselves favorably in an increasingly competitive and online services- driven environment.

#483	How organizations survive in Disruptive Digital Transformation: A Co-evolution of technology and organization perspective over technological determinism perspective	Author(s): Anmol Basant
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The study explores organizational survival in the context of disruptive digital transformation from the perspective of the co-evolution of technology and organization. It presents the rationale for shifting from technological determinism to co-evolution perspective. Under the co-evolution perspective, scholars argue that organizational change is a result of ongoing social interactions, wherein humans adapt to the limitations and opportunities presented by technology, as well as to their interactions with one another. The study seeks guidance from Leonardi and Barley's (2010) review paper to structure the literature. Moreover, the study comprehensively reviews the alignment of technology and organizational structure literature to generate insights for organizational survival. Further, the study develops four mechanisms: innovative organizational culture, the role of a leader, communication and collaborative interaction, and dynamic knowledge management system to improve the likelihood of organizational survival in the face of disruptive digital transformation.

#391	Temporal dynamics of optimal distinctiveness along TLC	Author(s): Veethica Smriti and Sai Krishna Yayavaram
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The strategic balance literature has looked at the need to achieve an intermediate level of similarity and distinctiveness. Despite being an active area of study, previous work has primarily focused on distinctiveness by resolving the tension with conformity in static settings. Temporality is one unresolved contingency that this literature has not considered (Zhao & Glynn, 2022). Our study departs from a static perspective by following the stages of technological idea growth and assessing the optimal distinctiveness for a technological invention along this trajectory. We hypothesize that different levels of similarity are optimal for technological invention performance at different stages of a technological trajectory. We use S-curves to identify the current position of a technological idea along a trajectory. Our results show that the negative effect of similarity is higher for inventions in the early stages of trajectories compared to inventions in later stages.

#96	Analysis of country wise autonomous vehicle preparedness index	Author(s): Peri Vishwanadha Sastry, Tejaswi Kottakki, Harika Nethi, Shreya Chintawar and Arpita Gupta
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The Index for Autonomous Vehicle Preparedness (IAVP) functions as a comprehensive tool to assess and evaluate and quantify the state of preparedness for self-driving vehicles in 30 countries and jurisdictions. It amalgamates various indicators and criteria to provide a holistic evaluation, aiding in understanding the advancements and progress in the autonomous vehicle landscape globally. The focus of the Index for Autonomous Vehicle Preparedness (IAVP) is directed towards public sector entities overseeing transport and infrastructure. Moreover, it also extends its relevance to other

stakeholders within the public and private sectors involved with or utilizing road transport. The term 'autonomous vehicles', commonly abbreviated as AVs, encompasses both the internal and external technologies present in vehicles, including digital communication networks and essential road infrastructure components. Moreover, AVs refer to vehicles capable of performing all functions of a traditional vehicle without the need for human intervention, often denoted as 'level five automation', where the driver transitions into a mere passenger. Key index terms include the Autonomous Vehicle Preparedness Index, autonomous vehicles, and level five automation.

#583	Bitcoin: An Empirical Study On The Adoption Of New Digital Currency In India	Author(s): Sasmita Panda
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This research paper investigates the factors influencing individual adoption of cryptocurrencies and their potential impact on online cryptocurrency trading platforms. We use an extended Technology Acceptance Model (TAM) to understand adoption intentions. Through a quantitative survey in the Indian context, we explore the implications of overcoming barriers to entry, such as lack of awareness, regulatory uncertainty, security concerns, and price volatility. Our findings emphasize the potential benefits of widespread cryptocurrency adoption, including improved consumer protection and greater financial access, contributing to global economic equality and financial inclusion.

#136	Avatar Marketing: Understanding Consumer Perceptions, Mechanisms, and Generational Variations	Author(s): Anubhav A. Mishra and Shashank Singh Pawar
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This study investigates the increasing use of artificial intelligence (AI) in marketing, with a specific focus on conversational agents referred to as avatars. Using a qualitative approach, the research explores avatars' characteristics, particularly their form and behavioral realism. The study examines various consumer reactions, including cognitive, emotional, and behavioral responses, when they engage with avatars. Furthermore, the study uncovers how distinct aspects of avatar realism impact consumers across different generations. Therefore, this study also sheds light on how different generational groups, including Generation X, Y, and Z, exhibit variations in their interactions with avatars due to their unique values and traits. These findings offer valuable insights for both theory and practice in using avatars in digital service settings.

SESSION ID I- 4.3
13TH January 2024
9:30 AM TO 11:30 AM
Venue: NAB lab 1

#600	Covering the Comical with a Hilarious Gaze: The Puzzle of Job Advertisement	Author(s): Kedar Thakur and Jatinder Kumar Jha
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The objective of this study is to assess the impact of using humor as communication strategy by organizations to attract talents. We have taken an multi method experimental

approach to conduct our study. The primary reason for the choice of methodology is to make it more robust and yet generalizable. We have prepared two pairs of job advertisement that are differentiated with their tone (humorous vs non-humorous). The stimuli were developed in two stages further to be used in main experiment. We have employed eye tracking approach to gaze the behavioural aspect as well as intention of applicants to pursue job in the organization. We have also experimented the reaction of the applicants as the reciprocation to the job advertisement through covering in their job application by approaching a sequential yoke design research methodology. The findings are important for both managerial and theoretical contribution that will assist the hiring department in not only curating the right job advertisement but also the hireability decisions can be effective and efficient.

#548	Motivation of consumers to read consumer reviews	Author(s): Chahat Maru
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Purpose - Consumers can get electronic word of mouth from other consumers thanks to the Internet. Customer opinions expressed on the Internet are accessible to a large number of other customers, so they can be expected to have a large impact on the success of goods and services. Previous literature fails to recognize the motivations that lead consumers to read reviews. This study emphasizes the motivations faced by consumers to peruse the reviews to make purchase intentions.

#597	A Policy to Practice Review of Citizen Centric Applications	Author(s): Anand Navaratna and Deepak Saxena
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Amidst growing importance of digital governance, the need for formulation of governance framework, policy and regulation mechanisms is also increasing. There is also a need to assess the gap between 'Policy to Practice' in digital governance. In doing so, we have carried out a three-level analysis of 10 google play store applications in the category of Government applications which are citizen centric. An assessment of these applications based on their self-declaration on Google play store on 15 preset parameters followed by sentiment analysis of reviews through VADER and RoBERTa models is undertaken. This is to determine what developers say versus what users say versus what regulations expect.

#166	Navigating the Digital Frontier: Strategies for Balancing Technology and Human Capital in the Web 3.0 Era	Author(s): Nitin Upadhyay and Aakash Kamble
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In the ever-changing landscape of technology, particularly in the era of Web 3.0, organizations face the challenge of navigating the intricate relationship between advanced technology integration and preserving their invaluable human capital. This study delves into this complex interplay, focusing on achieving a harmonious coexistence while preparing employees for the future of work. Through qualitative research methods, insights were gathered from interviews conducted with 22 organizations, revealing distinct strategies across four unique quadrants: Technology-Centric, Balanced Integration, Human-Centric, and Laggard. These findings culminated in creating the

innovative “Web 3.0 Integration Matrix” framework, providing organizations with a strategic framework for thriving in this transformative landscape. This research emphasizes technology's significance while highlighting human capital's enduring importance.

#117	Customer Adoption of Artificial Intelligence: A Conceptual Framework	Author(s): Daruri Venkata Srinivas Kumar and Ajay Kumar
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Artificial Intelligence (AI) is finding applications in various industries nowadays. Customer interaction with AI in various industries has been subject to academic attention in the recent past. There are several studies available in the academic literature that deal with customer interaction with AI. Customer adoption is one of the most critical aspects of interactions with AI. The academic literature is filled with studies related to customer adoption of AI. Researchers have applied various methodologies such as survey-based studies, literature reviews, experiment-based studies, and conceptual studies. Most studies deal with technology acceptance, such as perceived benefits and costs. This research attempts to accommodate various less explored factors like the role played by AI, application areas of AI, individual differences, etc. while determining customer adoption of AI. This study provides a conceptual framework for customer adoption of AI based on a robust literature review and theoretical support. The conceptual framework is broadly structured on the Stimulus-Organism-Response model of consumer behavior. The study synthesizes the literature and provides research direction for future researchers.

#540	Influence of digitalization on physical and mental well-being among construction professionals	Author(s): Sachin Batra and Aritra Halder
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The construction industry has more propensity to negatively affect employees' physical and mental well-being due to the inherently intense and demanding nature of the work involved. Digitalization can drastically improve safety measures and streamline the construction processes, reducing stress, overtime, and overall job-related pressure generated due to the intense and demanding nature of employment, contributing to the well-being of employees. Hence, the authors examined how digitalization and technostress could contribute to construction professionals' physical and mental well-being in the present study. The research was conducted on young professionals working in the Indian construction sector. Digitalization was positively associated with Physical and Mental Well-being and negatively associated with Techno-stress. Finally, techno-stress partially mediated the relationship between digitalization and physical & mental well-being.

#469	On the Relevance of Online Reviews in the Tourism and Hospitality Sector: A Critical Review and Research Agenda	Author(s): Astha Singhal, Praveen Sugathan, Shivrinder Pal and Meenu S
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In the tourism and hospitality sector, online reviews help reviewers connect with others and reduce customers' uncertainty in their decision-making. However, recently, we have observed signals of the reduced relevance of online reviews. This could be due to multiple reasons, such as conflicts in the research findings, review manipulation by firms, and biases involved in using reviews. The purpose of this article is to identify the issues challenging the relevance of online reviews by critically reviewing the literature on online reviews and to provide research directions. Using a systematic literature review supplemented with an open-ended survey of 90 managers, this article identifies seven themes that challenge the relevance of online reviews.

#400	Impact of Insolvency and Bankruptcy Code, 2016 on Corporate Governance Determinants of Asset Quality in the Banking System: An Indian Perspective	Author(s): Prashant Gupta, Seema Sharma and Yukti Bajaj
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This paper examines the impact of the Insolvency and Bankruptcy Code, 2016, on corporate governance factors affecting asset quality in Indian banks. We focus on seven specific determinants and use data from 2010 to 2019, employing the General Method of Moments in our analysis. Our dataset covers 45 private and public Indian commercial banks. The results, considering the existing literature, reveal that the Insolvency and Bankruptcy Code has positively influenced the relationship between corporate governance factors and asset quality. Notably, board size, gender diversity, special committee activity, board functioning, and board independence have all been affected. This research has implications for policymakers, suggesting potential adjustments to enhance banking stability through modifications to the corporate governance framework. Additionally, it can guide banking regulators and the government in their efforts to improve asset quality.

SESSION ID J- 1
11TH January 2024
10:30 AM TO 12:30 PM
Venue: NAB lab 2

#37	A Systematic Literature Review of Green Human Resource Management and Employee Green Behaviour	Author(s): Aman Maheshwari, Sanghamitra Buddhapriya and Chitra Khari
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The degradation of the environment is perhaps the most catastrophic activity that the world is facing today. The enormous deforestation, fossil fuel burning and decarbonization is manifesting a big question on environmental sustainability. These hazardous activities are proving to be a major threat not only to humans but to complete biodiversity. An impending impact of such degradation has prompted the various governments and institutions to channelize their efforts in a manner so that the environmental concerns get minimized. The emerging environmental concerns have increased pressure and encouraged companies and industries to adopt green HRM practices with an expectation to influence their employee's green behaviour so that sustainability across the workplace increases. This study uses a systematic literature

review and bibliometric analysis showing the relationship of green HRM and employee green behaviour. The research papers are extracted from leading databases like Scopus, Web of Science, Science Direct, EBSCOhost and Google Scholar. The time period chosen for the study is from 2011-2023. We have identified 41 research papers using the Prisma approach for our analysis and have examined them MS Excel and Vos viewer. The paper concludes by discussing the key implications and future scope of work.

#53	I don't always use memes, but... On use of memes in the classroom	Author(s): Deepak Saxena
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Internet memes, more commonly termed as memes, are very popular among students in late teens and among young adults. Internet memes usually emerge from popular shows/movies, in which a snapshot is taken and humour is added to present a point of view on some issue of social/cultural relevance. A combination of popular culture, visual appeal, and humor makes them very influential, particularly among young internet users. Hence, memes are no longer treated merely as jokes. Rather, they are increasingly being considered a digital cultural artefact and deemed a very useful medium to approach younger audience. In the education space, memes have been used as part of assessment exercise across various domains, such as language teaching, media literacy, mathematics, and pharmacy. However, the use of memes as a teaching aid is less documented, particularly in case of management education. This study reports the outcomes of the use of memes as part of course delivery of management courses at Indian Institute of Technology Jodhpur. The responses were collected via a survey once the course was completed. Analysis suggests that the memes not only help the students in understanding the concept in an engaging manner, but also aid in concept recall during the examination.

#649	Sustainability Marketing Education: An Emerging Market Case Study	Author(s): Pravat Surya Kar
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Since 1987 - post the publication of the United Nation's Brundtland Report - the theory and practice of business in general, and marketing in specific has come a long way. Today there is a consensus among experts that marketing students must learn about sustainability as a critical and integral element of marketing theory and practice. Sustainability-focused marketing education emphasizes benefiting society and the environment and adapts both internal and external oriented sustainable practices. In this review paper, we analyze publicly available outlines of marketing courses from leading business schools in India for their sustainability orientation regarding pedagogical approaches, assignments, and projects. In the process, we hope to achieve the following objectives. First, understand how the educators are trying to shape the new cohort of sustainability-oriented marketing professionals. Second, the work intends to compile a ready reckoner with specific examples for marketing instructors who intend to impart practical, actionable skills. So that, their graduates would be able to implement sustainable and responsible marketing practices.

