

VIDEO PRESENTATION

101 Customer Perception of Online Retailers in India

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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

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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

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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

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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

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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

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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.