

# ICMIS-16

## International Conference on Management and Information Systems

September 23-24, 2016





# **INAUGURAL SESSION**

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**23 Sep 2016 10:00-11:00**

## **CHIEF GUEST**

**Lalit Jain**

*Chief Executive Officer (BBNDA) Baddi, District Solan, India*

Mr. Lalit Jain, I.A.S. 2011 batch, Himachal Pradesh Cadre is posted as Chief Executive Officer of the Baddi Brotiwala Nalagarh Development Authority (BBNDA) Baddi, District Solan HP. In past he was posted as Sub Divisional Magistrate in Nalagarh Sub Division District Solan and as Assistant Commissioner Development in Pragpur Block, District Kangra HP.

He had practiced as Advocate in Punjab and Haryana High Court Chandigarh and Civil Courts Kharar. He had argued 6 cases in initial stages of his career and won all of them. His area of specialization is in civil side of law.

With first rank, he was graduated with Political Science from Government College and earned his degree in law from Punjab University. He had participated in the prestigious International Students' Conference (2003) held under the auspices of UNESCO. Roll of Honour (Thrice), Academic Distinctions, Speaker and writer in three languages, English, Punjabi and Hindi. He won many awards and prizes in Public Speaking, Creative Writing and Poetical Recitation and Ghazal Singing.

**CONTRIBUTED  
PAPERS**

**Session 1A**  
**23 Sep 2016 11:30-1:00**  
**Session Chair: Narinder Kumar Bhasin**

**119** Job Analysis and Its Positive Impact on Key Recruitment and Selection Processes  
*Sunitha Kshatriya, Al Dar University College, sunitha@aduc.ac.ae*

Following a Functional Job Analysis methodology aimed at developing a Recruitment Action Plan based on Organizational and Job Analysis Questionnaire and Task Statements', job duties and job specifications were identified in the first stage. Subsequently, key Knowledge, Skills, Abilities and Other Attributes (KSAO's) were extracted using a task inventory and task statements for a Canadian National Occupational job classification position. In the second stage, a Performance Management Tool was developed based on the analysis conducted, using Graphic Rating Scales along with Job Performance Dimensions. It illustrates to Managers how an effective Recruitment and Selection system.

**123** High Impact Entrepreneurship for Sustainable Growth of Emerging Indian Economy  
*K S S Rama Raju, MVGR College of Engineering(Autonomous),  
kssramaraju58@gmail.com*

This paper examines to what extent entrepreneurship in India has important economic value. Many of the studies on entrepreneurship are motivated by the economic benefits of Entrepreneurship indeed needs to generate substantial benefits in terms of innovations. India's growth hides some worrying structural weaknesses in economy that needs to be noticed Investments in R&D are very low, imitative entrepreneurship is largely found than innovative entrepreneurship. New ideas to be tested on a small scale and brought to the market. Entrepreneurship is not only self-employment but also to maximize economic benefits of entrepreneurship policy we call it as high impact entrepreneurship.

**146** The Hybrid Partitioning Mechanism to Optimize Data Allocation Problem  
*Shiang-lin Lin, National Chengchi University, shiang0623@gmail.com*  
*Chen-shu Wang, National Taipei University of Technology, wangcs@ntut.edu.tw*  
*Yu-shen Shiu, National Taipei University Of Technology, eason0326@gmail.com*

For IT practitioners, it is a challenge era that data amount grow exponentially. However, the amount of columns and records in data table are closed related to the response time of database (DB). To improve the efficiency of DB access, Data Allocation Problem (DAP) becomes important issue that arrange relevant information on the same DB for shorten the response time. We propose a two-step VHP model that combines data partitioning of vertical and horizontal methods. According to the experiment results, our VHP model

improve 31% for insert transaction, and reduce half of the query transaction 12.1% time for query merge.

**148** Impact of ‘Goods and Service Tax (GST) Rollout on the Indian Logistic Sector

*Ashwathaj Purushothaman, Jindal Global Business School, 13jgbs-  
apurushothaman@jgu.edu.in*

*Saroj Koul, O P Jindal Global University, skoul@jgu.edu.in*

Implementation of Goods and Services Tax (GST) would ease the movement of goods and services across the states and reduce the cost of doing business. Less tax and fall in transportation cost will also benefit e-commerce companies tremendously leading to higher profits. GST rollout creates the opportunity for redesigning entire transportation networks with global standards for ensuring high efficiency. This research will focus on how the ‘Make in India’ campaign can reshape the future of supply chain and logistics sector in the country with emphasis on warehousing and transportation industry in the purview of the GST rollout in the country.