#98	Embedding humility in management education through socio-technical	Author(s): Matthew Davis, Hinrich Voss and Divya Singhal
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	systems thinking, frame breaking and frame shifting	
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Societies face grand challenges such as the climate emergency, income inequalities, gender and racial discrimination, and international migration and refugees. Business schools can contribute significantly to addressing these challenges – this requires educators to help the new generation of business leaders break-out of disciplinary silos. We argue that business school can correct this by embedding humility. Humility acknowledges the limits of one’s own abilities and capabilities and keeps the mind open to alternatives perspectives and solutions. This can be achieved by embracing socio-technical systems thinking that encourages students to question and shift their received framing of their own role in society and businesses.

#116	Can humor make compliance stick? A sustainable pedagogical approach for enhancing training effectiveness	Author(s): Shweta Sharma and Somraj Sarkar
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In an era where compliance is paramount, traditional training methods often fall short, yielding low engagement and retention rates. This deficiency not only exposes organizations to legal risks but also fails to foster a culture of sustainable and people-centric practices. This research aims to bridge this gap by introducing humor as a sustainable pedagogical tool in compliance trainings, specifically focusing on sexual harassment. Grounded in Instructional Humor Processing Theory and evaluated through the Kirkpatrick model, this study employs an experimental approach to assess the impact of humor on affective and cognitive learning (declarative and procedural knowledge). Three experimental studies were conducted, first one utilized eye-tracking technology and established that the humor stimuli was successful in grabbing attention. Subsequent studies explored text-based and video-based training formats, and revealed that the inclusion of humor consistently led to higher scores in affective learning and cognitive retention compared to traditional methods.

#319	Diversity equity and inclusion in higher education institutions in india: content analysis of secondary source data	Author(s): Priya Soi and Dr. Rupashree Baral
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Organizations have given diversity, equity, and inclusion (DEI) prime importance, and it is essential that educational institutions also endorse and communicate related initiatives and policies. The objective of this study was to conduct a content analysis of the web contents of top-ranked HEIs in India to evaluate their DEI initiatives. Method A content analysis of DEI initiatives from the official website and social media handles was conducted among 25 top HEIs in India to assess their DEI initiatives. Findings Among the sample institutes, only a few had a specific DEI committee and standalone DEI website. Most institutions had at least a devoted cell/committee for marginalized groups. Very few institutions had used DEI-related terminologies in their mission, vision, and core values statement. Value This study contributes to the nascent understanding of DEI in Indian HEIs. Rather than focusing on a single criteria of DEI assessment, this study explores every attempt made by the HEI to ensure DEI, as evidenced by the website.

#648	Investigating the Impact of Cognitive Appraisal of AI-assisted e-Learning Platforms on Learner Engagement Using Structural Equation Modeling	Author(s): Sachin Choubey and Rajiv Kumar
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Research on the appraisal of AI-assisted e-learning platforms is essential for understanding their effectiveness and optimising pedagogical integration, evaluating user experience, addressing ethical considerations, and promoting continuous improvement. However, limited research has investigated how learners' appraisal of these platforms impacts their engagement in e-learning. This study draws on the coping model of user adaptation, cognitive appraisal, and affective events theories to conceptualise how learners' appraisal of AI-assisted e-learning platforms influences their engagement. The model was tested using structural equation modelling on data collected from 167 primary stakeholders, i.e., educators and learners. The results showed that primary appraisal factors (perceived opportunity and perceived threat) significantly impacted positive and negative affective reactions. In contrast, secondary appraisal (change self-efficacy) was significant for positive affective reactions. Also, Both positive and negative affective reactions significantly impacted learner's engagement. The research advances the knowledge of user engagement in AI-driven digital platforms. It informs the design and use of AI-assisted e-learning platforms to promote student engagement and learning outcomes.

#71	Is 'Phygital' The Future of Management Education? - Developing an Integrated Framework of Learning Based on Students Perspective.	Author(s): Naganjani Uppaluru, Srinivas Josyula and Sita Vanka
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This conceptual paper proposes an integrated Phygital learning framework as a way forward for management institutions in the current 'Phygital' context using the value chain analysis. The study highlights the issues and challenges from a management student's perspective in a developing context. A qualitative analysis of the literature available was done to consolidate the content to arrive at the conceptual framework for the management institutions. We argue that an integrated phygital learning environment will help students and the institutions to create value in their activities and processes, thus calling for an integrated approach using a balanced blend of physical and digital resources/ medium. The development of a conceptual framework resulting in an integrated phygital learning environment for management institutions provides the novelty for the study.

SESSION ID J- 2
12TH January 2024
9:30 AM TO 11:30 AM
Venue: NAB lab 2

#170	Exploring the Nexus of Green Entrepreneurship, Innovation, and	Author(s): Kousik Mandal and Sudin Bag
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	Dynamic Green Capability on Firm Performance: A Moderated Mediation Framework	
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This research paper endeavours to construct an integrated model aimed at bolstering the connection between green entrepreneurship orientation (GEO) and sustainable firm performance, with the goal of promoting sustainable consumption and production. This is accomplished by incorporating aspects of the Natural Resource-Based View and Dynamic Capability Theories, with minor adjustments. Our approach to this study is founded on deductive reasoning and a quantitative research methodology. We collected 207 responses from hotel employees through an online survey questionnaire and conducted an analysis of the gathered data using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings of this investigation indicate that both green entrepreneurship orientation and green dynamic capabilities (GDC) exert a direct and substantial influence on green innovation (GI). Moreover, GI acts as a mediator in the relationship between GEO and GDC, and their impact on environmental performance (EP) and organizational performance (OP). Additionally, the utilization of green innovation leads to heightened environmental performance when accompanied by managerial environmental concern (MEC). However, MEC does not significantly affect the relationship between GI and OP. This study bears significant implications for the hotel and service industries, shedding light on the pivotal roles played by green entrepreneurship, green innovation, and managerial environmental concern in enhancing performance within the hotel sector.

#427	Challenges of Ethical Decision Making: Grounding students to ethical habitus	Author(s): Kajari Mukherjee
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Business management students are expected to think strategically and implement strategic decisions in a variety of contexts, including in geographies with very different culture and institutional arrangements. But, perception of problems, information search, generation of alternatives are culturally specific, yet global companies will share and expect implementation of a standardized code of conduct. Young managers often cope with conflicting professional demands including ethical dilemmas. Courses on business ethics may help MBA students to arrive at intentions to act in a certain way but do not prepare them to understand the context in which to implement the intention. We argue that ethical decision making needs to be developed as a habitus, that is, a system of dispositions or a schema of perception, conception and action. To this end, using small cases in various disciplines is recommended. Experience of using such a case is discussed.

#322	Self-regulated learning: an overview of theoretical perspectives and potential study areas in higher education	Author(s): N R Mohanan and Murale Venugopalan
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Self-regulated learning is a deciding factor in one's life, as this learning system comes into play during an individual's primary, secondary, higher education, and adult life. During these periods, though formal teaching can result in learning, the ultimate motivation for learning is intrinsic inquisitiveness coming from within, and self-regulated learning is a prominent psychological conceptualization to analyze and understand this.

Understanding self-regulated learning and using some of its positive characteristics in education requires in-depth research because it is a complex phenomenon linked to other psychological conceptualizations such as intellect, personality, etc. Given its importance in an individual's and, subsequently, the country's development, self-regulated learning warrants much scholarly attention. This study presents a range of theoretical frameworks related to self-regulated learning, including operant theory, information processing theory, development theory, social constructivist theory, and social cognitive theory. We briefly discuss the paper's usefulness in higher education and suggest future study options in the second section.

#381	Experimental Investigation of Manipulation and Moral Disengagement: The Game of Cheating	Author(s): Kedar Thakur, Soumya Kanta Mishra, Anuj Jain, Aarushi Singh and Jatinder Kumar Jha
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Objective: Academic cheating is practiced and reported in frequent manners across the globe. According to previous studies the academic pay-off is perceived as higher by students in management schools. In this study, we aim to shed light on peer manipulation that influences cheating behavior in the presence of moral opposition of the participants, in a real-effort experiment. In our experiment, we observe that the manipulation effort of the peers plays a role in inducing collaborative cheating behavior for a threshold value of a student's moral belief.

#574	Organizational support and self-employment intentions of professional and technical students in India: mediating role of entrepreneurial self-efficacy	Author(s): Divya Sharma and Chandan Kumar Sahoo
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The purpose of this study is to examine the relationship among organizational (university) support, entrepreneurial self-efficacy, and self-employment intentions of professional and technical education students in India. A total of 418 valid responses from the final-year MBA and B.Tech. students were used for data analysis. SPSS AMOS 22 was used for testing the direct relationships among organizational support, entrepreneurial self-efficacy, and self-employment intentions, and the indirect relationship between organizational support and self-employment intentions through entrepreneurial self-efficacy. This study shows that the relationship between organizational (university) support—entrepreneurial self-efficacy, organizational (university) support—self-employment intentions, and entrepreneurial self-efficacy—self-employment intentions is found to be positive and significant. Furthermore, results confirm that the relationship between organizational support and self-employment intentions is fully mediated by entrepreneurial self-efficacy.

#8	Design Thinking for Management Education: A Critical Review	Author(s): Arushi Bathla and Ginni Chawla
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Design Thinking is extensively being acknowledged as the ultimate panacea to address deficiencies in management education and training. Research in this field offers tremendous potential for offering significant theoretical and policy implications provided that studies are rigorously and comprehensively executed. In this article, we report a robust critical review of 29 articles studying design thinking in management education and/or training, selected using Systematic Literature Review following the PRISMA guidelines using Scopus database. Using this article cache, first, we offer a taxonomy of the field and conduct a critical review to produce narrative arguments documenting the inadequacies in literature by examining the study designs and noting that many are sub-optimal, we then propose a call-for-action for future research with the goal that it will reorient and reconstruct the field and strengthen the quality of research of future studies allowing us to develop more competent and insightful perspectives, theories and policy recommendations.

#58	Social Trust and Corporate Social Responsibility: A Cross-country Evidence	Author(s): Rajesh Pathak
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This study explores the role of social trust on firms' engagement in corporate social responsibility (CSR). Using data from 21 countries, we find that social trust lowers corporate social responsibility participation. A battery of robustness tests reveals that our results are consistent. Next, we demonstrate that formal institutions supplements Social Trust and the impact of social trust is greater for firms based in nations with strong legal institutions. Overall, our analysis highlights the relevance of informal institutions such as social trust in bolstering implicit contracting; thus, CSR becomes less critical for firms to endorse implicit contracts.

#102	Influence of Benefits Types and Message Framing on Sustainable Consumer Behaviour	Author(s): Harshika Sondhi and Dr Gordhan K Saini
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Sustainable consumer behavior (SCB) fulfils customer needs while benefiting the environment or mitigating adverse environmental impacts. SCB leads to reduced environmental harm and a decreased consumption of natural resources throughout a product's life cycle. However, the influence of benefits types and message frames on SCB is unknown in the extant literature. This study investigates the impact of benefit type and message framing on consumer behaviour. The research employs a one-way between-subjects experimental design to achieve two objectives: a) examining the influence of benefit type (functional vs. symbolic) on sustainable consumer behavior (SCB), and b) assessing the influence of message framing type (tangible vs intangible) on SCB. The findings reveal that symbolic benefits exert a more significant influence than functional benefits, while tangible message framing has a more significant impact than intangible framing. Managerial implications are discussed.

#645	Digital Transformation in Education: Analyzing the Shifting Dynamics of Student Evaluations of Teaching	Author(s): Anupama Sharma
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Amid the global digital transformation accelerated by the Covid-19 pandemic, educational institutions have embraced digital solutions, including learning management systems like Moodle, TalentLMS, and Google Classroom. They have also transitioned to administering Students' Evaluations of Teaching (SET) digitally. While these digital advancements offer convenience and efficiency, they present challenges to both students and faculty. This research paper aims to investigate the factors influencing SET in the context of digital education. Traditionally, SET instruments have been used to gather student feedback for faculty improvement but have increasingly affected faculty merit, promotion, and tenure decisions. This conceptual paper explores how the introduction of digital platforms impacts SET results, identifying both positive and negative factors. The paper concludes with some propositions aimed at advancing future research in this area.

#242	Understanding Perceptions of Management Students about Sustainability Using Values, Skills and Knowledge Framework	Author(s): Shamama Afreen, Nishit Sinha and Sushil Kumar
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The importance of sustainability/sustainable development and its incorporation in higher education has been globally recognised. This is especially relevant for business management education. Business schools have been blamed for focussing primarily on the neoclassical economics model of running businesses and producing ill-equipped graduates to handle environmental, social, and ethical dilemmas effectively. Management schools are responding to this challenge and increasingly trying to redesign their curriculum accordingly. The belief here is that relevant information and knowledge will help gain desired skills and attitude and, consequently, encourage desired behaviour. A person's sustainability-related values are crucial in this process. This study makes a novel attempt to empirically examine the applicability of the values, skills and knowledge (VSK) framework within the context of sustainability practices. Based on a sample of 290 students from 20 top Indian business schools, the study employs the structural equation modelling technique. Results showed that sustainability values are positively associated with knowledge of sustainability aspects and the relationship is mediated by sustainability skills. These findings could encourage business schools to design course curriculum aimed at imparting sustainability-centric knowledge, which can encourage pro-sustainability behaviour. This could have immense organizational and societal impact in the long run.

