

Session 1A1
21st Sept 1:00-2:20
Session Chair: Prakash Pillai R

170 Happiness and Personality Traits of Care Professionals: A Comparative Analysis of Nurses in Kerala

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Nurses serve as inevitable professionals in health care delivery system. Happiness is a basic human attribute and is an indispensable factor in organizations. The quality of patient care is strongly associated with the levels of satisfaction and happiness of the nurses. The study delineates the level of happiness of nurses in Kerala and their personality dispositions on work and happiness. A cross sectional study has been undertaken among 474 nurses. The study establishes a positive correlation between happiness and personality traits. It reveals the sectoral, gender and generational difference in happiness levels of nurses.

172 A Comparative study on Bank Recapitalisation Announcement between Selected Public & Private Banks listed on S&P BSE BANKEX

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The framework of banking system in India is the spine of the economy, but due to rapid increment in the non-performing assets (NPAs) in last few years has triggered the threat of under-performance among the banks. To restore the financial health of banks, the government of India infused Rupees 2,11,000 crore in the form of recapitalisation system (through bonds and public issue) in the selected PSBs in next few years. The aim of recapitalisation process is to confront with the capital reserve requirements of public sector banks adjusted to different regulations in the banking system. The present research focuses on the announcement of bank recapitalisation declared on October 24th, 2017 by Government of India. The study comparatively analyzed the stock prices of selected twelve Indian banks, which comprises of seven stocks of public sector banks and five stocks of private sector banks which must be traded on the floor of SENSEX (BSE). The present research has applied the standardized event study technique to estimate abnormal returns for the main event and various sub event windows. Further, the study computed the expected returns based on the 150 days estimation window.

179 Tax Payers' Perception towards Goods and Service Tax in India

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GST is a new tax regime which is destination based, a multistage tax has been launched on 1st July 2017 in India which replaced all indirect taxes. Reduction of the stress of taxpayers, tax evasion and conversion of multiple taxes into one tax bracket are the main motives behind launching this new tax regime. Earlier some part of the tax on goods and services were imposed by State Government and some by central government but now, all covered under one roof of GST. The main aim of this study is to examine the taxpayers' perception towards the newly implemented tax regime in India. For this study, data has been collected from 500 taxpayers to know about their perceptions and awareness regarding goods and service tax. The study has shown both positive as well as a negative perception of taxpayers towards GST. As per the results of the study GST will give a fruitful outcome in long run.

198 The Listeriosis Outbreak in South Africa: a Twitter Analysis of Public Reaction
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On 10 May 2017 an influential South African website, Health24.com reported that the biggest documented outbreak of listeriosis/ listeria in history which claimed 183 lives, has been recorded in South Africa. This led to a countrywide recall of all meat products from a number of popular brands. In this paper the researcher reports on a public opinion analysis of 3451 unique tweets posted on the social media platform, Twitter. The findings reflect large scale condemnation of the suppliers who remained in denial despite a strong body of evidence linking them to the outbreak.

Session 1A2
21st Sept 1:00-2:20
Session Chair: Omprakash Gupta

152 Integrating Different Views of Personality Dimensions

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In this paper we present an argument to show that managers in organizations under the conditions of stress can exhibit diverse behaviors despite the claims to contrary.

153 Technology Transfer (TT): For Modular and Architectural Innovations

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We argue in this paper that transferring technology in modular innovations can be 'incremental'; and that the same in architectural has to be in a BiG-BANG manner.

154 Relating Supply Chain Attributes to Its Strategy

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We argue in this paper that adaptability and alignment and differing life cycle of product and its components are most important issues for differentiators; and that differentiators will require multi process software like ERP etc. These issues already existed in literature; we have related these to strategy type of the firm (Core Company) and its supply chain.

155 Relating Dimensions of Virtual Teams to Dimensions of Big Five Factor of Personality

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Virtual teams are becoming popular in recent time as a substitute for teams which requires presence of every one at one place. Here we give a theoretical framework that related dimensions virtual team and BiG five factor of personality.

156 Enterprise Social Media (ESM): An Integrated View

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ESM has powerful effect on organizations. It makes societal expectation much more salient. Due high formalization that results, it makes organizations to be less prone to group think. It makes easier for the top management to take an 'integrated view' of organizations; and helps in inculcation of right 'values' and in institution building. ESM helps to make knowledge in the organizations to be more 'explicit'. We argue that since all the information is available to all people in the organization it will lead to increased conflict and management will have to spend greater time on enforcing equity.

Session 1B1
21st Sept 2:40-4:30
Session Chair: Nirundon Tapachai

163 After Life Digital Assets

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This study aims to assess the Canadian readiness for the digital after life. After literature review dealing with the issues of afterlife digital assets, we carried out a personal survey to assess the impact of awareness of digital assets and digital after life on digital after life readiness. We addressed our questionnaire to 59 students of Engineering School in university of Ottawa. Our results highlight the most important and valuable digital assets for our sample: memories and Facebook accounts.

