



BOOK OF ABSTRACTS

11th INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN MANAGEMENT (CIM23)

ISME

**24th and 25th
February 2023**

**Organized By
INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE,
BANGALORE**

Sponsored by



Knowledge Partners



Industry Partners



www.isme.in

Title: 'Book of Abstracts of 11th International Conference on Contemporary Issues in Management (CIM23), organized by International School of Management Excellence Bangalore, 24th and 25th February 2023'

Editor's Name: Dr. Rony George Kurien

Published by: Shanlax Publications,
Vasantha Nagar, Madurai - 625003,
Tamil Nadu, India

Publisher's Address: 61, 66 T.P.K. Main Road,
Vasantha Nagar, Madurai - 625003,
Tamil Nadu, India

Printer's Details: Shanlax Press, 66 T.P.K. Main Road,
Vasantha Nagar, Madurai - 625003,
Tamil Nadu, India

Edition Details (I,II,III): I

ISBN: 978-93-95422-96-3

Month & Year: February, 2023

Copyright @ Dr. Rony George Kurien

Pages: 91

42	SHIFT WORK DYNAMICS AND ITS IMPACT ON EMPLOYEE WELLBEING IN THE MANUFACTURING SECTOR Afseer Majeed	49
43	DETERMINANT OF CULTURAL ORIENTATION OF IT MANAGERS IN INDIA - AN EMPIRICAL ANALYSIS Lolana Reddy, Chetna Jha & Sujyothi	50
44	EFFECTIVENESS OF JOB CRAFTING INTERVENTION: A VALIDATION STUDY Anub Kurian & Dr. Andrew Harold Patrick	51
45	IMPACT OF EMOTIONAL INTELLIGENCE, PERSONALITY TRAITS, RISK PERCEPTION AND BEHAVIOURAL BIASES ON INVESTMENT DECISIONS Dr. S. Johnsi	52
46	A LEADERS' ROLE INFLUENCING THE WORK CHARACTERISTICS OF VIRTUAL TEAMS CONTRIBUTING TO EMPLOYEE PERFORMANCE - A BEHAVIORAL PRESPECTIVE Gouri R Javali & Dr. Madhu BK	53
47	MAPPING THE RELATIONSHIP BETWEEN APPRAISER AND APPRAISEE IN AFFECTING THE EMPLOYEE PRODUCTIVITY IN IT INDUSTRY: A MODERATING IMPACT OF PROFESSIONAL DEVELOPMENT Beena.M.T & Dr.Irshad Nazeer	54
48	WHAT FUELS INTRAPRENEURIAL INTENTIONS AND BEHAVIOUR? - AN EMPIRICAL STUDY FROM SELECT INDIAN SMES Sujatha M.S & Ujjal Mukherjee	55
49	EMPLOYER BRANDING AND TALENT MANAGEMENT USING HR ANALYTICS' CONCEPTS AND APPLICATIONS Sriram Prabhakar & Dr. S. Jayaprakash	56
50	THE SOCLE OF HIGH PERFORMANCE ENGAGEMENT IN ORGANIZATIONAL EXCELLENCE Dr Sindhu Shantha Nair, Dr K. A. Thomas & Smritika S.P	57
51	THE IMPACT OF EMOTIONAL INTELLIGENCE ON WORK-LIFE BALANCE IN START-UPS IN HYDERABAD Jyothika Vemu & Prof. Dr. Sindhu Shantha Nair	58



THE SOCLE OF HIGH PERFORMANCE ENGAGEMENT IN ORGANIZATIONAL EXCELLENCE

Dr Sindhu Shantha Nair

*Professor, ISME, Bangalore,
sindhuura.communications@gmail.com*

Dr K. A. Thomas

*Professor, Christ University,
kennedy.andrew@christuniversity.in*

Smritika S.P.

*Data Engineer, British Columbia,
Canada: smritika246@gmail.com*

Abstract

Employee Engagement is a serious concern for many organizations. Performance is quintessential but it lags without engagement. The values and codes for performance and engagement demand to be pronounced and established consistently to develop high performance engagement. Engagement issues and performance lags call to be discussed with transparency to initiate a proactive approach in the lag and lead, of performance engagement. High Performance Engagement, is an amalgamation of employee engagement and performance excellence to accomplish goals and stretch goals, with commitment and passion, beyond compliance. The study aimed to establish the socle of high performance engagement for organizational excellence Using a quantitative method, this study empirically verified the essence of high performance engagement from managers (N=350) in corporate companies. The results indicate that among the dimensions of high performance engagement, the employee-centric approach was perceived as the highest socle of high performance engagement (with a mean of 81.17) and performance strategies were perceived as the lowest (with a mean of 70.01) among the rest. The results evidence that employee focused approach is the predominant dimension for the socle of high performance engagement as perceived by the managers and motivation is the preponderated determinant of high performance in organizations. The results are indicative of an employee-centered approach rather than job centered approach, for organizational performance excellence with latitude on team synergy, and autonomy on performance strategies.

Keywords: Performance, Engagement, Excellence, Employees, Organization, High Performance Engagement

THE IMPACT OF EMOTIONAL INTELLIGENCE ON WORK-LIFE BALANCE IN START-UPS IN HYDERABAD

Jyothika Vemu

Student, PGDM

International School of Management Excellence, Bangalore

Prof. Dr. Sindhu Shantha Nair

Professor

International School of Management Excellence, Bangalore

Abstract

Work-life balance is a concept that includes prioritization between work (career and goals) and lifestyle (health, pleasure, leisure, family, and spiritual development). In broader terms that include "lifestyle balance" and "lifestyle choices". Many companies strongly support their employee's work-life balance through appropriate measures in order to improve employees' loyalty towards the company which fetches the company with better work life and a chance to recruit new employees. The flexibility in working times is the measure and it also influences the employee's private lives, with this there can be an increase in job satisfaction by reducing work stress. This in return helps in employee well-being. A start-up is a new business venture that aims to solve a problem, meet a need, or create value by offering innovative products, services, and solutions. Start-ups typically have limited resources, but have a strong focus on growth and a long-term vision. They are risk-takers. This paper studies the impact of EI on WLB in start-ups in Hyderabad. the work-life balance in start-ups can vary depending on the culture and size of the company. Some start-ups may have a more relaxed approach, while others may require a lot of work hours from their employees.

Keywords: Emotional Intelligence, Work-life balance, Job satisfaction, start-ups, and employee Well-being.