SESSION ID K- 1
11TH January 2024
10:30 AM TO 12:30 PM
Venue: NAB lab 3

#408	Behavioral biases in corporate finance investment decisions and financial market investment decisions	Author(s): Aishwarya Das
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The purpose of this study is to collate the studies on significant behavioral biases in the domains of corporate finance and financial markets investment decisions. Themes have been identified based on the review of the past literature in order to study behavioral biases. It illustrates that behavioral biases are broadly categorized into two types: heuristic biases and frame-dependent biases. Additionally, it discusses other common biases such as conservatism, self-attribution bias, familiarity bias, herding, and so on that individuals face when making an investment decision. Further, it also highlights the behavioral biases faced in the case of corporate finance investment decisions. This study highlights significant research gaps based on the understudied literature on behavioral biases and raises avenues for future research. This study has important managerial implications as it would facilitate investors and managers in mitigating behavioral biases in market decisions.

#103	ESG Cross-Country Spillover Analysis: A BGVAR Approach	Author(s): Vipul Kumar Singh, Maneesh Gupta and Pawan Kumar
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ESG investments have seen tremendous growth in the last decade and are expected to touch one-third of the total global assets under management. However, the recent Russia-Ukraine war has put the world in great danger of global recession - a risk that has dented ESG investments. For this reason, this paper analyses the triplet of ESG indices, oil prices, and geopolitical risks in conjunction with other economic and financial variables across G7+5 countries to unveil cross-country spill over contributions. We make use of the Autoregressive Distributed Lag (ARDL) model to analyze long-run as well as short-run dynamics, followed by the Bayesian Global Vector Autoregression (BGVAR) model to investigate the cross-country spill over impacts. The results indicate that US and Brazil ESG indices are heavily impacted by domestic spill over sub-component variables, whereas Canada, Germany, France, India, Italy, and United Kingdom ESG indices show high levels of movements due to global spillover sub-component variables.

#615	Does firm size matter in the nexus of sustainability reporting - firm valuation?	Author(s): Clifford Reuben D'Costa, Rohit Prabhudesai, Sankalp Purushottam Naik and Ch V V S N V Prasad
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This study seeks to understand the direct relationship between a company's sustainability (ESG) disclosures and its valuation. It also analyses the moderation effect of firm size on the association between ESG disclosures and firm valuation. The NIFTY 200 index comprising India's top 200 companies by market capitalisation from 2017 to 2022 is chosen for this study. The fixed effect regression analysis is used. There is a positive influence of ESG disclosures on firm value due to its environmental and social disclosures. Interestingly, the moderating impact of firm size on the linkage between ESG disclosures and firm value is negative. Thus, larger firms weaken the link. Most literature shows a positive association between ESG disclosures and firm valuation. Moreover, larger firms strengthen this relationship. However, in the Indian context, larger firms weaken the link. This could have policy-level implications for smaller firms from emerging nations that usually refrain from sustainability disclosures.

#186	Corporate financial structure: a behavioral analysis of Indian promoters and institutional promoters in business groups	Author(s): Harshitha Ravi and Sai Chittaranjan Kalubandi
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The relationship between corporate governance and capital structure is a critical aspect of financial decision-making for Business groups. We study the interdependence between them by choosing to analyze the distinct behavior exhibited by Indian promoters and institutional investors. We find that Indian promoters prefer debt over equity in non-business groups, but this relationship is inversed in business groups. This is because of the presence of high-level agency costs of debts that say equity is a preferred source of capital over debt. Concentrated ownership gives rise to secondary agency costs. The Indian promoters of business group affiliates are faced with the choice of incurring agency costs of debt or leveraging on internal markets. Our research also uncovers a trend where institutions display reluctance towards debt financing and instead opt to leverage internal capital within business groups and non-business groups.

#202	Exploring the Role of Digital Financial Literacy and Psychological Factors In Enhancing Online Financial Behaviors: A Review And Conceptual Framework	Author(s): Mavooru Navaneetha Lakshmi and Mary Jessica Velugu
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In an era characterized by the pervasive influence of digital financial tools and services, this research endeavors to unravel the intricate dynamics governing financial behaviors in the digital domain. Despite prior studies exploring individual financial behaviors, a notable research gap exists in conceptualising and comprehensively understanding the interplay of Digital Financial Literacy, Self-control, motivation, and Overconfidence in shaping online Personal Financial Management Behaviors. It offers a novel conceptual framework forged from a synthesis of existing literature and established theories, laying the groundwork for empirical investigations into these financial dynamics. The study's insights hold tangible implications for financial institutions, policymakers, digital service providers, and consumers, signifying the growing need for informed strategies in the digital financial age. Additionally, this study highlights plausible areas for further study which can have a broader impact on guiding responsible financial decisions.

#240	Green Finance and Green House Gas Emissions: Fostering Sustainable Development through Multidimensional Economic Complexity Index	Author(s): Sonali Singh
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Recent years have seen a substantial increase in public awareness of the need to reduce the detrimental effects of climate change on the environment. However, due to a lack of data, there has been comparatively little empirical research on the impact of green finance despite its potential advantages in combating climate change. By empirically examining the effects of green finance on the GHG emissions using panel data from twenty-nine economies from 2002 to 2020 this study tries to fill bridge this gap. This study explored the connections between GHG emissions, multidimensional economic complexity index, green finance, and political environment using a variety of econometric methodologies, including Driscoll- Kraay standard error and other robustness test

models. The study discovered that green financing, the economic complexity of commerce, the economic complexity of research, and a favourable political environment all effectively reduce GHG emissions by 0.02%, 0.47%, 0.48%, and 0.46%, respectively, and can contribute to the creation of a sustainable environment with lower emissions. Moreover, economic growth and technological economic complexity both increase the ecological footprint by 0.15% and 0.92%, respectively. Also, the study discovers the impact of the manufacturing sector on GHG emissions in the long run. It is observed that the manufacturing sector increases GHG emissions in the long run. Finally, this study recommended that governments invest in green finance projects, encourage economic diversity and technological sophistication, and foster stable political environments to reduce GHG emissions and protect the environment.

#368	Assessment and Comparative Analysis of Efficiencies of General Insurance Companies in a Developing Country using DEA Methodology based CCR and BCC model	Author(s): Rohit Kulshrestha, Dr. T. Radha Ramanan and Dr. Muhammad Shafi
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The increasing competitive insurance landscape in general insurance in a developing economy of India is forcing companies to improve and outperform competition. However it has been observed that insurance sector lags in innovation and transformation. This research study is to analyse and develop an efficiency frontier to differentiate efficient firms from inefficient ones. The DEA methodology using CRS and VRS has been used to analyse the difference in firm's efficiencies from a set of given inputs to achieve defined output. From both models it was found that almost similar firms were found efficient and other inefficient in both methodologies. Inefficient private players need to reduce their net commission outgo, number of employees and investment income and inefficient public sector players need to reduce their combined ratio, management expenses and improve pure underwriting results. Even the efficiencies of firms are found to decrease in both VRS and CRS methods with time.

#119	Climate Policy in Flux: How Uncertainty Shapes Corporate Commitment to Climate Change Action	Author(s): Mohan Lal Jangid and Anil Kumar Sharma
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Global policy attention to the burning issue of global warming forced firms to reassess their climate and environmental strategies. We investigate the impact of CPU on the corporate commitment to climate change action using the sample of S&P 500 firms from 2015 to 2021. We employ a logistic regression model to estimate the study results. The results suggest that the relationship between CPU and the corporate commitment to climate change action is significantly positive. However, this commitment varies at different levels of corporate commitment to climate change action. We also explored the CPU's effect on committed firms' carbon performance and found a significant positive association. Further, the improvement in carbon performance has varied degrees depending on the level of corporate commitment to climate change action. Our findings may help managers push for more climate-focused plans and strategies to benefit from sustainable behaviour in uncertain climate policies.

SESSION ID K- 2
12TH January 2024
9:30 AM TO 11:30 AM
Venue: NAB lab 3

#38	How important is ESG performance to investors? Evidence from the Banking sector in India	Author(s): Prakash Singh
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There has been several studies investigating the relation between the performance of firms in the Environmental, Social, and Governance (ESG) front and their financial performance, fuelling an ever-lasting debate on the existence of such relationship. This article aims to add to the existing literature in the context of India, by studying the sustainability performance of 17 commercial banks in India in the period 2014-2020 based on their S&P Global ESG scores. Our study focusses on the banking industry during this period because of significant regulatory oversight and a number of reforms around the sustainability practises of commercial banks of India, especially due to the NPA (Non-Performing Asset) crisis surfacing during this period, developments of which received public and investor attention. We use panel data regression to explore correlation between sustainability performance and financial performance of firms. The study shows that the sustainability performance of firms does not significantly affect the financial performance measured by Return on Assets (ROA). Alternately, the study establishes a negative correlation between market-to-book multiple and sustainability performance. The results and discussions in the article carry weight for investors, manager and regulators in this industry, and highlight the need for active intervention by regulators to incentivise sustainable practices in such business environments.

#418	Exploring the Digital Payment Landscape: A Case Study with SWOT Insights	Author(s): Priya Choudhary and Thenmozhi M
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The study aims to provide a holistic understanding of India's digital payment landscape, following Mettler (2023) case study approach. We achieve the objective by exploring secondary data sources and applying the SWOT framework to synthesize existing knowledge, revealing current preferences and evolving trends in payment methods. The findings suggest that UPI leads in transaction volume, while NEFT and RTGS are preferred for high-value transactions. Traditional paper-based payments still have a significant share in total transaction value. The removal of the MDR has positively impacted UPI adoption, primarily for P2P transactions. Fintech payment apps are increasingly preferred over traditional bank apps. These findings highlight the growing influence of fintech in the digital payment landscape. The SWOT analysis framework is valuable for policymakers, helping them understand industry dynamics and challenges to create effective regulations that promote innovation, protect consumers, and ensure financial stability.

#441	The Role of Digital Literacy as a Moderator of Financial Literacy's Impact on Financial Outcomes	Author(s): Sasmita Pandey, Dr.Sushanta Kumar Mishra and Dr. Ashay Kadam
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The main objective to study how digital literacy plays a role as a moderator of financial literacy's impact on financial outcomes (perceived financial well-being, financial worry, financial decision making, financial fragility, and financial confidence) considering relevant socio-demographics factors in older adults. The cross-sectional data to be collected through primary survey from 400 older adults above 50 years from the growing economic, an evidence will be from PAN India. The expected findings would be important since financial literacy is linked to borrowing, saving, and spending patterns and digital literacy moderating the relationship between financial literacy and the financial outcomes. Last, we will discuss the implications of this research for policy

#442	Financial Inclusion and Macroeconomic Performance: A review	Author(s): Shubham Chavriya and Gagan Deep Sharma
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Financial inclusion is important for a country's growth because it means that everyone can get the financial services they need at a price they can afford. It makes it easy for unprivileged people in society to keep their savings safe, and get finance access. The research looks at how the macroeconomic performance of developing countries is affected by the key indicators of financial inclusion. The research shows that financial inclusion affects macroeconomic performance through digital finance, financial outreach, access to finance based on demographics, microfinance, and financial stability. The authors used the Scopus database to get information from 419 research articles and did bibliometric analysis to figure out how financial inclusion affected macroeconomic performance from 2006 to 2020. The study will help policymakers, governments, and marketers come up with ways to get everyone involved in the financial system. This will improve the performance of the economy as a whole.

#582	ESG and Earnings Management: Evidence from Emerging Market	Author(s): Mohit Verma, Bhumika Ray and Saloni Baloda
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This study examines the association between Environmental, Social, and Governance (ESG) disclosure and earnings management practices in a subset of companies that are listed on the NSE 500 index. Using 2217 firm year over the time period 2015-2023, we reveal variations across several ESG dimensions. We find negative evidence between Environmental, Social scores disclosed by the company and Earnings management practices. In comparison significant positive effects were found with governance disclosures. Further, we also reported the controlling effect of corporate governance variables on earnings management practices. These findings highlight the importance of ESG integration in financial reporting and its role in promoting corporate transparency and sustainable business practices. They have significant ramifications for investors, regulators, and corporate decision-makers.

#590	Green Climate Fund: A Comprehensive Review of Its Contributions to Climate Change Mitigation and Adaptation	Author(s): Kamalakanta Datta and Prof. Pradyot Ranjan Jena
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The Green Climate Fund (GCF), established within the United Nations Framework Convention on Climate Change, is a pivotal force in addressing climate change mitigation and adaptation. Our systematic literature review rigorously examines the GCF's global impact by delving into its organizational structure, funding mechanisms, and project efficacy. The evaluation reveals the GCF's success in reducing greenhouse gas emissions, enhancing climate resilience, and aligning with sustainable development goals. We consider challenges and offer recommendations, emphasizing transparency, accountability, and stakeholder engagement. Employing the PRISMA methodology, we meticulously evaluate 39 peer-reviewed articles from Scopus. This review enriches our understanding of the GCF's central role in global climate finance and sustainability, its contributions, and the challenges it faces.

#591	Influence of Behavioral Biases, Financial Attitude and Knowledge on Sustainable Investment: An Empirical analysis	Author(s): Abhaya Pandey, Anamika Kumar Kulbhaskar and Sachin Choubey
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Sustainable investment is gaining traction as investors and policymakers recognize its potential to generate financial returns and social responsibility. However, investors' decisions to make sustainable investments are influenced by various factors, including behavioural biases, financial attitudes, and knowledge. This study empirically examines the correlations between these variables and the intention to make sustainable investments. Using a sample of 322 Indian citizens (170 of whom had made investments), the study aims to develop a model to assess sustainable investment while testing its invariance across several scales: financial knowledge, financial attitude, overconfidence bias, self-attribution bias, social preference, financial knowledge, and behaviour. Covariance-based Structural Equation Modelling was used to analyze the data. The findings reveal that behavioural biases, financial attitudes, and knowledge significantly impact the intention to make sustainable investments. Overconfidence and self-attribution biases negatively impact sustainable investment intentions, while social preference and financial ability positively impact them. The study offers valuable insights into sustainable investment decisions, highlighting the need for behavioural biases and financial literacy, and provides a model for assessing investment.