173 Consumers' Awareness, Knowledge and Perceptions towards GST in India

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GST was implemented by government with the expectation to reform the taxation system of India. So, this study basically seeks to understand the consumers' awareness, knowledge and perception about the implementation of GST. To conduct this study, 100 respondents of all demographic profiles were randomly selected from the Punjab region of India. To investigate the relationship between demographic profile and level of awareness and knowledge about GST, one way ANOVA test was used and it was found that there is a significant relationship between gender, age and qualification and level of awareness and knowledge. Furthermore, due to the lack of information on GST, the respondents had a high negative perception. The study also reveals that the implementation of GST has resulted in higher prices for goods and services, and thus, this tax may cause burden to people. Also, after implementation of the GST, financial issues such as inflation, rising cost of living, economic instability have impacted many Indian consumers in terms of their spending. But at the same time, it is also perceived that GST is designed to remove the burden of many indirect taxes and aims to develop the more efficient tax system.

181 Demonetization - Good for India

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Demonetization is the act of stripping a currency unit of its status as legal tender. It is the process of withdrawal of a particular form of currency from circulation. The old unit of currency must be retrieved and replaced with a new currency unit. Considering the

importance and the influence of Indian economy in the global financial markets and the growth rate of India's GDP, this paper attempts to document the historical importance of the demonetizations and their impact on the entire economy in a long run.

213 Comparison of Sustainability Factors Influencing Environmental, Economic and Social Sustainability - An Empirical Study in an Emerging Economy

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Sustainability symbolizes an equitable world with responsible governments, businesses and people striving to protect the natural environment and social equity, at the same time not compromising in their quest for economic growth (Adams & Zutshi 2004). Though SMEs form the backbone of an economy, research on sustainability has focused only on large firms. This study, carried out among SMEs provides a fresh perspective on sustainability. The objective of the study is to examine the factors driving the three pillars of economic, environmental and social sustainability in the context of SMEs in India. Murphy (2012) defined environmental sustainability as “the practice of responding to environmental issues in a socially responsible manner”. According to Beheiry et al. (2006), the economic pillar of sustainability is “the implementation of business practices with the assurance of future economic growth”. Social sustainability signifies the responsibility of a business towards the social well-being of the stakeholders. The sustainability factors considered for this study was perceived benefits, firm competency and market forces. It is highly essential to understand the factors, which strongly drive sustainability practices so that firms would be able to identify potential strategies that could be adopted to achieve their sustainability agenda. This study was undertaken among 220 SMEs operating in an industrial city in South India. An instrument was developed based on extensive review of literature and tested for reliability and validity. Appropriate statistical tools were applied and the data was analyzed. The study found the strong driving forces with regard to the factors -perceived benefits, firm competency and market forces. The results of this study also provide the basic framework for policy makers to identify the ways and means through which the sustainability quotient of the SMEs could be enhanced.

Session 1B2
21st Sept 2:40-4:30
Session Chair: Shivprakash Agrawal

157 Personality of Investors and Traders

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Investors are known to have long term perspective, whereas traders make money on fluctuating market prices. In this paper we seek to identify personalities of traders and investors (and also bulls and bears in stock market) in the framework of BiG-Five factor and/or MBTI (Meyers-Briggs Type Indicator) of persons.

158 Relating Analytics to Strategy, Culture and Personalities Involved in Decision Making

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The field of Analytics is a new area of research, and management scholars are looking at this area closely. We make a small attempt to make a contribution in this area. Typically we relate descriptive, diagnostic, predictive and prescriptive analytics to strategy types, some dimensions of culture; and present few testable hypotheses.

159 Managing Tacit and Explicit Knowledge

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We argue that K (Knowledge) is predominantly explicit in cost leaders; and it is implicit in differentiators and innovators. We also suggest that culture is important in KM (Knowledge Management). We give interesting propositions regarding KM such as use of Information Technology, collectivism and formalizing key aspects of K.

160 An Attempt to Resolve Entity and Incremental Theory of Consumer Behavior

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In the field of consumer behavior, two theories are popular: (a) entity theory and (b) incremental theory ([1]). The ‘Entity Theory’ argues that a consumer cannot change his personality as it is rigid (and it is NOT malleable), and as a result consumer is low on ‘openness to experience’, and he is predominantly ‘Judgemental’. The ‘Incremental Theory’ argues that a consumer can change his personality as is ‘malleable’, and as a result consumer is high on ‘openness to experience’, and he is predominantly ‘Perceptive’ (refer to Myers and Briggs Personality Test Indicator).

161 A New Formulation for Machine Loading Problem in FMS (Flexible Manufacturing System)

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We refer to the formulation of Machine Loading Problem (MLP) in FMS (Flexible Manufacturing System) in Kusiak [1]. We offer a few improvements to it in this short paper.