**Session 1B (Workshop)**  
**23 Sep 2016 2:00-3:15**  
**Session Chair: Saroj Koul**

**Workshop on Art of Writing a Research Paper**

*Namrata Sandhu, Chitkara University, sandhunamrata@gmail.com*

There is consistent demand on academicians to produce good quality research papers. This demand is institutionalized in the requirements laid down by the regulatory bodies and the strategic attempts by educational institutions to manage research. Keeping this demand in mind, the objective of this workshop is to unpack what constitutes a great research paper and outline the pleasures and pitfalls of writing it. With the help of some characteristic examples and activities, the workshop will serve as a practical guide to the art of writing papers.

**Session 1C**  
**23 Sep 2016 3:45-5:00**  
**Session Chair: KSS Rama Raju**

**117 Strategic Clash for Ultra Mega Power Projects in India**

*Thomas Mathew, Mumbai University - India, saintl@vsnl.com*

India would become a global manufacturing hub in the coming years. Accelerating economic activity requires higher power generation. India produces 1,031 Terawatt Hours (TWh) of electricity. In order to sustain 8~8.5% GDP growth rate India's power demand is expected to be 1,905 TWh by 1922. The paper analysis the Ultra Mega Power Projects (UMPP) that are coming up in India, the policies & strategies used in development of these projects among the various states in India to achieve uniform growth. The paper also details the strategies used by the major players for the success of the UMPP project in India.

**125 Role of Payment Banks and Small Banks in Achieving Financial Inclusion in India**

*Gaurav Taneja, Axis Bank Limited, gaurav\_taneja2005@yahoo.co.in*  
*Narinder Kumar Bhasin, Amity University, nkbhasin@amity.edu*

There are so many schemes for achieving Financial Inclusion in India, which includes recent initiative taken by Central Government of India - PMJDY Accounts - Pradhan Mantri Jan Dhan Yojana Accounts. Now, Payment Banks and Small Banks can also contribute a lot to Financial Inclusion. Payment and Small Banks, for which Reserve Bank of India (Regulator) have already accorded In-Principal Approval and License to start operations in India, will try to achieve 100% Financial Inclusion in India by providing Small Saving Accounts, payment and remittance services.

**135 Assessing Customer Delight an Essential Tool in Retail Sector**

*Leena Jenefa, American school of Business administration,*  
*jleenajenefa@yahoo.com*  
*Mohan Kumar, Sr Krishna Engg College, mohankumar69@gmail.com*  
*Selva Rani, Kalasalingam University, selvarani05@yahoo.co.in*

With high level of competition higher customer level of needs and wants advanced technology leads to more customer expectations in today competitive world. As far as garments industry mainly concern due to global fashion developments and lifestyle changes Companies need to go beyond simple satisfaction to retain customers and attract new ones It is very difficult to fulfill the customer expectations Hence every organization wants to delight the customer in order to retain them Thus customer retention is directly

influenced by customer satisfaction This paper aims to explore assessing customer delight an essential tool in retail sector.

**157** The Method Selection for Measuring the Supply Chain Performance in Process Manufacturing

*Benchaporn Phuangchampee, The University of Thai Chamber of Commerce, benchaporn.p@gmail.com*

This research aims to conduct the framework for measuring the manufacturing performances. By gathering the information about key success and some failure factors that affected to business performance along their supply chain. The methods selection for this research are pick up Key Performance Indicators (KPIs) from all the performance measurement tools, and do the questionnaire by survey though the people involved in manufacturing. The result from study revealed that there are many difficulties for manufacturer to match their strategic measurements rely to their organization's critical success factors. Key Performance Indicators are very important for understanding and improving manufacturing performance. This research focuses on every dimension of performances and comply the core competencies in order with achieving strategic goals. Process manufacturing in this research mention in 3 characteristics of business; Make to Stock: MTS, Make to Order; MTO, and Wholesalers. The important issue and criteria for selecting the representative of manufacturer is the impact of their business to whole supply chain.