#712	Left and right hemisphere brain: What does it mean for management and leadership of organisations	Author(s): Devendra Kodwani
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SESSION ID L- 1
11TH January 2024
10:30 AM TO 12:30 PM
Venue: NAB CR 1

#79	Impact of Acute Physical Activity on Creativity: Moderating Role of Openness to Experience.	Author(s): Ashish Bollimbala
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There is limited understanding about the mechanism that governs the relationship between physical activity to creativity. The main aim of this study was to investigate the moderating role of openness to experience in the relation between physical activity and creativity. A total of 155 MBA students participated in the experimental study. Participants were randomly assigned to 2 treatment condition of 20 minutes of either Hatha yoga or Dance intervention, while the participants of control condition performed a sedentary case-study task. Their divergent thinking was measured before and after the interventions using Alternate Uses Task, and openness to experience was measured using IPIP scale after the intervention. The study found that the participants of dance condition showed significantly greater improvement in divergent thinking than case-study control condition and openness to experience moderates the relation between dance condition and change in divergent thinking. However, no such moderation effect of openness to experience was observed in other conditions. Implications of results towards ego-depletion theory and the concept of recovery experience are discussed in the study.

#48	Beyond the agency lens: revisiting the slack and R&D relationship in high technology firms	Author(s): Shobha Tewari
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The extant research on slack innovation relationship has primarily adopted an Agency theory view and argues for an inverse U-shaped relationship, where slack is considered a source of agency problems at higher levels. However, slack accordingly to Behavioral Theory of the Firm (BTOF) fosters innovation at high levels too indicating even a case of U-shaped relationship which has largely remained unexamined. Secondly, increasingly, firms are relying on external sources of technology to augment their internal R&D capabilities. Acquisition of external technology could be either a complementary activity or a substitute for internal R&D. Hence, I examine how the acquisition of external technology impacts the slack and internal R&D relationship. The results support the BTOF view, i.e., relationship between slack and R&D is U shaped. I also find that technology acquisition is complementary to internal R&D and positively moderates the slack and R&D relationship.

#94	Celebrity-owned brand coolness: A cross-cultural qualitative exploration	Author(s): Anubhav A. Mishra and Radhika K R
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Two significant phenomena have revolutionized the branding landscape: brand coolness and celebrity-owned brands. Brand coolness has become a pivotal factor, reshaping the fortunes of companies, while celebrities have actively engaged in creating their own brands, utilizing their popularity to launch products or services. In this research, we explore what makes a celebrity- owned brand cool through an exploratory qualitative study employing in-depth interviews using the tight and loose cross-cultural context of India (tight) and Spain (loose). Through the theoretical lens of balance theory and the meaning transfer model, our study illuminates the dimensions, antecedents, consequences, and moderators of celebrity-owned brand coolness. We identify three significant antecedents, namely celebrity capital, customer advocacy, and celebrity-

owned brand engagement, with the moderation of marketing mix elements. We focus on brand experience as a consequence of perceived coolness while moderating consumer-individual differences. Our main contribution is uncovering celebrities' significant impact on celebrity-owned brands' perceived coolness.

#262	Gender and Aging India: An Analysis	Author(s): Vilasini Devi Nair
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Population aging with the feminization of aging will bring unique challenges and issues globally. India is not an exception. The demographic shift also reduces labor force participation, income generation, and savings. In India, because of ongoing age and gender demographic shifts, gender-related issues like the prevalence of chronic health conditions, increasing economic dependency, and problems with living arrangements are increasing significantly and will likely continue for the next several decades. Balancing economic dependency and labor force participation is a complex societal challenge, particularly in the face of aging populations. The government must urgently formulate policies that can address the socioeconomic and health-related problems of the elderly, with a special focus on females in a comprehensive way.

#347	Impact of CSR performance, mimetic effect and media exposure on extent of sustainability reporting	Author(s): Kamal Krishna Sharma and Dr. Sanjay Kumar
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Drawing on legitimacy theory, this study examined the complex connection between sustainability disclosure and the attainment of legitimacy from different sources, namely regulatory, normative, and cognitive. CSR performance, media exposure, and mimetic effect quantify the regulative, normative, and cognitive sources of legitimacy. A two-way fixed effects panel regression is utilized to explore the underlying dynamics by analyzing a dataset of 1,810 firm-year observations representing 243 distinct firms listed on the NIFTY 500 from 2015 to 2022. We provide evidence of the non-significant inverse relationship between CSR performance and sustainability disclosure. At the same time, media exposure and mimetic effect are significantly and positively associated with sustainability disclosure. Our results are robust to a battery of different tests. Our findings contribute to the existing literature on sustainability disclosure and have practical implications for organizations and policymakers.

#625	Consumer Embarrassment: A Qualitative Investigation using the Stimulus-Organism-Response Theory	Author(s): Vaishali Sangwan
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Consumer embarrassment is a ubiquitous yet aversive phenomenon that entails adverse outcomes for firms and retailers. There is a dearth of research in the marketing domain that systematically aims to identify various facets of the phenomenon. This study is a novel attempt to determine the stimuli and outcomes of consumer embarrassment in purchase and consumption situations using the stimulus-organism-response theory. The research adopted a qualitative methodology and conducted 42 semi-structured in-depth interviews with adult consumers in India. The study identifies various stimuli of embarrassment, including salespersons' unsolicited advice, discrimination, criticism, and other customers' mockery. The findings reveal theoretically relevant moderators,

including transaction, personal, and audience characteristics influencing the experience of embarrassment. Further, the findings reveal that embarrassment is particularly detrimental to firms when consumers perceive the cause of embarrassment to be deliberate salespersons' actions. Various managerially and theoretically relevant implications are presented that may provide a rich understanding of the phenomenon.

#56	Are women expected to be nurturing at work too?	Author(s): Neha Popat
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In this paper we explore the intricate intersection of gender, leadership, and societal expectations. Despite strides toward gender equality, women leaders continue to face communal expectations that may affect their perception in the workplace, creating a "double bind" situation. This study extends the current understanding of gender biases in leadership, shedding light on how leaders' behaviors, beyond explicit emotional expressions, may be perceived differently based on their gender. Our central hypothesis (Hypothesis 1) posits that employees value swift responses from their leaders, impacting their satisfaction levels. Moreover, we investigate how gender plays a role in these expectations. Through Hypotheses 2a and 2b, we postulate that employees may expect faster response times from female leaders due to societal conditioning and gender stereotypes, and the violation of these expectations could result in lower leader satisfaction and harsher penalties for female leaders. We believe our research contributes to a deeper understanding of the challenges faced by women in leadership positions, emphasizing the importance of recognizing and mitigating situations where behavioral cues might unintentionally trigger negative perceptions. This nuanced understanding is a step towards fostering more inclusive workplaces where leaders can thrive irrespective of their gender.

#92	Revisiting the Relevance of Integrating the Triple Constraints of Time, Cost, and Scope for Ensuring Project Success in the Infrastructure Sector	Author(s): Naresh Gupta, Indra Gunawan and Rajeev Kamineni
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Purpose: Distinguishing between project management success and comprehensive project success, this research paper revisits the significance and applicability of integrating the triple constraints of time, cost, and scope within the framework of project management, as applicable to the infrastructure sector.

Methodology: In this study, an exploratory approach is employed, drawing from real-life case studies selected through purposeful sampling and observational techniques. Data is gathered from various secondary sources, including peer-reviewed research journals, newspaper articles, relevant books, and government as well as corporate reports.

Findings: The study reveals that meeting the traditional triple constraints alone signifies project management success, not overall project success. Entire project success is better characterised by achieving predetermined goals that align with stakeholders' strategic objectives and organisational performance standards.

Conclusion: Project success, particularly in infrastructure development, extends beyond the confines of time, cost, and scope. It hinges on the fulfilment of broader strategic objectives and stakeholder expectations. A clear distinction between project management success and project success is vital in guiding project managers and stakeholders.

Implications/Contribution: This study sheds light on the complex nature of project success, underscoring its reliance on factors extending beyond the conventional triple constraints. It offers valuable insights to project managers, empowering them with a deeper understanding of the dynamics that underlie project outcomes, whether successful or otherwise. The knowledge will enable project managers to navigate the complexities of infrastructure development, fostering a heightened focus on achieving comprehensive project success that aligns with stakeholders' strategic objectives and expectations.

#292	Dynamic Capability Theory: The Path Covered and The Way Forward	Author(s): Baishali Sen and Swarup Kumar Dutta
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Dynamic Capability theory is one of the most referred theories in the field of strategic management. Developed almost three decades ago, the dynamic capability theory deals with the constant integration, redevelopment and reconciliation of internal and external capabilities with rapidly changing technology and market forces in order to create sustainable competitive advantage for the firm. Starting off as an extension to the resource-based view of the firm, the dynamic capability theory successfully integrates both the internal and external orientation of the firm, providing a holistic approach in order to gain competitive advantage. This paper conducts bibliometric analyses in order to determine the underlying intellectual and conceptual structure of the dynamic capability theory in order to map its development and identify where the future research is headed.

SESSION ID L- 2
12TH January 2024
9:30 AM TO 11:30 AM
Venue: NAB CR 4

#66	Examining the drivers and outcomes of negative customer engagement	Author(s): Deepa Halder and Kishalay Adhikari
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While every firm aims to achieve positive customer engagement, it is equally important to identify and avoid the causes and effects of negative customer engagement. This negativity may not only harm the current customers but also the prospective consumers of a firm. Based on the expectation disconfirmation theory and justice theory, this research analyses perceived injustice as a predictor and negative word-of-mouth and switching intentions as predictands of negative customer engagement in a fictitious service failure scenario. Additionally, it checks if customer involvement positively catalyses the relationship between negative customer engagement and its related consequences. For doing so, the study employs an online questionnaire for data collection

and a cross-sectional SEM for data analysis of a sample size of 267 respondents. The results significantly support the hypotheses, yielding insightful theoretical contributions and managerial implications for targeted strategy formulation.

#121	The effect of procrastination and locus of control on retirement preparation: a moderated-mediation model	Author(s): Pankhuri Sinha, Irala Lokanandha Reddy and Shiva Saketh Reddy
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India is currently reaping the benefits of a demographic dividend due to its young population. However, this advantage is expected to diminish over the next three decades as this youthful cohort ages. In order to enjoy a sustainable retirement, the existing window of opportunity, created by the presence of a younger population, is of paramount importance. Failing to seize this opportunity today could lead to significantly higher fiscal costs in the future. Utilizing statistical tools such as SPSS AMOS and the PROCESS Macros developed by Hayes, this study analyzes data from working professionals in the knowledge industry, encompassing financial services, software and services, healthcare, and education sectors. We analyse the moderating effect of locus of control on the retirement preparation behaviour of individuals as well as on the mediating effect of procrastination. The findings revealed a significant moderation and moderated mediation effect.

#277	Givers' Psychological Ownership of Gifts	Author(s): Garima Ranga and Kapil Khandeparkar
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Re-gifting is the practice of passing on a previously received gift to another person. The present study examines if re-gifting by the receiver offends the initial giver. Across five experiments, we show that givers feel offense to the re-gifting act when the gift is customized. This propensity is due to the psychological ownership of the giver of the gift. We also demonstrate that givers in established relationships feel more offense than those in new relationships. Additionally, we show that givers feel more offense when givers personally dislike the product but customize it to match the recipient's preference. The study indicates the significance of psychological ownership and consumption-based offense on consumers' well-being. Marketers must strategically design messages for gifts so they cannot be re-gifted. Marketers must promote experiential gifts that cannot be passed on to others.

#293	Impact of spiritual leadership on ethical behavior: the role of job satisfaction and psychological well-being. An empirical study in faith-based organization	Author(s): Jerin Jose
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The study advances the spiritual leadership literature by analyzing the impact of spiritual leadership on the behavior of employees. Drawing on social exchange theory, the study attempts to examine spiritual leadership and its relation with ethical behavior, job satisfaction and psychological well-being. Using a sample of 349 employees from various faith-based organizations, the research found that spiritual leadership is having a significant impact ethical behavior of the employees. The theoretical model was tested

using SEM. Further, the research also found that job satisfaction mediates the relationship between spiritual leadership and ethical behavior.

#349	Determining the purchase intention of smartwatches: A combination of privacy calculus and brand equity perspectives	Author(s): Ajay Kumar, Daruri Venkata Srinivas Kumar, Parvez Ahmad and Megha Megha
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.An exciting example of consumer durable technology is a smartwatch. Customers can monitor their activity and critical vitals with a smartwatch. Customer adoption of smartwatches has been garnering academic interest since smartwatches entered the consumer market. The brand equity perspective needs to be investigated even though the topic of customer adoption in academic discourse primarily focuses on the technological adoption side. The purpose of this study is to ascertain consumer acceptance and purchase intention of smartwatches by combining the brand equity and technological adoption dimensions. The researchers integrated the concept of brand equity and the numerous theories of technology adoption to create the framework for customer acceptance. Using a structured questionnaire, the researchers tested the suggested research hypotheses using structural equation modeling (SEM) with Smart PLS.