Session 2A
22nd Sept 9:30-11:00
Session Chair: Sandhir Sharma

171 Green Banking in India: A Cross-Sectional Analysis of Customers from Selected Banks in Kerala

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Banking sector in India has introduced green banking as a response to the growing concern over environment issues globally. The success of green banking depends upon the support of customers and employees. This study attempts to understand the perception, awareness and usage-patterns of green banking among the customers. The sample comprises 206 customers of three banks in Kerala, India. This cross-sectional study reveals that customer perception varies upon their demographical profile and the bank. It also discloses the use of green banking services, satisfaction with the green banking services and the challenges faced by customers on green banking.

184 Effect of Service Quality on Student Satisfaction on SMEs: The case of private schools in Egypt

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Focus of this research on assessing quality from a student's perspective in private education. by examining the effect of Service quality dimensions on satisfaction of students enrolled into private languages schools in Egypt in SMEs schools, private education sector. SMEs business goals match larger organizations business goals. Among these goals are raising customer satisfactions, achieving high performance, providing quality service to increase their market share. The objectives of this research are first to identify the quality dimensions most vital to students in a developing country such as Egypt, and then to develop a framework consisting of these dimensions; and second, to investigate the extent of satisfaction of students enrolled into private languages schools in Egypt. This research will follow applied research approach. The methodology based on quantitative analysis by using a questionnaire tool for data collection. The results indicated that most of hypotheses were supported by model structural equation modelling analyses (SEM). The main conclusions drawn from this study are Service quality has partial significant positive effect on students satisfaction in private languages schools in Egypt in SMEs schools.

216 Assessing Organization Culture: A Review on the OCAI Instrument

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“Organizational culture refers to the pattern of beliefs, values and learned ways of coping with experience that have developed during the course of an organization’s history, and which tend to be manifested in its material arrangements and in the behaviours of its members.” (Andrew Brown, 1992). Organizational culture emphasis of understanding organization in general and highlighting certain things that are shared common in groups. Culture is the effect of a multifaceted group learning process which is partly influenced by leader behavior. (Schien E 2004) There are numerous ways of identifying organizational culture through scientific approaches. This paper provides a snapshot of various tools available in the literature to identify organization culture and highlights the benefits of the standardized Organizational Culture Assessment Instrument (OCAI).

219 "Empower the Women, Develop the Nation": Validating the Women Empowerment Scale

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The paper exemplifies the pilot study of the research work proceeding with the intention of developing and validating the measures of women empowerment. The women empowerment is measured with special reference to the Women, members of Self Help Groups (SHGs). Women empowerment is divided into three dimensions namely personal empowerment, social empowerment and economic empowerment. These dimensions comprises of different constructs. The pilot study proceeded with the data collection from SHGs women. Finally the completion of this pilot study furnishes and indicates that the scheme of this research is of exploratory research

Session 2B
22nd Sept 11:20-12:20
Session Chair Beulah Suresh

217 Shopping Mall and its Impact in the City Life

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This research paper analyzes the impact of shopping malls and life in the Bengaluru city. The influence of shopping mall is measured in the form of different attributes evaluated with respect to belief and actual impact on real estate (rent) and traffic. The attributes were studied through surveys and observation. Overall, the effect of shopping mall on the city structure is analyzed based on the belief and actual. This research also tried to trace out the preference of people while renting a house in a city. Statistical tools were used to analyze and bring out the inferences. The goal of this research is to help people understand how their choices and attraction towards malls had affected their daily life and their city. Some of the inferences were quite shocking and amusing. This research paper helps people fathom how malls have changed their life without them realizing it.

218 A Study on the Impact of Social Media on Digital Marketing

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Social media has changed business in many ways. The fact is that we are in the digital era and internet marketing and social media have a significant impact on the way consumer behave. Due to the fast evolution of the technology, the continuous increase in demand and supply has been increased. The only solution to face the major changes is the automation of all the processes. Even though the new era of communication is here, specialists suggest the companies should not ignore traditional methods and also they are advised to use social media as much as possible in order to achieve their goals. This study deals with the impact of social media towards digital marketing. This research was performed to explore different types of social media and how they influence in the growth of digital marketing, with the help of questionnaire and interview conducted among the respondents who use digital marketing. The responses were collected from 100 respondents. The collected data were tabulated, coded and evaluated using SPSS tools.

222 Application of Buffetteology in Thai Stocks in 2018

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The purpose of this study is to compute the intrinsic value of stocks in the Stock Exchange of Thailand in 2018. Such values are compared with the current price of the stock to implicate the buying or selling opportunity. It is found that the most attractive stocks are CENTEL, WORK and HTC as the margin of safety are the highest. This study excluded the qualitative analysis which should be included in the future research study.

223 The Projected Annual Compounding Rate of Return for Competitive Thai Stocks in 2018

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The purpose of this study is to calculate the projected annual rate of return of selected stock from the Stock of Exchange of Thailand (SET) in 2018. The results shows that though there are many stocks that has passed the competitiveness test, almost all of them are overpriced. Therefore, investors should be patient in choosing them in their portfolios when the price is attractive enough.