**Session 2A**  
**24 Sep 2016 9:30-11:00**  
**Session Chair: Thomas Mathew**

**102** The Factors of Organizational Role Stress Affecting the Stress Level of IT Employees in Nagpur city

*Gayathri Band, Shri Ramdeobaba College of Engg and Mgmt, bandgs@rknc.edu*  
*Neeta Shah, Shri Ramdeobaba College Of Engg And Mgmt,*  
*shahnv7@rediffmail.com*  
*Sriram Rajagopalan, Electrolux Appliances, sriram21nag@gmail.com*

The organizational stress is said to be the cause of all those factors in the organization that causes stress to an individual employee and have negative organizational ill effects. Based on Udai Pareek ten Organizational Role Stress and its effect on the overall stress level of the employees in the IT Companies of Nagpur we can conclude Role Overload, Role Isolation and Self Role Distance are having insignificant influence on the stress level of the employees. Role Ambiguity, Role Erosion, Role Expectation Conflict, Role Inadequacy have small effect on the Stress level of the employees whereas Personal Inadequacy, Inter Role Distance and Role Stagnation have medium to high effect on the stress level of the employees. Role Stagnation has the maximum effect on the stress level of the employees.

**103** Herzberg Two Factor Theory among the Management Faculty in Nagpur City

*Gayathri Band, Shri Ramdeobaba College of Engg and Mgmt, bandgs@rknc.edu*  
*Sriram Rajagopalan, Electrolux Appliances, sriram21nag@gmail.com*  
*Neeta Shah, Shri Ramdeobaba College Of Engg And Mgmt,*  
*shahnv7@rediffmail.com*

This paper examines what motivates employees the most in among management faculty of Nagpur City and study the level of job satisfaction using Herzberg's Two-factor theory. The results show that motivator factors were the dominant motivators than the hygiene factors although the difference was not that significant. Among the motivation factors most important factor was sense of achievement and lowest factor was career progression. Among the hygiene factors job security and work environment is the most important factor and compensation is the least. It was found that the respondents received job satisfaction from both the factors.

**127** Citizen Cards Benefits Based on Grey System Theory

*Michel Plaisent, University Of Quebec In Montreal, michel.plaisent@uqam.ca*  
*Liu Yao, Digital China Information Service Company, liuyao@dcits.com*  
*James Ming-hsun Chiang, Peking University, drjameschiang@126.com*

*Prosper Bernard, University Of Quebec In Montreal, Prosper.bernard@uqam.ca*  
*Charicris Pandanon, Institut Fidal Inc, eirahcnonadnap@gmail.com*

Through reorganizing service resources, citizen card achieves the goal of “all in one universal card” to provide convenient service for citizens so as to promote a city’s consumption and innovate a city’s management and service. Citizen card has already been a city’s name card which represents the city’s characteristics. Based on the author’s several years’ experience in this industry, this paper gives an analysis on the data from some typical city’s citizen card management, to provide some suggestions of how to promote the citizen card to achieve highest benefits in China.

**155** Is Global Manufacturing Becoming More Complex - Key Trends and Strategies  
*Saroj Koul, O P Jindal Global University, skoul@jgu.edu.in*

This paper discusses significant trends and issues for global manufacturing in the next 10-20 years, based on a review of recent studies emerging in various manufacturing sectors around the world. While the studies analyzed vary in terms of methodology, national context and stakeholder perspective, they all address critical questions related to the future of manufacturing systems. Special attention has been paid to those national exercises that have served as inputs for policy making, and/or are recognized as influential for manufacturing stakeholders at the national level (i.e. industry associations, academia and individual firms).

**Session 2B**  
**24 Sep 2016 11:30-1:00**  
**Session Chair: Neeta Shah**

**104 Impact of Digital Banking On Improvement in Customer Services**

*Narinder Kumar Bhasin, Amity University, nkbhasin@amity.edu*  
*Anupama R, Amity University, anupamar@amity.edu*

Digital banking has transformed Indian banking system in last three decades from manual banking system to digital banking system. With the change in delivery of electronic products in banking, there is a paradigm shift in customer needs and requirements of banking product. Net banking, mobile banking and sms banking through social media marketing like face book, twitter, instagram and youtube has changed the entire banking scenario. This paper focus on the impact of digital banking in improving customer services.