#449	Rural Tourism in Developing Economies: A hybrid review and future research agenda	Author(s): Vikas Choudhary, Dr. Biplab Datta and Dr. Srabanti Mukherjee
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The current study objective is to review the extant literature on rural tourism (RT) in developing economies. No research, so far has tried to analyse the state of RT in developing economies. To address this important gap, this study adopts a hybrid review of bibliometric analysis and ADO-TCM framework to (i) offer a holistic overview of RT, (ii) provide avenues for future growth. Employing a bibliometric analysis and SLR, we investigate 188 studies of developing economies, to identify patterns in RT research from 1973 to 2023. This paper reveals (i) productivity of RT literature and its foremost contributors (countries, authors, journals), (ii) important thematic cluster of RT literature in developing economies , (iii) frequently occurred keywords used for developing economies (iv) important variables (antecedents, decisions, outcomes) and (vi) trending topics and future research opportunities obtained from analysis of each thematic cluster as well as gaps in ADO framework.

#475	Unravelling the AMO Framework Research Trajectory: A Bibliometric Analysis From 2000 to 2023	Author(s): Abhinav Shankar Rathor and Manish Kumar
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This research aims to offer a comprehensive bibliometric analysis of the Ability, Motivation, and Opportunity (AMO) framework's extensive body of literature from 2000 to 2023. Originating as a theoretical model to elucidate the relationship between High-Performance Work Systems and performance, the AMO framework has become pivotal in understanding organizational behaviour and human resource dynamics. While individual AMO factors had been explored separately, this theory provides an integrative

perspective on performance within organizational contexts. Given the lack of a comprehensive bibliometric study on this topic, this research endeavours to fill the gap. Using bibliometric analysis, the study evaluates scholarly output related to the AMO framework, shedding light on its evolution, influential contributions, and potential future research directions. The paper addresses key research questions concerning publication patterns, core concepts, collaboration clusters, and significant keywords in AMO research, aiming to provide clarity on the theory's impact and trajectory in the academic realm.

#275	Workplace Gossip and Emotional Wellbeing: A Moderated Mediation Model Exploring the Role of Self-Esteem and Cyberloafing	Author(s): Ashneet Kaur and Sudhanshu Maheshwari
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This research examines the impact of workplace gossip from a resource-centric perspective, probes how negative gossip at work by co-workers affects the emotional state of employees, and examines the influence of cyberloafing on the gossip target individuals. We develop and test our moderated mediation model on 249 employees working in the United States across multiple sectors. Results show that negative workplace gossip depletes the self-esteem of the employee, and self-esteem is negatively linked with the emotional exhaustion of the worker. Notably, cyberloafing used as a coping mechanism during negative gossip experiences positively moderates the relationship between self-esteem and emotional exhaustion of the employee.

#216	Impact on Happiness Index due to Covid - 19 pandemic in India: A Study from India	Author(s): Dr. Chandan Medatwal
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Abstract: Main objective of this research is to study Happiness Index and discusses the emerging evidence on the mental health consequences of COVID-19. Our focus is on finding out the factors which have emerged to have an impact on the happiness of the person, and does not cover life-satisfaction more broadly. Analysis of factors such as social cohesiveness and sense of community, which may relate to positive mental health, are also compared with various other factors. Additionally, it is worth noting that the evidence we discuss here relates only to the people working with the IT Sector, with a strong focus on the population of India. The goal of this analysis is to perform factor analysis on the data which we have gathered as a survey from people who belong to the IT Sector and find the important key factors which have emerged during the Covid - 19 pandemic.

Keywords: Covid 19 Pandemic, Revised Policies, Happiness Index, People Empowerment

**SESSION ID L- 3
12TH January 2024
2:30 PM TO 4:30 PM
Venue: NAB LAB 3**

#488	Decoding the individual differences: metacognition and need for cognition to	Author(s): Shilpa Jain and Aarushi Singh
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	understand decision coping patterns of employees in the financial sector	
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The growing importance of individual differences in metacognition and need for cognition has opened up new opportunities for research in decision-making literature. The current study explores the influence of metacognition and need for cognition on the different decision-coping patterns put forth by the conflict theory of decision-making: vigilance, buck-passing, hypervigilance, and procrastination. The data for the study is collected from 204 employees working in the financial sector. The hierarchical multiple regression analysis examines the variance in the various decision-coping patterns that could be determined by the independent variables. The findings depict that while metacognitive knowledge and high need for cognition were positively associated with vigilance decision-coping pattern, metacognitive regulation was positively related to hypervigilance and procrastination coping patterns. The low need for cognition was found to be positively associated with all three maladaptive coping patterns and a negative relation was confirmed between metacognitive knowledge and the maladaptive patterns. The study provides implications for the field of behavioral finance and organizational behavior.

#514	Building Bridges to Success: Economic Mobility, Organizational Support, and Psychological Entitlement for Frontline Workers in the Hospitality Industry	Author(s): Prateek Dirghangi, Yusuf Hassan and Jatin Pandey
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Organizational identification among employees of hotel and tourism industry plays a key role in the success of organizations operating in this domain. Frontline hotel employees are responsible for much of the customer interaction and employees who highly identify with their organization are able to serve the customers more efficiently. Therefore, inquiries with regards to organizational identification in the context of hotel and tourism industry are important. Using survey data collected from 208 frontline hotel employees, the present article tries to explore whether perception of organizational support led employees to identify with the organization and whether the mechanism includes the perception of economic mobility and psychological entitlement among the employees. The results showed that perceived organizational support leads to organizational identification through perceived economic mobility and psychological entitlement moderates the relationship between perceived organizational support and perceived economic mobility.

#177	Social Exchange Theory in the Field of Business and Management: A Bibliometric Analysis of the Last Two Decades	Author(s): Rishab Chauhan and Neerja Pande
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The Social Exchange Theory holds an important place within the realm of social sciences. Till now there are several literature reviews published on social exchange theory. However, none has conducted an in-depth bibliometric analysis of this important theory. This study makes the first-ever attempt to conduct an in-depth bibliometric review of this theory in the field of business and management by analyzing its 1418 articles published between 2003 to September 2023. The research findings highlight the primary nations that made significant contributions, the writers with the greatest influence, the

prominent publications, and the important topics of research related to SET. Moreover, the utilization of the science mapping methodology led to the emergence of prominent clusters that underscored the noteworthy themes within the literature of this theory. The results and implications of this study can serve as important information sources for future researchers.

#577	'Rule of Three' and Industry Concentration Level: Recommendation for 'Generalist-Firm' Managers	Author(s): Pallav Bose and Swarup Kumar Dutta
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This practitioner-oriented perspective article identifies and addresses the strategic challenges faced by generalist firms. Drawing from the analysis of 20 Indian industries, we connect Seth and Sisodia's 'Rule of Three,' an intriguing industry evolution theory with industry concentration, offering evidence-based, actionable insights and recommendations. First, we emphasize the need to proactively identify the strategic focus of small generalist firms to inform collaboration, positioning, and competition decisions. Secondly, for firms with more than 40% market share in high-concentration industries, we advocate prioritizing diversification, innovation, partnerships, and customer loyalty over aggressive growth. Conversely, in moderately concentrated markets with similar market share, we recommend leveraging financial strength to enhance customer experience, expand products, and pursue strategic acquisitions. Furthermore, we highlight the importance of anticipating survival challenges in industries evolving towards higher concentration levels. Practitioners should monitor competitors, stay attuned to shifting customer preferences and regulations, and explore partnerships or acquisitions to bolster their market position.

#585	Impact of industry dynamism and munificence on industry structure	Author(s): Pallav Bose, Swarup Kumar Dutta and Faisal Mohammad Ahsan
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This study examines how industry characteristics—dynamism and munificence—affect industry concentration and consequently the industry structure. Drawing from organizational learning and evolutionary economics theory, we analyze industry evolution in emerging markets, from an Indian context. Using industry concentration changes as a proxy for industry structure, the analysis of 2163 Indian industry-year observations unveils a notable trend, i.e. the Indian industries are moving away from consolidation, with variations observed when comparing manufacturing and service sectors. Manufacturing industries demonstrate a tendency toward consolidation, in contrast to the service sector. Additionally, as industry dynamism intensifies, the trend towards consolidation becomes more pronounced. Industries characterized by higher levels of munificence tend to deviate from consolidation, while manufacturing industries maintain their consolidation tendency in comparison to service industries irrespective of the industry munificence changes. This study reveals how dynamism and munificence elucidate the distinct evolutionary trajectories of emerging market industries, setting them apart from their counterparts in developed markets.

#612	Does Subnational Institutional Development Drive New Product Development for Indian Firms?	Author(s): Swati Agarwal
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It is empirically tested that national-level institutional development moderates new product development positively. However, the role of subnational-level institutions is not studied much. This paper aims to study the impact of subnational institutional development of the firm's new product development strategies in the context of India. The study considers FDI inflow as a measure of Institutional development at the subnational level in India. It studies the firms from the Enterprise survey conducted by the World Bank for India in 2022 and considers only those firms that have introduced a product new to the market in the past three years. While previous studies have evaluated any significant improvement to existing products as new products, this study considers only a product that is new for the market as a new product (new to the Market products). Counterintuitive results are obtained. We observe that new product development has a significant yet inverse relation to subnational institutional development. We also study the moderating effect of Government ownership, International certification, and the threat from informal competition, none of which is found to be statistically significant. We have also attempted to operationalise Institutional Conflict and observe its impact on New Product Development.

#614	Navigating Ethical Challenges: An Exploration of Evolving Organizational Responses and Strategies in the Face of Threats Posed by the Allegations of Corruption	Author(s): Mahendra Joshi, Marie McKendall and Andrew Hall
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Corporate misconduct has received significant scholarly and media attention lately. Numerous studies have described the different responses organizations provide when faced with allegations of corruption. However, most studies take a static look at these responses assuming that the threat of allegations is also static in nature. The reality though is far from it. The threats evolve over time as they gather momentum by bringing in more scrutiny from additional stakeholders. And so too the responses provided by the firms as they become more nuanced ranging from simply denying the allegation or remaining silent in the beginning to more complex approaches such as buying time or reframing the wrongdoing or stonewalling and in many instances infusing strategies like manipulating the media or even turning bad news into something good. In this paper, we explore these complex sets of responses and strategies firms adopt when they face allegations of misconduct.

#161	Changing the narrative of gender for a sustainable workplace	Author(s): Arjya Chakravarty, Radha Sharma and Tanuja Sharma
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#20	Role of Positive Workplace Gossip and Strategic Silence in Career Reputation and Management	Author(s): Megha Gupta and Jyotsna Bhatnagar
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Abstract: Traditionally workplace gossip has been assumed to be extremely negative (Baumeister, Zhang & Vohs, 2004), which has limited our ability to consider the social and functional aspects of gossip (Brady, Brown & Liang, 2017). However, positive gossip

entails praising others' attitudes, applauding their performance, and acknowledging their helpful behaviours to a third person (Dunbar, 2004). We posit that employees who positively gossip about others are likely to gain a positive reputation, which in turn will impact their career advancement at the workplace. In addition, we also examine moderating role of strategic silence in this relationship. Through quantitative research design wherein we collected data from 114 individuals in India, we present specific theoretical and practical contributions.

Keywords – Positive Workplace Gossip, Strategic Silence, Personal Reputation, Self-Nomination, Career Management Strategy

SESSION ID L- 4
13TH January 2024
9:30 AM TO 11:30 AM
Venue: NAB LAB 3

#52	Does gender determine effectiveness of elected representatives? Evidence from panchayats in India	Author(s): Gaurav Joshi, Amit Joshi and Abhishek Kumar Pant
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Panchayats- the three-tier system of local self-government in India- were accorded a constitutional status in 1992 through a constitutional amendment (The Constitution (Seventy- Third Amendment) Act, 1992). The amendment, was revolutionary in one more respect: it provided for reservation of 33% seats for women in Panchayats at all levels. The reserved seats were to be allocated on a rotational basis. It is owing to this very reservation clause in the law that there are more than 77,000 women serving as Gram Pradhans/ Sarpanchs (the elected head at the lowest tier in the three-tiered Panchayati Raj system) as of today. Likewise, almost 2000 Block/Kshetra Panchayats (the intermediate tier of the Panchayati Raj system) and 200 Zila Panchayats (the highest tier of the Panchayati Raj system) in the country, now, have a female incumbent (Baviskar, 2003). Over the years, many States like Bihar, MP, Maharashtra, Karnataka, Odisha, Assam, Uttarakhand etc. have leveraged the flexibility provided to them by the 1992 Act to expand the reservation further to half (50%) of the seats in the Panchayats (Reservation of Women In PRIs, n.d.). The mandatory provision of reserved seats for women in the 1992 Act was certainly an attempt at women-empowerment (Pai, 1998). However, the possible impact of this change on the effectiveness of the Panchayats was not thoroughly researched. It is important to carry out this investigation as earlier researches are replete with evidence of subtle difference between men and women. For instance, the research on intelligence shows that men tend to perform better than women on visual-spatial tasks while women demonstrate better verbal abilities than men. Such differences extend to as diverse domains as mating strategies, dominance motivation,

moral development and even the manifestation of various mental ailments (Baron, 2009). So, do such differences in the two sexes also translate into difference in their effectiveness as elected representatives in the Panchayati Raj system? The current research is an attempt to answer this question.

#287	The interconnectedness between crude oil price and stock returns in the case of G20 countries	Author(s): Chinmaya Behera and Badri Narayan Rath
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Our study examines the link between crude oil prices and stock returns in G20 countries. Using the dynamic connectedness approach, we confirm that there is volatility transmission among the stock returns and crude oil prices. Specifically, we observe that an average of 65.25% of a shock on one asset spillover to all other assets. Additionally, our study identifies FTSE (Italy), FTSE (United Kingdom), Dow Jones (USA), and average G20 stock returns as the major transmitters of shocks. To further understand the effects of crude oil prices on the stock market, we separate the countries into oil-exporting and oil-importing nations. We discover that there is negligible shock transmission in oil-exporting countries, while oil-importing countries experience significant shock transmission. Our findings have important implications for investors and policymakers, as they can help maximize returns and stabilize the volatile market.

