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12th INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN MANAGEMENT (CIM24)

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ANALYZING THE CATALYST EFFECT OF THE 'MAKE IN INDIA' INITIATIVE ON ADVANCING THE STARTUP ECOSYSTEM: AN EMPIRICAL STUDY

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ABSTRACT

Launched in 2014, the 'Make in India' initiative was conceived to position India as a global manufacturing hub, fostering economic growth, job creation, and technological advancements. This initiative aimed to attract both domestic and foreign investments in manufacturing, emphasizing the production of goods within the country. The convergence of 'Make in India' and startups forms an intriguing intersection where traditional manufacturing and cutting-edge innovation meet. The primary goal is to investigate the factors shaping the startup ecosystem in India and analyze its impact on the country's GDP. Employing Structural Equation Modeling (SEM) for a comprehensive analysis, the study underscores the robustness of the model, with fitness indices confirming its adequacy. The findings highlight the substantial positive influence of the 'Make in India' initiative on the startup ecosystem, while also dismissing the notion of a positive impact from geopolitical risks.

Keywords: Make in India, Start up Eco system, Innovation, Geo-Political Risk, SEM, GDP.

BEYOND ATTRACTIVENESS: EXAMINING CREDIBILITY AND ALIGNMENT IN HIGHER EDUCATION INFLUENCER MARKETING

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ABSTRACT

Within the dynamic milieu of collegiate admissions, influencer marketing emerges as a contemporary and influential instrument that moulds the perceptions and decisions of prospective students in the domain of higher education. Influencers can shape the student's perspectives on campus life and culture, providing first-hand experiences, and influencing institutional preferences. Institutions must carefully select influencers to ensure alignment with their values and goals, as the right influencers can authentically communicate the unique attributes of the institution, effectively reaching and resonating with the desired target audience. This research paper delves into the pivotal investigation of factors influencing the selection of influencers in the admission process, examining the nuanced criteria and considerations that institutions weigh in identifying and engaging influencers to effectively shape prospective students' decisions in higher education. "Grounded on source credibility theory", this study employs validated questionnaires from diverse sources, surveying 213 management institutes through purposive sampling methods. Data collection involved the utilization of Google Form surveys and on-site field surveys to ensure comprehensive insights. The study found that influencers' expertise, trustworthiness, and objectivity significantly influenced their credibility, with attractiveness having the least impact.

VALIDATION OF DIMENSIONS OF LEARNING ORGANIZATION QUESTIONNAIRE (DLOQ) FOR THE INDIAN IT INDUSTRY

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ABSTRACT

A Learning Culture helps organizations be more competitive and effective in their output. The focus on this has increased manifold with the advent of new technologies at a substantial pace. Adaptation of AI is another development driving organizations to rethink their strategies for up skilling and re skilling their employees. With the advent of time, we have new learning approaches and practices in place. Dimensions of the Learning Organization Questionnaire (DLOQ), which was developed by Watkins, Yang, and Marsick (1997) and Yang, Watkins, and Marsick (1998, 2004) is a widely used tool to understand the various dimensions of the Learning Organization. This tool has been deployed internationally and used in at least 15 countries worldwide. Kim (2015) did a detailed analysis of the uses of DLOQ in the past and suggested further research on the topic. Our literature review found few studies in India where DLOQ was used. However, we did not find a study validating the tool for the Indian IT industry. This study aims to bridge this gap. While validating the instrument from an Indian perspective, it attempts to clarify some past research questions about the validity and use of the instrument. We conducted research on the Indian IT Sector with close to 400 respondents to understand their perception of the Learning Culture in their organization. As per our findings DLOQ is a reliable instrument that can be used in the Indian IT Sector. We did not find any issues with the construct validity of the instrument. DLOQ can be used to assess their current standing and progress made over time while highlighting the areas that may need intervention. Further, it can be used by practitioners to understand the relationship with other variables.

Keywords: *Learning Culture, DLOQ, Learning Organization.*

INFLUENCE OF INTRINSIC MOTIVATION, ENGAGEMENT ON LEARNER'S SATISFACTION OF THE ONLINE COURSES

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ABSTRACT

The advancement of computer-assisted learning and educational technology has brought about a number of changes to higher education. Online education has been a vital part of the higher education scene during the past 20 years. The ability of online learning to provide top-notch instructional materials to a large audience without regard to time or location is one of its main advantages. In essence, a lot of teachers and students favor online learning because it offers unmatched options for equalizing educational materials. When a learner is unable to attend traditional in-person classes because of obligations like work or family obligations, online learning can be very beneficial. One of the most important factors in encouraging effective educational processes is student satisfaction with online learning. It has been determined that student satisfaction is a key factor in encouraging students to enroll in online courses since it affects their drive and engagement to finish the program. Thus, this study, which has its roots in the self-determination theory, uses structural equation modelling to examine intrinsic motivation, learner engagement and the mediating effect that it plays on learner satisfaction in online learning. Students (n = 714) were emailed online surveys using a cross-sectional technique. Data from dependable tools is gathered using convenience sampling from postgraduate students who are enrolled in online courses. Using structural equation modelling, the study discovered that learner satisfaction with the online course is mediated by student engagement.

Keywords: *Intrinsic Motivation, Learners Engagement, Satisfaction, MOC, Online Courses.*

USE OF CIRCUMSTANTIAL AND PROGRAMMATIC COACHING WHILE COACHING FOR PERFORMANCE ACROSS AGE GROUPS

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ABSTRACT

Coaching has been defined and practised for some years. However, there's rarely been a study on whether coachees prefer circumstantial or programmatic coaching across age groups, especially while being coached for performance. This study makes an effort to understand the coaching preferences of age groups. Knowing this would aid coaches in modifying their styles while coaching these diverse age-groups. This study intends to aid Managers who are involved in Developmental Coaching. Coachees of different age groups may exhibit distinct responses to specific coaching styles, thus requiring a more subtle and refined approach. In this context, the choice between programmatic and contextual approaches is a crucial distinction among coaching methodologies. For Performance Coaching within an Indian context, the Coachee's preference is not known. Managers who coach may experience difficulties with their competence or skill set, which may limit their capacity to produce the necessary performance outcomes (Grant, 2019). The study involved a Coaching preference survey across corporations including Technology, Manufacturing, Healthcare, and Ecommerce domains. The population involved Managers who Coach for performance and employees who undergo coaching. The responses of 392 managers were analysed to find their preferences and compared to the preferences of 692 coachees.