**105 Case Study – Technology Innovation – Operations Management**

*Narinder Kumar Bhasin, Amity University, nkbhasin@amity.edu*  
*Anupama R, Amity University, anupamar@amity.edu*

The journey of Indian paper based clearing payment system from manual to Magnetic Ink Character Recognition MICR Clearing to Cheque Truncation System to the present day E Banking Payment System And to the future of Bitcoin has been full of challenges issues and opportunities . This cases trace the evolution an transformation of indian Micr based clearing system to todays image based cheque truncation system and various issues of reconciliation of clearing differences and operational processes to be set before moving to new systems.

**143 Employee Engagement in Indian Banking Sector: A Review of the Literature**

*Hitakshi Dutta, Chitkara University, hitakshi.dutta@chitkara.edu.in*  
*Sandhir Sharma, Chitkara University, sandhir@chitkara.edu.in*

Banking being one of the key service sectors in India has witnessed an explosive growth and expansion. Rising incomes enhanced the need for banking services which resulted in great boom in terms of advanced technology, prompt communication system and conception of various banks to cope up with multinational led environment. Committed employees create the customer stories which make the brand creditable. The research paper endeavors to identify gaps in employee engagement models in Indian banking sector. Based on the study, a conceptual model is proposed to make an endearing approach towards Employee Engagement.

**151** Impact of Gender Cues in Advertisements on Product Gender Identity Meanings  
*Namrata Sandhu, Chitkara University, sandhunamrata@gmail.com*

The study investigates the phenomenological impact of gender cues in advertisements on the perceived gender identity meanings of the advertised product. The study utilizes a randomly assigned participants design that exposes different groups of participants to differently gendered advertisements of the same product and captures the distinction in the participants' construction of the gender identity meanings of the advertised product under experimental conditions. Results establish the significant influence of gender cues in advertisements on the perceived gender identity meanings of the advertised product. Results also underscore the difference in the perceptions of men and women under the same stimulus.

**ABSENTIA  
PAPERS**



### **107 How Technology Can Help to Enhance the Non-profit Organization**

*Vennila Arumugam, Rathinam College of Arts & Science,  
vennila.mba@rathinamcollege.com*

People often think of innovation as futuristic, cutting-edge technology, but many researches found that it doesn't have to be—in fact, many non-profits successfully use existing technology to innovate in more subtle ways, implementing solutions that are often both low-cost and effective. A number of different examples of organizations using straightforward, inexpensive technology to provide higher quality services and create opportunities to do more with less. Nevertheless, in order for any organization to be efficient and effective, it is generally necessary to strive for the development of processes that track and document why organizational changes are necessary.

### **112 Risk Management in International Banking**

*R C Bhatnagar, Amity University Noida, rcbhatnagar@amity.edu  
Narinder Kumar Bhasin, Amity University, nkbhasin@amity.edu*

International Trade, in terms of volumes and export value has increased exponentially during the last four decades. Globalization with lower trade barriers, supported by multilateral trade agreements have helped fuel this growth. Banks including NBFC's have been extending help to exporters and importers worldwide. These institutions have helped manage the default and exchange risks. This case study focuses on importance of having proper loan, credit monitoring and risk management policies with proper implementation, process improvements, while increasing business in international trade finance. An element of ethical and professional leadership can also be appreciated.

### **114 Micro Finance – A Poverty Lens on Women's Financial Inclusion**

*Arun Kumar Mangalapalli, Andhra University, arunm1212@gmail.com*

Early independence era the Indian government has been formulated various acts for employment creation projects to strengthen the low income classes One of the major schemes which was introduced by the government of India was Micro Finance to provide less amount credit to the Self Help Groups It has been acquired the focus all over the country and famed as anti poverty program. Consequently still the poverty is emerging in rural population subsequently income of the head of the families is inadequate to meet the needs of the family as nutrition food and higher education of their children.