#532	The interplay between Corporate Social Responsibility, Sustainable Development Goals and Human Resources.	Author(s): Naval Lawande
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The interplay between CSR, SDG and HR represents a dynamic nexus of corporate strategies that profoundly influences modern business practices. The article provides an overview of the intricate relationship between these three components and their growing significance in recent times. The article encapsulates the multifaceted interplay, emphasising the profound impact on sustainability. This is pivotal for the firm's striving to harmonize profitability with societal well-being and ecological sustainability. An analysis using bibliometric tools on the three keywords was conducted. A sample of 2282 documents was extracted from the Scopus database. The R-language that was used for the study has an application that enabled the analysis of the dataset and various themes, patterns and trends were identified based on the authors, countries, and citations. Results show that the CSR, SDG, and HR as an interlinked concept needs to be given direction. The article provides some crucial insights on areas that need further inquiry. The conceptual structure depicts a thought-provoking trend in terms of this area of research.

#253	Female Representation in the Politico-Economic and Business Systems and Green Innovation	Author(s): Ravi Roshan and Krishna Chandra Balodi
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The transition towards a green economy and green future are possible only through the route of green innovation. Green innovation is a tool for organizations and business firms to achieve economic advantage and environmental protection in the long run. Extant literature calls for examining the impact of female representation in the Politico-Economic and Business systems on green innovation as a pathway for sustainable growth. Apropos, this study explores the impact of female representation in the labor force, parliament,

corporate boards, and Entrepreneurship on green innovation. Applying Driscoll-Kraay, instrumental variable generalized method of moments (IV-GMM), and Quantile regression estimation techniques on a country-level panel dataset from 1989–2019, the paper finds evidence that higher female representation in the labor force, parliament, and large corporate boards increases green innovation.

#289	The effect of CO2 emission, Renewable energy, Trade openness and Foreign direct investment on output volatility in East Asia and Pacific countries.	Author(s): Chinmaya Behera, Ranjan Kumar Mohanty, Biswashree Tanaya Priyadarsini and Debasis Patnaik
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In this study we investigated the relation between carbon emission, renewable energy, trade openness, foreign direct investment inflow and output volatility in selected East Asia and Pacific countries. Using ARDL bound tests, we find a long-run relationship among carbon emission, renewable energy, trade openness foreign direct investment inflow and output volatility. Further, CO2 emissions impacts adversely on output volatility in all the countries except in Malaysia. In addition, renewable energy positive impact on output volatility except in Australia. Policymakers are advised to find ways to minimize carbon emission so as to stabilize output volatility.

#357	The perpetual me: exploring the impact of power and status on an individual's desirability for individuation	Author(s): Rajeswari Banerjee
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The paper explores the interplay between power and status and examines its impact on identities. In the endeavour to do so, the optimal distinctiveness theory is used which proposed that too much individuation would be undesirable for individuals. The paper intends to challenge this view by creating four categories of social positions based on high and low dimensions of power and status. Further, the characteristics of individuals belonging to each of these categories is sketched basis past literature. The paper then goes to question if too much individuation would still be undesirable, now that the power and status aspects of these individuals are salient. Through creation of model based on the concepts of power, status and optimal distinctiveness theory, the paper intends to expand the literature on power, status and identities which would contribute to a better understanding and management of workplaces in general and Indian workplaces in specific.

#81	Pay Transparency in India - An Empirical Analysis from the Employee Perspective	Author(s): Arup Varma, Dow Scott and Aysegul Karaeminogullari
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Given the global emphasis on transparency in decision-making, this study explored the impact of pay secrecy on employee attitudes. Drawing on responses from 229 full-time employees in Indian organizations, the authors reported that participants primarily relied on organizational sources, for information about their pay. As such, it is critical that organizations practice reasonable transparency in decision-making about employee pay. Further, it is time for the government to consider instituting related guidelines, as the research shows that when there are high levels of secrecy, employee trust in management

goes down and intent to leave goes up. We discuss implications for private and public sector organizations and policy-makers and offer suggestions for future research.

POSTER SESSION
11TH January 2024
10.30 AM TO 12.30 PM
VENUE: MPH

#124	Environmental, Social and Governance (ESG) Disclosure Research: A Systematic Evaluation	Author(s): Dr. Nisha Bamel and Miss. Komal Khatri
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Abstract: This study aims to review the extent of ESG disclosures research focusing on non-financial disclosures. This study penned the evolution of ESG disclosure research; describes the current state and suggests potential directions for future research. For this research, data has been retrieved from the Scopus Database, following the systematic literature review data retrieval protocol. Our search has yielded us with a total 1471 eligible research documents. The retrieved metadata of relevant papers were analysed using various bibliometric techniques such as performance analysis and structured network analysis. The findings of this study reveal that there has been an increasing trend of publications with an annual growth rate of 25.6 per cent in this domain. The analysis also lists the most productive constituencies: authors, most cited articles, and most mentioned countries. In addition, our study constructed the conceptual and intellectual structure of ESG disclosure research and described the past and present of this research base. This study has several implications for the society, stakeholders, and policymakers. Firstly, stakeholders and society can gain insights on how the corporate organizations are concerned towards the ongoing climate change issues. Secondly, Policymakers can analyse how the organizations are incorporating the guidelines into their strategic decisions and can focus on the further scope of the improvement in the policy formation.

Keywords: ESG disclosure, Sustainability Reporting, Sustainability Disclosure, Bibliometric analysis

JEL Classification: G11, G14, Q01

#129	Corporate Governance, CSR, and Sustainable Investments: A Trifecta for a Better World	Author(s): Dhairya Dev, Aeshna Kharbanda, Jaya Singh Parihar and Gagan Deep Sharma
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Abstract: In this competitive and dynamic global environment, businesses are utilizing resources to generate profit and obtain a competitive advantage and dynamic capabilities. Governance is crucial to controlling business conduct for environmental protection and sustainable growth. Investment growth and behavior have changed significantly post-COVID. CSR and corporate governance are two sides of the same coin. The growing threat to environmental and social well-being posed by unethical business practices and the need to incorporate SDG and ESG targets into the corporate industry necessitates a shift in governance to incorporate sustainability into the corporate structure. Investors now value sustainable investment after COVID-19. However, additional limitations have changed investors' behavior, preventing firms from meeting their aims. CSR increases lower a company's valuation, according to the literature. This

research analyzes the impact of governance on investor behavior to integrate and assess the different literature.

Keywords: CSR, Sustainable behavior, Sustainable investment, Stakeholders, Corporate responsibility, SDG

#141	Influence of Instrumental and Integrative Responsible Leadership Behavioral Styles on the Employees' Innovative Work Behavior: A Moderated-Mediation Analysis	Author(s): Priyanka Pathak and Sumi Jha
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Abstract: Recently, the Indian concept of responsible leaders in business has received significant attention and motivated scholars to explore its dominance. Accordingly, the study examines the relationship between instrumental and integrative responsible leadership behavioral styles (RLBS) and employees' innovative work behaviors (IWB) with a mediating role of meaningful work (MFW). Knowledge sharing (KS) is a moderator, and the study is anchored on social learning theory. Data has been collected from 230 employees in the manufacturing and service sectors in India. The PROCESS macros were used for analyzing the moderated mediation, mediation, and moderation results. All hypotheses are supported except the mediating role of MFW in the integrative RLBS-IWB relationship, which is partially supported, and the conditional indirect effect of KS in the instrumental RLBS-MFW-IWB relationships. The findings demonstrated that KS strengthens integrative RLBS's direct effect on MFW and indirect effects on IWB. The study would be helpful to industrial experts and academicians to create an innovative environment.

Keywords Instrumental and integrative behaviors, Responsible leadership styles, Innovative work behavior, Meaningful work, Knowledge-sharing

#142	Investigating Instrumental and Integrative Responsible Leadership Behavioral Styles on Employees' Well-being	Author(s): Priyanka Pathak and Sumi Jha
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Abstract: This study aims to understand the relationship between instrumental and integrative responsible leadership behavioral styles (RLBS) and employee well-being. This study also examines the mediating role of meaningful work (MFW) in the social learning theory contexts. Data was collected from 230 employees in the manufacturing and service sectors in India. The PROCESS macro was used to analyze the mediation effect. The findings showed that instrumental and integrative RLBS had a significant positive influence on employee well-being and MFW. Moreover, MFW partially mediated the effect of instrumental and integrative RLBS and employee well-being. Instrumental and integrative RLBS, employee well-being, and MFW are the essential factors. These results will consequently provide a basis for policymakers to craft relevant policies that encourage effective leader behaviors and enhance employee well-being. Our study builds a unique contribution to understanding the mediation role of MFW in the relationship between instrumental and integrative RLBS and employee well-being.

Keywords: Instrumental behavior, Integrative behavior, Responsible leadership, Well-being, Meaningful work

#184	Transformational leadership, school climate, work engagement and IWB: A sequential mediation analysis	Author(s): Furkan Khan
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#376	Does cross listing impact foreign institutional investors' preference for dividends?	Author(s): Satish Kumar, Geeta Singh and Rajesh Pathak
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Abstract: In this study, we examine if cross listing impacts the foreign institutional investors' (FIIs) preference for dividends. Based on a sample of 1583 publicly traded unique firms traded on the National Stock Exchange of India (NSE), from 2010 to 2019, we find that the positive relation between FIIs and dividends weakens in cross listed firms. We show that agency problems and information asymmetry problems drive our results. We validate this assertion by showing that the positive relation between FIIs and dividend payments is less pronounced for those cross listed firms which are affiliated to business groups, for firms with more free cash flows and low growth opportunities. Overall, we show that due to improved corporate governance standards, cross listed firms are characterized by lesser information asymmetry such that FIIs do not demand more dividends in cross listed firms. We believe that these results have significant implications for researchers, investors, policy makers and regulators in emerging markets like India.

Key words: Cross listing, Dividend, Foreign institutional investors, India, Signalling.

#535	Rethinking Family Firm Succession for Sustainable Governance Beyond Bloodlines	Author(s): Basudeo Dubey and Nidhi Priya
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Abstract: Family businesses constitute a significantly high percentage of all global enterprises. One of the key decisions these firms make involves succession planning, where future leaders are selected from a pool of limited potential candidates. The literature on this topic has expanded to encompass various new constructs, including gender dynamics, successor motivations, and the influence of primogeniture, among other factors. Consequently, a comprehensive understanding of the dynamics at play within such companies is essential, particularly from the perspective of responsible leadership and governance. Conducting a bibliographic review on this subject would facilitate an exploration of recent developments. Employing Performance Mapping, Science Mapping, and Data Synthesis, we extract essential insights, resulting in critical managerial implications for family businesses striving to enhance their succession practices, thereby fostering responsible leadership, and ensuring sustainable governance. Furthermore, we identify future research directions, with particular emphasis on Emerging Economy Multinationals (EMNEs) and gender-based studies on succession planning.

Keywords: Succession, Governance, Family Firms, Review

#580	Resilient Leadership Scale: An Effective Tool to Aggrandize Organizational Resilience and Reinforce Organizational Sustainability	Author(s): Siddaq Singh and Sarnish Kour
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Abstract: Purpose – The purpose of this study is to generate items for devising a valid and reliable scale of measurement of resilience in leadership in an organization so that the organizations can gauge as well as prepare the leadership to be resilient in unforeseen adverse situations. The specific objectives are: - Understanding the role of resilient leadership in achieving overall organizational resilience and sustainability, Mapping the resilience framework to leadership abilities, and leadership traits leading to competence in handling adversaries.

Design/methodology/approach – The research includes a comprehensive literature review of resilience, organizational resilience, sustainability, and models of resilience. A review of papers about the “organizational resilience” framework or model from Scopus was done to understand various aspects of building Resilience in an organization and review which aspects could be mapped to leadership skills. Also, a review of podcasts on resilient leadership was carried out, and the data transcribed from the podcasts was analyzed to chalk out the various resilient leadership traits.

Findings – We have a total of 74 items generated for the comprehensive resilience model, with 22 items for the first phase, ‘Anticipation,’ 36 items for the second phase, ‘Coping’ and 16 items for the third phase, ‘Adaptability’ of Resilience model.

Research limitations/implications – The ultimate aim of this research is to develop a full-fledged, reliable, and valid scale for Resilient Leadership; however, the validity and reliability checks have been kept for further exploration. The scope has been limited to only item generation for the scale.

Keywords: Organizational Resilience, organizational sustainability, resilient leadership

#222	Exploring Drivers of Work Engagement and Contributing Factors from the Emerging Market Perspective: A Qualitative Study	Author(s): Sangeetha Lakshman and Ruthann Cunningham
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Abstract: Employee engagement is an important driver of organizational success to meet the future needs of fast-changing markets. Building on the employee engagement (EE) literature, this study investigates engagement from the emerging market perspective, specifically focusing on China’s healthcare workers, as we have little understanding of these factors in emerging markets. This research uses critical incident techniques to identify the contributing factors affecting employee engagement. Based on 251 interviews conducted with healthcare employees working on different hierarchical levels at different age groups, the findings summarize the factors affecting EE and categorize them as individual (physical and psychological; career advancement; autonomy) and interpersonal factors (relationship with hierarchies and leadership). Our findings also categorized nurses into moderately, barely, and disengaged employees and identified corresponding outcomes (performance and job satisfaction). We discuss results in the light of the literature in the emerging market context, identify future research directions, and limitations of our study.

