

ABSENTIA PAPERS

171 Decision Support System for Evaluating Synergy Real Options in M&A

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Earnings-enhancing and cost-reduction synergies can be framed as real options in mergers and acquisitions. An acquirer may also acquire non-core businesses, which are evaluated as abandonment options. This paper presents how probabilistic and fuzzy real options models can be applied to M&A synergies in a comparative manner and builds a decision support system on this framework. The DSS is written with R the code being presented to help apply and integrate it with other corporate development software. Numerical illustrations are used for creating cash-flow scenarios, simulations, fitting relevant distribution types, and presenting comparative real option evaluation results utilizing interactive dashboards.

172 Effect of Customer Experience in Business and Financial Performance of Banks

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Providing excellent customer service to customers in all aspects will be a challenging task. Excellent customer service leads to customer experience creation, which will affect customer satisfaction and loyalty. Nowadays, researchers focus on the concept of customer experience in Indian banks, which has a significant customer base. The purpose of this paper is to develop a conceptual framework between customer experience and business & financial performance. The customer experience index (CEI) is adapted for this study. The propositions are developed to understand the cause and effect relationship of customer experience in business and financial performance of the Indian banks.

173 Recent Trends and Innovation in Business and Society through Blockchain Technology

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One of the most discussed disruptive innovations is the distributed database technology referred to as blockchain. The purpose of the paper is to provide insight about conceptual framework of block chain technology and its characteristics, various usecases of blockchain, opportunities & risks involved, which enhance the business models in the era of big data analytics and few ideas on future scope of research. It follows a literature review

methodology to provide a complete view of the blockchain concept. Few usecases like trading, payments, smart contracts, health care and e-governance will help industry to explore and implement the technology.

177 Brand and Human Relationship

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The brand is the part of life. The brand plays important connectivity. They have acquired the place in life. The life and brand goes together. When we take birth brands are there. When we grow brands are there. The Indians have valued the brand as family member. The brands are elder than our elders and they valued more than functional value. Paper will focus life relationship with brand.

179 Digitalization - A Trend in Human Life

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Digitalization at its simplest means the conversion of Analogue information into Digital information. As Digitization capabilities extend, virtually every aspect of life is captured and stored in some digital form, and we move closer towards the networked interconnection of everyday objects. The impact of this is a real-time global exchange of information between multiple connected devices (fixed and mobile). Becoming a Digital Organization will require New Leadership Skills combined with Connecting People, Processes, Data, and things. Every Country, City, Industry and Business is becoming digital to leverage the unprecedented opportunities brought about by the Internet of Everything. Example of Technology are Location Based Services, QR Coding, Augmented Reality, Electronic Paper. Importance of Digitalization are : (1) Improve the Efficiency of Business Processes, Consistency, and Quality worldwide. □ Integrating a Conventional Digitalized Records System. (2) Improve accessibility and facilitate better Information Exchange worldwide (3) Increase response time and customer service anywhere in the world (4) Reduce Costs (5) Ability to take advantage of analytics □ Help with the Flexibility of Staff (6) Improvement Plan for Business Continuity

184 Factors Influencing Students' Career Intention in Hospitality Industry: A Review

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The conscious plans to join a field or not constitutes the individual's career intention. Hospitality is an industry with swift pace in growth and its skilled manpower demand is never ending which has to be fulfilled by the undergraduate students in hospitality. Previous researches have revealed that not all students were willing to join the industry for various

reasons. A total of 35 research papers were reviewed in an attempt to explore the influence of self efficacy and internship experience on the intention of students to join the industry.

185 A Study on Venture Capital “the Gift for Entrepreneurs” in Indian Context

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Venture Capital is not an old concept as its existence is far long back from a century. During middle of 20th century the world witnessed many boom and bust cycles resulting into the birth of the concept Venture Capital. Prior to this period, entrepreneurial ventures were financed through credit instead of equity. Venture Capital refers to the risk capital taking the form of share capital in the business firm along with the knowledge supplied to the growing entities. As compared to India, in USA and UK, Venture Capital perspective scans much wider horizon. In India, the 2nd highest populated country of the world consisting of approximately 65% of the population below 25 years age group can be identified as upcoming entrepreneurs. The objective of the research is to identify the knowledge about the concept of Venture Capital amongst the Indian Youths. Personal interviews resulted in the findings that Indian youths are having inadequate knowledge and many times unaware about Venture Capital. Research Methodology used is primary random survey with one to one conversation, resulting into the findings. The study is helpful for youths, government and venture Capitalist along with young entrepreneurs to avail the benefits of Venture Capital.

191 Gandhian Principles Influencing Corporate Social Responsibility

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Mahatma Gandhi recognized and adored as Father of the nation India was powerful in his thoughts, words and actions. His principles can help nations and organizations overcome the barriers to true success. India has been undergoing several economic problems that need solutions. In the year that the world celebrates Gandhi’s 150 years it is time to review how his principles can be adapted by Indian corporates. Especially with CSR made regulatory requirement of select companies. Corporates have the power to transform the society with their financial and managerial power. The paper attempts to see the relevance of Gandhian thoughts and principles for the emerging managers who will manage the corporates in the future. A sample size of 100 MBA/PGDM students from about 20 states of India studied to verify how they relate Gandhian thoughts and principles to CSR of Indian corporates.

