

VIDEO PRESENTATION

186 Critical Success Factors in the Buyer-supplier Relationship: A Study

Saroj Koul, OP Jindal Global University, skoul@jgu.edu.in

Abhay Aggarwal, O P Jindal Global University, 17jgbs-aaggarwal@jgu.edu.in

Substantial attention during the past four decades has been paid to the supply chain management (SCM) domain and within it predominantly to ‘buyer-supplier’ or ‘supplier-buyer’ relationships. Readings from the academic papers in SCM point to ‘supplier-buyer’ or ‘buyer-supplier’ relationships having evolved during 1980s where buyers and suppliers were part of a zero-sum game, moved on to a collaboration during 1990s where buyers and suppliers worked together for the benefit of both, and to a new networked orientation during the 2000s where this relationship was part of a business ecosystems where it has existed in diverse forms in different geographical regions and business sectors. There has been no specific one ‘supplier-buyer’ or ‘buyer-supplier’ relationships dominant to date. This study undertaken from published research articles from 1980 to 2018 addresses the historic growth of ‘buyer-supplier’ or ‘supplier-buyer’ relationship globally and identifies the critical success factors for the development of the relationship. Based on these considerations, the significant global challenges and orientation in the ‘supplier-buyer’ or ‘buyer-supplier’ relationship in different periods are inferred.

187 Indian Agri-food Supply Chain Traceability

Saroj Koul, OP Jindal Global University, skoul@jgu.edu.in

Udit Kumar, O P Jindal Global University, 17jgbs-udit@jgu.edu.in

The consuming habit in the recent past has paid more attention to food safety and quality. Several food safety accidents, while affecting people's health and trust, not only influence the normal development of the economy but also jeopardize the stability and security of the society. India, predominantly an agri-food industry, has been running in an unorganized manner. While the quality of food induces safety challenges, the limited shelf-life of agri-foods gets adversely affected due to climate changes. One of the main challenges predominant in the agri-food industry is its traceability that becomes vital from an economic point of view as the product appearance and freshness determine the quality of the product. Further, in the era of globalization, as customers from different part of world demand various agri-foods, without traceability in the supply chain, there is no evidence available to the customer of when the product was picked, packed and when shipped. An effective traceability system brings in several benefits such as boosting the security and confidence of customers and restraining withdrawal of commodities. This exploratory study investigates the supply chain traceability system of the agri-food industry in India and to identify technology requirements to improve food safety.

188 E=MC2: the New Performance Management System in Telecommunication Industry
Anant Deogaonkar, PhD Scholar, Parul University, Shri Ramdeobaba College of Engineering & Management, deogaonkarA@rknc.edu
Bijal Zaveri, Parul University, bijal.zaveri@paruluniversity.ac.in

The Human Resource Management has increased complexity in present state of cut throat competition. If people are valued they add value to the organization. Applying the management principles of planning, staffing, organizing and controlling to the management of people justifies the very existence of HRM in any organization. Employees are internal customers and their personal and professional growth needs to be aligned with the organizational growth. Satisfaction of these internal customers reflects on the success of any organization. The organization provides a tool for development of people by way of rewards, awards for excellence in performance. Perform or Perish is the tag line today for any organization which implies that Performance management is the magic word today. Hence this paper focuses on understanding of the employee perception about performance management system in telecommunication industry with the help of literature review to identify research gap. Based on the review, innovative conceptual model of performance management system is recommended. Telecommunication Industry is the most dynamic industry in terms of technological upgrades and telecommunication products are inevitable for day to day life.

189 Measuring the Impact of Corporate Social Responsibility and Firm Performance
Shaliza Alwi, Taylor's University, shaliza.alwi@taylors.edu.my
Irma Zura Amir Hashim, Taylor's University,
IrmaZura.AmirHashim@taylors.edu.my
Rosimah Ahmad, Taylor's University, Rosimah.Ahmad@taylors.edu.my
Norbaizura Mohd Naim, Taylor's University,
Norbaizura.MohdNaim@taylors.edu.my

Corporate Social Responsibility (CSR) is observed as an important element of the connection between management and corporate relations in order to meet business targets. The current study aims to investigate the relationship between CSR factors and companies' financial performance, particularly among public listed companies (PLCs) in Malaysia. The findings from this study will provide additional information for the companies to acquire benefits of the CSR after understanding more about the association with financial performance and add towards Malaysia's CSR literature. This study used quantitative disclosure classification from the company's annual reports to investigate the link between CSR and financial performance. The result indicates that there is a relationship between sector of industry and financial performance and a positive relationship between employees' relation and financial performance. However, there is no impact on the relationship between community involvement, product and environmental dimension, and intangible assets towards financial performance.

207 An Experience of Healthcare Operators to apply Analytical Techniques for Operational Decision Making

Marcelo Okano, CEETEPS, marcelo.okano@cps.sp.gov.br

Jaqueline Geisa Cunha Gomes, CEETEPS, jaquegs.gomes@gmail.com

The objective is to verify how Brazilian healthcare operators can apply analytical techniques to their data assets to extract which procedures should be audited and to improve their operational decision making. Predictive analytics strengthens the use of BI systems by providing quality inputs to support the operational decision-making process by providing the right information at the right time, in the right place, and in the right ways. Prediction simulation using software R and historical operator base proved that prediction assists in operational decision making, including by classifying business rules.

208 Digital Ecosystem and how it can benefit the Business: A Narrative Review

Marcelo Okano, CEETEPS, marcelo.okano@cps.sp.gov.br

Samira Nascimento, CEETEPS, samira_nascimento@hotmail.com

Giovana Fadini De Oliveira, CEETEPS, gifadini@yahoo.com.br

Patricia Inoue, CEETEPS, patricia.inoue@gmail.com

Eliane Antonio Simões, CEETEPS, eliane@iqeduc.com.br

This article discusses the concept of Digital Ecosystem and how it can benefit the business. The Digital Ecosystems vision is a relatively new concept in the field of business research initiative, and much work remains to be done to establish it. The methodology used was the narrative review that identifies what was written about a topic or topic. The complexity aspects that appear in the Business Ecosystems are: self-organization, emergence, co-evolution and adaptation. Finally, the article provides a brief introduction to Digital Ecosystems and focuses on the reasons and advantages for Digital Enterprise Ecosystems.

220 Cyber Incivility: A Review of the Literature and Agenda for Future Research

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

A growing body of research explores cyber incivility, defined as the communicative behavior exhibited in computer-mediated interactions that violate workplace norms of mutual respect. Since the introduction of the cyber incivility construct, research in this domain has taken off, albeit in a variety of directions. We review the extant body of research on cyber incivility and note the multitude of samples, sources, methodologies, and instrumentation used. In this review article, we provide an organized overview of the three distinct, but interrelated areas of cyber incivility research, namely, experienced cyber incivility, witnessed cyber incivility, and instigated cyber incivility. These three types of cyber incivility serve as the foundation for a series of comprehensive models in which we integrate extant empirical research. In the last part of this review article, we suggest directions for future research that may contribute to this growing body of work.

221 Corruption and Anti-corruption: Insights from Twitter Data

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

The notions of corruption and anti-corruption has received increasing attention amongst researchers in recent years. While corruption is defined as the misuse of entrusted power for personal or private gains, anti-corruption is anything that opposes or inhibits corruption. In this study, utilizing social media analytics techniques on the data obtained from Twitter, we construct social networks of conversation to understand the conceptual meanings of corruption and anti-corruption. Results of the analyses are expected to contribute to public policy and practice.