Keywords: China, Emerging market, engagement, job satisfaction, hospitals, healthcare, nurses, performance.

#470	Job mismatch by choice: exploring outcomes	Author(s): Muskaan Viridi
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Abstract: Intentional mismatch refers to employees voluntarily opting for jobs for which they are overqualified in terms of their education, experience, skills, and abilities. Past research on overqualification alludes to it as a possibility; however, it has not been focused upon much. This study aims to uncover some of its positive (proactive job behaviour and employee well-being) as well as negative (counter-productive work behaviours and organizational commitment) outcomes. By empirically establishing these outcome variables, this paper adds significant value to the intentional mismatch literature and the broader domain of employee overqualification.

Keywords: Intentional mismatch, voluntary overqualification, overqualification, overeducation, skills mismatch, occupational mismatch

#555	“The dramas of power”: Social Role Theory and networking among women managers	Author(s): Payal Mukherjee
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Abstract: This paper delves into the dynamics of gendered networking in the workplace, examining the influence of Social Role Theory on these interactions. Women often face barriers in networking due to the gendered structures of organizations, forcing them to adapt to traditional roles and expectations. Challenges of male dominated networks, lack of mentorship and opportunities, have hindered career progression. Women have formed their own networks to challenge these norms, seeking in them, support and opportunities they hitherto missed. This transcendental phenomenological study, with the voices of 46 women explores the implications of these gendered practices on career and inclusion, emphasizing the need for women’s networks and inclusive environment. It highlights the significance of dismantling gendered expectations within organizations, fostering diversity and promoting a more inclusive work-place. Implications for organizations, individual women and research are discussed.

Keywords: female networks, social role theory, gendered networking, diversity and inclusion

#632	Integrating the literature on high-performance work system (HPWS) through a systematic review	Author(s): Aashima Gaba, Dhun Sehrawat and Akriti Sachan
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Abstract: The High-performance work system has received considerable attention in the HRM and SHRM literature, from understanding its effect on performance to capturing the mediating mechanisms that lead to such relationships. Despite the vast amount of literature generated on the topic, the field is still subject to apprehensions and questions. The majority of the studies portray the use of weak methodologies, such as using a cross-sectional design, single-source data, and low response rates. Thus, the results cannot be generalized. Further, new streams of research within HPWS are emerging, such as the dark of HPWS, examining the intermediate variables, and using employee perception of HPWS as a proxy of HPWS. Hence, the question arises whether there is sufficient evidence in the extant literature to conclude the earlier discussions on the topic and of the direction in which the field is headed and how academicians and researchers can contribute to it

in the future. Thus, this study is conducted by reviewing 87 high-quality articles published in top-rated journals (A* articles as per ABDC list) from the Scopus database to review the state of the research in the field today, further presenting the details related to the theoretical framework used, the intermediating variables and the outcome variables. Further, the article suggests ways the gaps can be filled in the literature.
 Keywords: High-performance work system, HPWS, systematic review, HR system

#78	Online Counsellors: New Work Setup	Author(s): Vartika Varyani, Amitabh Deo Kodwani and Jatin Pandey
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#159	Intellectual Narrative of Remote Working: A bibliometric analysis and Systematic literature review	Author(s): Ashwani Kumar and Pushendra Priyadarshi
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Abstract- Purpose: Only a few retrospective studies have been made to understand the intellectual narrative of this field. This study offers important insights into developing a conceptual model and identifying future research directions.

Methodology: This study provides a bibliometric analysis and systematic review of remote working literature from 2001-2023.

Findings: The findings enrich the extant literature by identifying and analyzing the top published works, authors, journals, and research themes. Systematic review also leads to the identification of major themes, theoretical lenses being used, and antecedent-consequent relationships.

Practical implications: The study provides useful insights to enhance the intellectual narrative and meet the challenges of remote working in the future.

Keywords: Bibliometric Analysis, Systematic Literature Review, Remote working, Work from Home

**POSTER SESSION
 12TH January 2024
 9.30 AM TO 11.30 AM
 VENUE: MPH**

#199	Impact of ecological identity on use of sustainable technology: a study of human ecology	Author(s): Kali Charan Sabat, Diganta Chakrabarti and Meera Baidur
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#365	Ethical leadership and knowledge hiding behaviors amongst employees: A moderated moderation model	Author(s): Jatinder Kumar Jha, Biju Varkkey, Talina Mishra, Kritika Sharma and Namrata Nigam
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Abstract: This study aims to investigate the role of ethical leadership, ethical climate, and performance management system accuracy in enhancing knowledge-hiding behavior

among employees. A survey-based methodology was adopted to collect 245 valid responses from full-time employees working across different industries in India to test the hypothesis. The results reveal that ethical climate moderates the relationship between ethical leadership and knowledge-hiding behavior. Besides, the performance management system accuracy strengthens the moderation effect of ethical climate between ethical leadership and knowledge hiding. There is a dearth of research on the impact of the perception of accuracy of HR practices upon knowledge-hiding behaviors; therefore, the authors investigate the role of performance management system accuracy in reducing knowledge-hiding behaviors as a boundary condition. Further, this study considers the counter-questioning strategy of knowledge-hiding behavior as opposed to earlier empirical research, which has not yet considered this strategy of knowledge-hiding behavior.

Keywords – knowledge hiding, ethical leadership, performance management system accuracy, ethical climate

#384	Fostering Sustainable Water Resource Management: Examining the Impact of Water User Associations on Farmer Livelihoods in Vidarbha, Maharashtra	Author(s): Soham Chatterjee and Suresh Maind
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Abstract: In order to enhance stakeholder participation, equitable benefit distribution, and most importantly sustainable water resource management in the Vidarbha area of Maharashtra, the study examines the critical role that Water User Associations (WUAs) play. Through in-depth empirical investigation, the study supports the positive correlations between WUAs and these key facets of managing water resources. The study underlines the significance of WUAs in enabling transparent decision-making, capacity-building, and proactive advising services in order to properly manage water resources. Additionally, it highlights how crucial stakeholder involvement is in fostering efficient water management within WUAs. The study also emphasizes the WUA's commitment to guaranteeing fair access to water-related benefits for everyone, regardless of socioeconomic status. These results warrant the WUAs' continued support.

Keywords: Water User Associations (WUAs), Sustainable Water Resource Management, Stakeholder Engagement, Equitable Distribution.

JEL Codes: Q25, Q15, O13.

#445	A Study on Afghanistan's Dry Fruits and Spices Export to India	Author(s): Farhad Hemmat and Dr. Mitesh Jayswal
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Abstract: This research investigates the trade of dry fruits and spices between Afghanistan and India, focusing on the current status and the factors influencing this bilateral trade relationship. The study aims to provide valuable insights into the dynamics of the dry fruits and spices export market between the two countries.

Firstly, the research examines the existing trade patterns and trends in the dry fruits and spices sector, analysing the volume, value, and types of products exchanged. It also

investigates the trade policies, agreements, and regulations governing this commerce to understand its current status. Secondly, the study identifies and explores the key factors affecting the trading of dry fruits and spices between Afghanistan and India. A comprehensive understanding of these factors is essential in devising strategies to enhance and streamline the trade relationship between the two nations. Through this research, policymakers, businesses, and other stakeholders can gain valuable insights to make informed decisions, foster economic cooperation, and strengthen trade ties, contributing to the economic growth and prosperity of both Afghanistan and India. This study draws upon a decade of data collected between 2011 and 2021.

Keywords: Dry fruits, spices and Supply Chain, Export

#153	SMEs and Sustainable Enterprise: Creating opportunities that pre-empt marginalizing workers and leverage sustainable business practices for growth.	Author(s): Dhiraj Mathur, Dr Piyush Kumar and Dr Pradeep Hota
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Abstract: ‘Human Resource’ is a critical resource for any business. With a flatter hierarchy and smaller size workforce compared to large enterprises, retaining productive workforce becomes a survival goal and a sustainable strategy for SMEs.

Marginalization of workforce leads to their ‘attrition’ and marginalization is attributed to either an unstructured or a non-existent ‘Human Resource’ eco-system of SMEs. Being resource constrained, SME owners themselves are deeply engaged in most of ‘Human Resource’ functions and decisions. To pre-empt marginalizing workers, they deploy informal and personal strategies to retain talent. These include intrinsic-extrinsic rewards and support systems that create an environment of belongingness to the organization and motivates the workforce to perform and stay with the organization for a longer period. The paper discusses some strategies that SMEs deploy to pre-empt marginalizing workers and proposes a framework for SMEs to leverage sustainable business practices for growth.

Keywords: Marginalize, Informal Support, Training, Hiring and Skilling, Social Security

#392	Strategies for Sustainable Practices Within an Entrepreneurial Ecosystem: An ISM & MICMAC Analysis	Author(s): Sagar Kumar Behera and Dr. Rajeev Kumar Panda
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Abstract: Purpose- Sustainable business practices are important for small and medium-sized enterprises (SMEs) in the modern business community as they provide opportunities like cost saving, accessing markets, building a good reputation, and ensuring long-term success in a changing economy and environment. The purpose of this paper is to explore and analyse the factors of the entrepreneurial ecosystem (EE) in the context of sustainable business practices.

Methodology- Identify the key factors and develop a hierarchical structure model to identify contextual relationships among factors using interpretive structural modelling concerning their relative importance and characteristics indispensable for the successful implementation of sustainability practices.

Findings- Based on the research findings, there is an identifiable group of influential factors characterised by strong driving power and low dependence. These factors demand considerable attention due to their strategic significance. Conversely, another group comprises variables that exhibit high dependence and are the outcome of previous actions.

Implications- SMEs managers can utilise this categorisation as a valuable resource to distinguish between independent and dependent variables, as well as understand their interconnectedness. This classification aids them in focusing their efforts when making strategic, tactical, or operational decisions during the development of environmentally friendly sustainable practices.

Originality/Value- The significance of this study lies in the context of sustainable practices. Nowadays, businesses face increasing pressure from both consumers and government regulations to adopt sustainable practices. To achieve sustainability goals, it is necessary to use resources efficiently and coordinate information among all factors involved in the entrepreneurial ecosystem.

Keywords: Sustainability, entrepreneurial ecosystem, interactive structural modelling, MIMAC, SMEs.

#486	When life gives you lemons: the rise of entrepreneurship from trauma through sensemaking.	Author(s): Guninder Pal Singh, Neha Garg and Satish Kumar
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Abstract: In the evolving entrepreneurship literature, where the emphasis often leans towards external influences, this study addresses a critical gap by delving into the transformative impact of traumatic experiences on entrepreneurial motives. Utilizing a qualitative longitudinal approach, we explore the sensemaking processes of military veterans transitioning to entrepreneurship. Unveiling three distinct sensemaking paths and two pivotal stages—meaning emergence and motive development—this research enriches entrepreneurial literature by introducing a nuanced perspective that recognizes the intricate interplay between personal experiences, sensemaking, and the emergence of entrepreneurial motives. Beyond theoretical contributions, the study offers practical insights for tailored support systems and interventions, acknowledging the potential of trauma to catalyse innovative thinking and purposeful action in the entrepreneurial journey.

Keywords: Entrepreneurship, Trauma, Sensemaking, Motive Development, Military Veterans

#424	Impact of environment, social, and governance factors on sustainable business growth: An insightful review	Author(s): Brijesh Yadav, Shalu Mahajan, Anuj Jain and Prem Singh
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Abstract Digitalization is the process of switching to a digital business. It is the use of digital technologies to change a business model and create new ways to make money and

add value. The goal of digitalization is to describe the process of facilitating, enhancing, and changing business operations and increase productivity. The research looks at how key factors of digitalization and sustainability affects business growth in developing countries. The research shows that digital transformation, financial technologies and innovation, sustainable development, and governance are all ways that digitalization, green finance, and ethical business practices affect sustainable business practices. The authors used the Web of Knowledge database to get information from 325 research articles and did a manual insightful review to figure out how digital finance affected sustainable business practices. The study will help policymakers, governments, and marketers come up with ways to get everyone involved in the financial system.

Keywords: sustainable development, financial technologies, digital finance, governance, sustainable business practices

#509	A Comprehensive Study on the Role of Financial Institutions in Promoting Sustainable Development	Author(s): Deepika Chaudhary and Ritesh Nimker
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Abstract: By allocating resources, putting ethical standards into place, and coordinating their plans with international sustainability objectives, financial institutions play a critical role in promoting sustainable development. This paper explores the multifaceted roles that financial institutions play in advancing sustainable development and their impact on environmental, social, and governance (ESG) factors. Financial institutions have a significant influence on economic growth and can foster sustainability through investment decisions, lending practices, and risk management strategies. The study highlights the importance of integrating ESG considerations into financial operations and the development of frameworks, such as the 'Green Loan Principles', to promote sustainable banking. Moreover, the paper discusses how financial institutions can incentivize sustainable development projects by implementing green financing policies, setting lending targets, and launching green financial products. It also addresses measures financial institutions can adopt, such as incorporating ESG factors into portfolio management and sustainability reports and aligning their strategies with the Sustainable Development Goals (SDGs). It concludes by emphasizing the transformative potential of financial institutions in contributing to a sustainable future.

Keywords: ESG Factors, Financial Development, Financial Institutions, SDGs, Sustainable Development, Social Governance.