192 Security Identity and Access Exploitation in Public Cloud

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On July 28, 2019, Capital One was hacked with approximately 100 million people in the United States and 6 million more in Canada are affected, the company said, with about 140,000 Social Security numbers, 1 million Canadian Social Insurance numbers and 80,000 bank account numbers compromised. In public cloud services such as AWS, Google or Microsoft Azure, authorization is governed by the Identity and Access Management (IAM) service. Unfortunately, as most software configuration goes, there is ample opportunity for misconfigurations that result in security vulnerabilities. As it pertains to IAM, this typically manifests as privilege escalation. However, in some cases, it can result in something as severe as unauthorized account access. In this paper, we will cover general classes of IAM exploitation and privilege escalation techniques. While IAM exploitation requires some form of credentials in most cases. In other cases, some alternative information may be required, such as an account ID or an ARN which hackers use to gain access.

198 Novel Approach in Managing International Business: B2X Business Transaction - A Romanian Experience

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In the context of global concern related to the “green issues” in general, and water saving in particular, this paper presents the case of a German company (member of an international group) – active on the Romanian market of water saving services. This company sells its products to a market sensitive to the current green issues: this is efficient water consumption management – mainly for domestic use (from drinkable to heating water), which may have an indirect impact on natural environment. The company sells both goods (high-tech water and heating metering equipment) and associated services. Amid complexity of managing its international business (the company sells its products in two dozen countries spread on three continents), the company – as well as its sales and marketing department – face the challenge of solving a kind of marketing dilemma: should the marketing effort and selling process be focused on individuals (B2C) or to legally registered associations of condominium owners (B2B) – as the products are used by individuals, and the service contracts are negotiated with and buying decisions are made by the condominium administrators (property managers). Research methodology includes both secondary and primary research. Significant literature is surveyed and some marketing peculiarities in an industry with environment impact are emphasized.

201 Assessing the Risk of Insolvency: An Empirical Analysis using Altman Z-score Bankruptcy Model

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Risk of insolvency, i.e., bankruptcy often haunts investors and numerous attempts have been made to assess the risk of insolvency of manufacturing companies. Early detection of signs of impending insolvency would help the directors take possible remedial actions to avoid the disaster. Altman Z-score bankruptcy model was used in this study to assess the likelihood of insolvency of manufacturing companies in the context of emerging economies, such as Bangladesh. An empirical analysis was carried out using data from 96 companies listed at the Dhaka Stock Exchange (DSE) and the companies were categorized into safe, grey, & distress zones on the basis of Altman Z-score. A total of 48 companies were found to be in safe zone while 29 were in distress zone keeping the rest 19 in grey zone. Later the likelihood of insolvency was expressed as an econometric function of company specific variables. Findings are likely to benefit in better diagnose the financial well-being of the company and contribute to improved corporate governance practices.

202 Likelihood of a Company's Manipulation of Its Financial Statement: An Empirical Analysis Using Beneish M-score model

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Manipulation of financial statements entails the intentional and often ill-motivated manoeuvring of financial records towards a pre-determined target. In such cases, motivations include achieving budgetary targets and rewarding senior managers with generous rewards. In this backdrop, the concerned board of directors is looking for improved surveillance techniques to better prevent and/or, detect and investigate possible financial frauds. In their quest for proactive approach against manipulation of financial statements, the board of directors look for warning signs and this paper provides a profile of a company that is likely to manipulate its financial statements. In this study, data from 2016-2017 financial reports were utilized that correspond to 105 companies, excluding banks and non-banking financial institutions, listed at the Dhaka Stock Exchange (DSE) and the likelihood of accounting manipulation was quantified applying Beneish M-score model. It revealed that the maximum M-score was 7.06 and the minimum was -8.98, where higher scores indicate increased likelihood of accounting manipulation. Twenty five companies were found to be suspected of accounting manipulation and a logistic model was developed to relate the likelihood of accounting manipulation to several company specific variables that were not explicitly considered in the Beneish M-score model.

203 How Sustainable the Social Business Model is?: An Exploratory Study

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Social business is arguably a new phenomenon in strengthening communities by solving social problems. Social businesses are often mixed up with charitable foundations and non-governmental organizations (NGO). Despite few similarities, the models are quite different and it is argued that social businesses offer a better sustainable solution to poverty alleviation compared to charitable foundations and NGOs. This paper presents an exploratory study on how to assess sustainability of the social business model. The chosen case was the social business model followed by JITA Social Business Bangladesh Ltd. that became operational under the auspices of CARE Bangladesh. Sustainability was assessed from social, environmental, and economic perspectives with special emphasis on economic perspective. The findings paint a rather bleak scenario of the prospects of current social business model, which is still evolving. Nevertheless, the findings should help the social business enthusiasts in assessing the challenges to sustainability and finding out solutions thereby.

204 Business Models Available to Tap Solar Power in Tamil Nadu, India - An Analysis

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The Indian renewable energy sector in general and solar power in particular have seen significant growth over the last two decades with promotional policies from the Government of India. This has become the need of the hour considering the climate change effects, depletion of natural resources and ever increasing demand for power consumption needs. The Indian state of Tamil Nadu is no exception and has been continuously striving hard for devising and implementing new policies to achieve the RE goals set by the union government. It also becomes imperative to understand the various power consumption categories in Tamil Nadu and to analyse the suitability of consuming solar power in order to match their consumption pattern and also to understand policies of the state towards solar power generation failing which the solar power capacity addition planned for the next decade in the state of Tamil Nadu will remain a distant dream. It is necessary to analyse the shortcomings in the statutory solar policies and to provide feedback to the various statutory bodies and nodal agencies. Such studies will only enable the government to frame suitable policies and also will make the consumers aware of the best ways and business models available to tap the abundant solar energy.