### **118 Management of Compliance Risk in Letter of Credit Discounting**

*R C Bhatnagar, Amity University Noida, rcbhatnagar@amity.edu  
Narinder Kumar Bhasin, Amity University, nkbhasin@amity.edu*

Business under Letter of Credit (L/C), domestic and international is an established payment mechanism in Trade Finance . LC Business under UCPDC 600 , negotiations and discounting of bills is considered safe ,secured and self liquidating advance.

Discounting of bills under Letters of Credit ( DA ) , where in duly accepted bills of exchange by the Importers Banks are discounted by commercial bank world over is a normal practice . Business is considered relatively risk free and profitable. Safety of business lies in strict adherence to the bill discounting guidelines . Case highlights risks in non compliance.

### **129 Persistence of Momentum and Contrarian Styles of Investors on Indian Bourse**

*Kiran Mehta, Chitkara Business School, Chitkara University,*

*ujjawalakiran@gmail.com*

*Renuka Sharma, Chitkara Business School, Chitkara University,*

*bhavyarenuka@gmail.com*

The subsistence of anomalous behavior of equity shares on the basis of assorted investment styles have motivated to conduct the present study and it has taken a sample of 700 stocks listed on National Stock Exchange of India. In order to uncover the persistence of momentum (contrarian) style of investors, different holding period returns are calculated under various market scenarios. The findings of the study will have relevance for all investors across the world that has an interest in Indian equity market.

### **130 Dynamic Interaction of FIIs/ FPIs and Indian Stock Market**

*Renuka Sharma, Chitkara Business School, Chitkara University,*

*bhavyarenuka@gmail.com*

*Kiran Mehta, Chitkara Business School, Chitkara University,*

*ujjawalakiran@gmail.com*

The high-growth rate forecast for Indian economy by all world level organizations and rating agencies has continued the interest of foreign institutional investors in Indian equity market. In the midst of the robust cues of economic recovery during 2015, Indian bourses have become an attractive destination for FIIs/FPIs. The present study has made an attempt to study the dynamic interaction of FIIs/FPIs and Indian equity market. A comprehension of the dynamic relationship between FIIs/FPIs will entrust innuendos to both domestic and international investors to strategies their investment in Indian equity market.

### **131 A Feasibility Study of the Implementation of Total Quality Management Base on Soft Factor**

*V. K. Susil Kumar, Rathinam Institute of Management,*

*susilkumar@rathinamtechzone.com*

A framework has been developed for the TQM soft factors based on literature review and respectively, questionnaires which are directly related to the addressed factors have been designed and distributed to the employees of an engineering service company as the main

enablers of improving the effectiveness of TQM. The findings imply that committed leadership, closer customer relationship, benchmarking and process improvement have the most correlations amongst the TQM soft factors. Training is the only factor which is not correlated to other soft factors. Leadership has also the highest value among the soft factors.

### **133 Asset Quality of Public Sector Banks in India - An Analysis**

*K. Alamelu, Professor, alakkn@gmail.com*

A significant rise in non-performing assets NPAs of the banking system especially public sector banks is a matter of concern and the Reserve Bank of India Central Government and commercial banks are trying to address the situation. The global slowdown and uncertain market conditions are generally blamed for the grim banking situation. However the trend in stressed assets reveals that the higher NPAs are spread-out across the economy including priority sector and major stressed sectors are infrastructure iron and steel textiles aviation and mining.

### **134 E-banking: A Study of Employees' Views on its Efficacy**

*Anita Singh, Institute of Management Studies Ghaziabad,  
anitasinghims@yahoo.com*

*Timira Shukla, Jagannath International Management School, New Delhi,  
timirashukla@gmail.com*

E –Banking is spreading rapidly in public and private sector banks of India. They are delivering their traditional products as well as designing and developing new products to encourage customer participation in e-commerce. However it poses challenges as well as opportunities. The basic purpose of the study is to understand the perception of the employees towards e-banking based services and its efficacy. The research is descriptive in nature. A structured questionnaire for collecting information was developed considering the parameters like, challenges in implementation and adoption of the technology, training, skill enhancement, performance, cost effectiveness, security and customer satisfaction.