#363	Educating managers in indigenous Indian management: 75 years and counting	Author(s): Ayushi Singh and Dr. Zubin R. Mulla
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Abstract: Management education plays a pivotal role in fostering sustainable and effective business practices, especially when it is culturally relevant. We explored the prevalence of indigenous management concepts in Indian business school curricula, by reviewing faculty profiles and their research in organizational behavior departments of the top 10 Indian business schools. We found that 12.5% of faculty were interested in

exploring Indigenous Indian Management through Atomistic Concepts/Constructs from Emic Perspectives (ACEP) and 10.4% had contributed to ACEP over the past decade. A curriculum analysis identifies a significant gap in the compulsory Organizational Behaviour curriculum where the concepts taught to our managers were heavily influenced by Western theories. We suggest the integration of ACEP into the compulsory curriculum to instil values like stewardship, community collaboration, diversity appreciation fostering responsible leadership, and sustainable business practices.

Keywords: Indigenous Indian management, management education, Atomic Constructs/Concepts from Emic Perspectives (ACEP), Sustainable business practices, Curriculum analysis.

#326	Edification of eco-justice and sustainable development through literature: a reading of fire on the mountain by Anita Desai	Author(s): Chinmayee Nanda
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Abstract: My article explores the convergence of post colonialism and eco-criticism (eco-poco) as found in Anita Desai's *Fire on the Mountain*. It is a novel bridging human loss and environmental degradation. Desai's novel weaves fiction, history, realism as well as imagination. This novel is an exposition of an appraisal of anthropocentrism, obscuring the demarcation between human and non-human through rendering human violence, vibrant landscape and a rich eco-system of flora and fauna. The goal of eco-critical study has always been to educate. It is a popular belief that education based on literary eco-critical readings will influence readers' attitudes and behavior, fostering the development of environmentally conscious and sustainable citizens.

Keywords:

Literature for Education, Eco-criticism, Sustainable Development, Indian Writing in English

#204	Categorization of Outcomes of Teacher Professional Development in Higher Education Institutions – Findings from a Thematic Literature Review	Author(s): A Naga Ramani and Jayashree Mahesh
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Abstract: Higher education substantially contributes to the nation's economic development by supporting stable and prosperous societies. The key elements that influence higher education's effectiveness are teacher proficiency and teacher engagement. Therefore, higher education institutions must focus on pedagogical aspects that will enhance teacher proficiency and engagement. To identify appropriate pedagogical approaches, it is important to understand the outcomes of Teacher Professional Development (TPD). The paper aims to identify the main themes of TPD through inductive thematic analysis. Based on our findings the major outcomes of TPD can be categorized as a) Affective aspects b) Professional aspects c) Cultural aspects, and d) Social aspects. The findings of this paper will contribute to creating a pedagogical framework for the development, implementation, monitoring, and evaluation of Teacher

Professional Development initiatives for Higher Education Institutions (HEIs) and identify the specific impact of each of the four themes to enhance educators' practice and student outcomes.

Keywords: Teacher Professional Development, Higher Education, Literature Review

POSTER SESSION
12TH January 2024
2.30 PM TO 4.30 PM
VENUE: MPH

#208	Issues and challenges in managing digital transformation in for-profit and not-for-profit organizations: A two-case comparison study	Author(s): Yogita Patra and Richa Saxena
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Abstract: Staying competitive is a huge challenge and sustainability of an organization depends on how proactively an organization adapts and improvises their processes much ahead of a crisis. The extant research entails how identification of right solutions for sector specific challenges is crucial for not being caught off-guard during unwarranted times. In this study, we aim to compare the digital transformation process of two organizations – one for-profit and the other not-for-profit. Each of these organizations has within the last three to four years, systematically approached digital transformation and has achieved success in its efforts. Given that the scale and scope of both the organizations is completely different, it is quite interesting to know how they have gone through the transformation process. The comparison of the two cases culls out the parallels as well as the contradictions in the transformation process, they adopted. Our investigation of the two cases revolved around these strategic questions. We found certain similarities between the two cases. For example, both the organizations were professionally managed and they were fiscally strong. They gauged the need for transformation much before the crisis. Both realized that employee sensitization was crucial to the success of the initiative. On the other hand, we also found significant dissimilarities between the two cases. For example, in ORG 2 the willingness in the employees to try something new was low. The comfort level developed due to working in a certain way for a long period of time was the biggest inhibitor in even initiating the transformation journey. In ORG 1, the genesis of the vision of the transformation was from the top management, but the execution was completely delegated to the middle and junior echelons of the management. However, in ORG 2 the success of the initiative was totally dependent on the personal drive of the change leader leading to a top-down planning as well as implementation. The change communication strategy was also remarkably different in both the organizations.

#211	Adoption of IoT based Healthcare Services by Physicians in India	Author(s): Piyush Kumar, Akanksha Batra and Amit P Jha
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Abstract: In India, though IoT based healthcare system is gaining popularity, the actual rate of adoption is dismal. One of the most crucial factors for the success of any

information and communication technology implementation in healthcare setup is the physicians' acceptance of that technology. However, there is lack of study to understand the factors influencing the adoption of IoT based healthcare services by the Physicians. This study tries to fill this gap, by using the UTAUT based research model to determine the strength of predictors for physicians' intention to accept and use IoT based healthcare services.

Objective: This paper investigates the factors that affect the behavioral intention to adopt the IoT based healthcare services by the physicians in India.

Method: An online questionnaire was developed and disseminated to the physicians working in hospitals. Pilot testing was done with a sample of 33 physicians. Scale reliabilities were calculated and hierarchical regression was used to analyze the data collected.

Results: Analysis of the pilot data revealed that Performance Expectancy and Social Influence positively predicted the behavioral intention to adopt IoT based healthcare service by the Indian physicians. The study also confirmed the moderating role of Gender and Age. Age was negatively related to the behavioral intention to adopt IoT based Healthcare services.

Conclusion: Social Influence emerged out to be the best predictor of the behavioral intention to adoption. Hence, specific strategies targeted at individual physicians are more likely to succeed rather than implementing the service in a big-bang manner.

#414	Reporting to an Algorithmic Manager? A Relational Ontological Perspective to Accountability in Platform Businesses	Author(s): Vedant Kaul, Arnav Pati and Soumya Mishra
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Abstract: With the emergence of platform businesses, the role of technology has transitioned from tools to decision makers. One such decision-making role in such businesses is establishing accountability among actors participating on the platform. Accountability is argued as the most important source of outside influence on behaviour. Extant research in this domain positions technology as inferior with respect to people and organizations in the ecosystem. The role of technology is largely restricted to that of tools or having functional value. With change in role, such a framing of technology limits our understanding of its impact on individuals and organizations. Drawing from the relational ontology perspective, this paper contributes by bringing into prominence technology's role in shaping accountability for individuals and organizations.

Keywords: Platform Organization, Accountability, Relational Ontology, Algorithmic Management

#497	Revolutionizing the Workforce: Balancing Technology, People, and Skills in the Automotive and Electric Vehicle Industries	Author(s): Anubhav Agrawal, Ananya Aggarwal and Ranbir Singh
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Abstract: In today's rapidly evolving business landscape, the dynamic interplay between technology, people, and organizations plays a pivotal role in fostering innovation and achieving operational excellence. A prime example of technology's transformative impact is the advent of Electric Vehicles. This paper examines the complex connection between technology, human resources, and the evolving automotive and EV industries,

emphasizing the importance of establishing a sustainable equilibrium in the face of rising artificial intelligence and automation. Striking this balance is vital for both organizational success and employee well-being. The research focuses on conducting a comprehensive skills gap analysis tailored to the EV sector, with the goal of identifying the specific competencies required to meet the changing demands of this dynamic industry. The findings lay the groundwork for targeted workforce development and training programs, providing valuable guidance for organizations seeking to align technology with their workforce and navigate the future of work with expertise.

Keywords: - Technology, Innovation, Electric Vehicles, Workforce Development, Skill Gap analysis.

#331	Sustainable Finance as a New Frontier in Corporate Sustainability: A Conceptual Paper	Author(s): Poornima S and Dr. Gopalakrishna B V
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#411	Investor Behavior and Home Bias	Author(s): Akhil Raju and Vijaya Bhaskar Marisetty
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Abstract: It is well established that investors exhibit home bias while financing firms or projects. What is not clear is whether home bias is driven by information or emotions. We try to disentangle this issue by examining investors' behavior in the reward-based crowdfunding market. We argue that, keeping information constant, if investors exhibit variation in their home bias behavior, where the home bias is exhibited more when fund seekers face tough market conditions then emotions drive home bias. Using 3,28,181 ventures from 11 countries spanning years from 2009 to 2020, we find that home bias plays a significant role in crowdfunding success. Additionally, when we observe investor funding behavior during the COVID-19 period, cultural dimensions and home bias predict crowdfunding success better than during non-COVID-19 period. In summary, our findings suggest that home bias in crowd funding market has a stronger emotional appeal than rational information asymmetry appeal.

#420	Developing and validating the factors influencing the adoption of an e-payment system scale	Author(s): Nilamben Parmar, Dr. Suresh Machhar, Dr. Divyang Purohit and Dr. Mitesh Jayswal
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Abstract- Purpose: The study aims to develop and validate the factors influencing the adoption of an e-payment system scale. It has two sub-scales motivating and Inhibiting. The motivating scale is a combination of variables having a positive influence on the adoption of an e-payment system. The inhibiting scale is a combination of variables having a negative influence on the adoption of an e-payment system.

Design/methodology/approach: The five-step methodology involved construct definition with a qualitative review of available literature followed by the face validity to have an expert view to design the survey instrument as the second step. The data collected via questionnaire from users of the e-payment system of Indian millennials

were subjected to exploratory factor analysis and confirmatory factor analysis in the third and fourth steps respectively. Finally, the nomological validity was tested by establishing the relationship between the newly developed scale and behavioural intention.

Finding: The result suggested using a two-factor model as a motivating (combining eleven variables) and inhibiting (combining five variables) to study the factors influencing the adoption of an e-payment system.

Research limitation/implications: The newly developed scale having 77 items can be used to conduct the study on the adoption of an e-payment system for various geographic populations. It can be used to have a comparative study of two populations and/or countries as well while studying the e-payment system, mobile payment system, e-wallet adoption, and internet banking adoption.

Originality/value: The study is the first of its kind to have a comprehensive scale of factors influencing the adoption of an e-payment system.

Keywords: e-payment, e-payment system, motivating factors, inhibiting factors, scale validity

#460	Embracing the new frontier: deconstructing, exploration and rebuilding the financial tapestry of military veterans under career transition	Author(s): Nishant Garg, Prof. Pushendra Priyadarshi and Prof. Pankaj Kumar
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Abstract: This paper explores the intricate dynamics of financial transitions experienced by military veterans as they move from the armed forces to civilian life and corporate careers. Drawing on a qualitative research approach guided by the 4-S Transition Model, the study delves into the subjective experiences of veterans, addressing the gaps in the existing literature that predominantly focuses on objective facets of Financial Well-Being. First, the research uncovers that financial motives are the primary driver for these transitions. Second, it uncovers the challenges, such as income structure transformation and the shift in financial roles. Third, it highlights veterans' coping strategies, including financial literacy, peer socialization, and seeking support. The study extends the 4-S Transition Model by highlighting nonlinearity. Then, it enriches Financial Well-Being models by emphasizing objective and subjective dimensions. Finally, practical implications are outlined for policymakers, support organizations, and employers to tailor effective transition assistance programs and support networks.

Keywords: Military Veterans; Financial Well-Being; Career Transition Model; Coping Mechanisms

#465	Artificial Intelligence for Sustainable Business	Author(s): Anushka Goel, Asmita Sharma, Geeta Raut and Prof. Udit Taneja
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Abstract: Artificial Intelligence are intelligent machines that can solve complex-problems and are fast emerging in the business ecosystem. Considering the importance of these intelligent machines, it is imperative to explore the sustainability of artificial intelligence in business domain. In this regard, the aim of this study is to consolidate the extant

literature and probe the relationship between AI and sustainability for the business ecosystem by reviewing the performance and intellectual framework of sustainable AI and address the extant gap. For this, a systematic review using SPAR-4-SLR of 192 articles on sustainable artificial intelligence in business setting. This study performs a bibliometric analysis consisting of performance and science mapping and reveals the major theories and themes in this field. This study further delves into future research directions, which can be beneficial for other academicians exploring this area.

Keywords: artificial intelligence, sustainability, business ecosystem, systematic review, SPAR-4-SLR

#213	Beyond the threat of formal sanctions: What deters unruly passenger behaviour towards in-flight cabin personnel in aviation industry?	Author(s): Shipra Shaiwalini
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Abstract: The mistreatment of airline passengers towards in-flight service employees is a significant issue in aviation. This study delves into the multifaceted dynamics of passenger mistreatment and its consequences for employees, including reduced productivity and emotional exhaustion. Within the aviation industry, cooperation and individual rights are essential.

Deviant passenger behavior, a complex issue rooted in social dynamics, is typically examined in sociology. Deterrence theory and criminal justice policy advocate punishment to enhance compliance and deter deviance, but research reveals varying effects of sanctions on compliance due to moderating factors.

This study integrates deterrence theory and the Theory of Planned Behavior to explore factors influencing passenger compliance across individual, social, and systemic levels. Despite increased attention, the empirical status of deterrence measures in preventing passenger mistreatment remains unclear. Countermeasures, including legal sanctions like fines and travel bans, aim to deter disruptive behavior.

Passenger awareness of aviation regulations and the combined impact of formal and informal sanctions on attitudes and compliance require further investigation. Non-legal sanctions, media campaigns, and peer disapproval are crucial for establishing a strong general deterrent against deviant passenger behavior.

This research addresses gaps by examining awareness of sanctions, perceptions of their severity, and the relationship between passenger attitudes and compliance. It aims to provide valuable insights into the interplay between sanctions and passenger behavior, contributing to a safer environment for passengers and airline employees.

Keywords: unruly passenger behavior, deterrence theory, TPB, social stigma



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