### **137 A Study on Payment and Settlement System in Indian Banks**

*Parimalarani Ganesan, Alagappa University, vini\_parimal@yahoo.com*

A country is said to be in the correct path of direction when it has a well-developed financial system. For a well- developed financial system the country should have an efficient and secure payment and settlement systems. In India the RBI is focusing towards a less cash society by implementing effective payment system. With a view to ensuring seamless financial transaction, the RBI has been leveraging technology to upgrade the payment and settlement system on a continuous basis. Over the period the electronic payment system registered high volume and registered higher growth of 27% in volume (2014-15).

**138 Knowledge Management in the Healthcare Sector: An Analysis**  
*Srimati Nayak, Sambalpur University, sri1003@rediffmail.com*

Over the last decade, knowledge management (KM), as a concept and a set of practices, has penetrated into the fabric of organizational and managerial processes in the healthcare sector. As a result, scholars from various fields have begun to document how KM is conceived and practiced into healthcare sector for effective delivery of services. The paper is an attempt to critically review the literature on KM concepts, policies and practices in the healthcare sector for which it relies on secondary literatures. The study concludes with some challenges encountered through KM in healthcare sectors.

**139 Innovation and Entrepreneurship in the Global Economy**  
*Sudha Balasubramanian, Alagappa University, sudha.pooja.78@gmail.com*

Entrepreneurs are the nation builders. According to NSSO report 254 out of every 1000 Indians are self-employed. The 1991 economic reforms have made massive changes in the business world. Entrepreneurs do not only bring prosperity to the nation and also bring innovation in various areas like Education, Information technology, Health care etc. Innovation in entrepreneurship is an essential vital force to survive in the globalized economy. Entrepreneurs must keep themselves abreast with the changing trends and demands. Companies and enterprises must continuously engage in innovating new product which is much better than their competitors with low price and qualitative.

**141 Paradigm Shift in Training & Development**  
*Anuradha B. A., Bangalore University, anuradha\_aims@yahoo.com*

The paradigm shift being experienced by the business world to face global competition, has a tremendous effect on the way employees are trained and prepared to meet global competitive challenges. Training system has to be redesigned to attain world class standards. It no longer suffices to provide traditional skill upgradation, training or adhoc training. Training & Development budgets are increasing. Firms have to orient their employees to be on a continuous learning mode. Firms are providing cross cultural training to the expatriates. Training and Development is linked to the strategic direction of the organization.

**153 Strategy for Leveraging Competitiveness through Lean Six-Sigma Principles: A Case on Britannia**

*Monalisha Pattnaik, Sambalpur University, monalisha\_1977@yahoo.com*  
*Padmabati Gahan, Sambalpur University, pgahan7@gmail.com*  
*Namita Mall, Niis Group Of Institution, Namitamall3@gmail.com*  
*Abhipsa Mohanty, Sambalpur University, Abhipsamohanty50@gmail.com*

This paper attempts to examine the impact of lean six-sigma principles in leveraging the market competitiveness of Britannia. A complete conceptual study with case analysis on lean six-sigma by implementing control charts and DMAIC model is made. An overall analysis is done to determine the quality characteristics and process improvement strategies. An extensive study is carried out to understand the role of kaizen, TQM, TPM and innovative paradigms are framed to enable Britannia sustain in the global competitive market. Along with this a value chain analysis has been carried out to formulate strategies for creating a robust supply chain.

#### **154 How Predictive Analytics is Changing the Retail Industry**

*Manoj Behera, CET,BBSR, manoj.bimit@gmail.com*

*Monalisha Pattnaik, Sambalpur University, monalisha1977@gmail.com*

Predictive analytics is a process of developing data mining techniques that use analytical models discovering hidden patterns and apply them to predict future trends and behaviors. Predictive analytics is applied at every stage of retail process-working out what the popular products will be by predicting trends, forecasting where the demand will be for these products, optimizing pricing for a competitive edge identifying the customers likely to be interested in them and working out the best way to approach them, taking their money and finally working out what to sell them next. Organizations like Amazon, Netflix, Target, Macy's, Stitchfix, Turckcell, Wal-Mart, RedHat, Marriott hotel, Fourseasons, RitzCarlton, have successfully used predictive analytics. and empirical work on leadership effectiveness. The purpose of this paper was to reconcile and integrate the banking literature related effectiveness with various models of organisational effectiveness formulated within the field of organisational theory. This paper identifies the dimensions of effectiveness of co-operative bank of Davangere District. We have adopted the interaction through interview with a general manager of the bank. The entire process of interaction was developed into a descriptive study. The structured questionnaire has adopted to identify the dimension about effectiveness of the bank. The findings of this paper provide valued insights for further work. The analysis of the paper can be referred to empirical study towards co-operative bank.

**VIDEO  
PRESENTATION**

### **101 Customer Perception of Online Retailers in India**

*Surabhi Singh, IMS Ghaziabad, surabhi777@gmail.com*

E-commerce has gained immense relevance & it is no longer possible to imagine our day to day life without it. Online retailing model allow customer to think about more differentiation in product as well as in services. India is the price sensitive market and Indian consumer is not looking for the cheapest price but they also prefer convenience and ease. The broad objective of the study is to understand the perception of customers for online retailing in India and also explore the factors affecting the preference of online retailing. The study has used quantitative techniques of research.

### **120 Personality and Espoused Cultural Differences in Technostress Creators**

*Satish Krishnan, Indian Institute of Management Kozhikode, satishk@iimk.ac.in*

This study examines the individual differences in ‘technostress-creators’— defined as the factors that cause technostress for employees. Drawing on the Five-Factor model of personality and Hofstede’s cultural values framework, this study proposes that the Big-Five personality traits and the espoused cultural values explain variation in technostress-creators beyond the traditional antecedent measures of age, gender, education and computer-confidence. Analyzing data from an online survey of 322 full-time employees in the country of India, results supported our model. Findings of this study contribute to the knowledge base of technostress by understanding the linkages of personality and culture with technostress-creators.

### **121 Non-work Related Computing: A Personality Model of E-mail Loafing**

*Satish Krishnan, Indian Institute of Management Kozhikode, satishk@iimk.ac.in*

This study examines personality traits’ influence on e-mail loafing, a behavior in which employees spend work hours to check personal e-mails by using their company’s internet access. Drawing on the Abridged Big-Five Dimensional Circumplex model of personality, this study proposes a personality model of e-mail loafing and posits that conscientiousness can be linked to e-mail loafing more closely when it is accompanied by extraversion, agreeableness, emotional stability and openness to experience than when without these traits. Analyzing data from a two-phased online-survey of 265 employees based in India, results supported our model. Implications of our findings are discussed.

### **122 A Study on Behavioural Competencies of the Z Generation of India**

*Meera Mathur, FMS, MLS University, meeramathurfms@yahoo.co.in*

The Z Generation of India comprising of 20.1% of the total population is predicted to bring about a drastic change in the upcoming workforce. By the end of this decade, the workplaces are slated to imbibe various differences to harness the distinct advantages this generation will bring to the productivity levels and faces of organisations worldwide. This

research paper studies the behavioural competencies of the Z Generation which can be mapped to develop the managerial skills that are latent in their multi-tasking and technologically-savvy abilities. Recommendations for the smooth induction of the Z Generation into the workforce have been given.

#### **124 A Case Study on Role of Youth Programmes in Environment Stability**

*Shreya Singhvi, research scholar, jainshreya63@yahoo.com*

The youth constitutes 40% of the world population and sustainable development can be achieved only when the youth across the globe join hands to preserve and conserve the resources and establish stability in environment. The research paper takes into consideration the role of youth programmes in environmental stability and draw attention towards the case study of a youth program “PUKAAR” started in Udaipur, Rajasthan, India in 2013, and successfully empowering youth to increase vegetation in city and vicinity.

#### **128 A Study to Analyse Dairy Business in Sangamner, in Maharashtra: Farmers Perspective**

*Arti Chandani, Symbiosis International University, arti.chandani@sims.edu*

*Mita Mehta, Symbiosis International University, mita.mehta@sims.edu*

*Avinash Bhide, Baif Development Research Foundation,*

*avinashbhide2552@yahoo.com*

*K Mogaonkar, Baif Development Research Foundation, msgokhale@baif.org.in*

The average lactation yield of milk is very low in India as compared to other countries and other continents. The dairy business is one of the important sources of income as far as the rural India is concerned. It is being practiced by most of the farmers as an additional source of income. The present research was done with an objective to find out the level of satisfaction of farmers from the dairy business. The researcher analyzed the data and found that there was no strong relation between the duration of dairy business and the satisfaction from the income received.