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

Editor
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INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE, BANGALORE FEBRUARY 2024



Title: Book of Abstracts of 12th International Conference on

Contemporary Issues in Management (CIM24), Organised by International School of Management Excellence Bangalore, 23rd and 24th February 2024

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: 978-81-19337-45-3

Month & Year: January, 2024

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Pages: 194

49	BOOST TOURISM	59
	Geeta Ashok	
50	ADVENTURE TOURISM ENTREPRENEURSHIP: ATTITUDE	60
	AND INVOLVEMENT OF TOURISTS	
	T P Saravanan, Dr. R Maheswari & Dr. S C Vetrivel	
51	EXPLORING THE SYNERGISTIC POTENTIAL OF	61
	AUGMENTED REALITY, VIRTUAL REALITY, AND	
	ARTIFICIAL INTELLIGENCE CHATBOTS IN MARKETING	
	Dr. Reshmi A. Rajan, Dharun. S & Vinoth. K	
52	AN INVESTIGATION INTO CONSUMER BEHAVIOR AND	63
	MILK PRODUCT DEMAND IN THIRUVANAMALAI	
	DISTRICT, TAMILNADU	
	M. Ramu, T. Ilakkiya, Dr. V. Selvakumar & Dr. P. Venkatesh	
53	BEYOND BRICK AND MORTAR UNDERSTANDING THE	64
	DYNAMICS OF PURCHASE INTENTIONS	
	Kavya K M	
54	STRATEGIC BRAND MANAGEMENT FOR ZOMATO	65
	THROUGH INNOVATIVE DIGITAL MARKETING	
	STRATEGIES	
	Dr. Ajay R & Shashikumar A	
55	CHALLENGES OF DIGITAL INDIA PAYMENT SYSTEM WITH	66
	SPECIAL EMPHASIS ON MOBILE PAYMENT APPLICATIONS	
	V. Anitha	
56	EXPLORING NEW PATHWAYS TOWARDS GREEN	67
	COMMUNICATION AMIDST COLLAPSE OF MARKETING	
	ORIENTATIONS	
	Anand Thakur, Kavita Singla & Kamini Singla	
57	BEYOND ATTRACTIVENESS: EXAMINING CREDIBILITY AND	68
	ALIGNMENT IN HIGHER EDUCATION INFLUENCER	
	MARKETING	
	Prakasha T M, Dr. Vijaya Baskaran R & Dr. Ramesh Kumar M	
58	HEALTHCARE SERVICES MARKETING: A SYSTEMATIC	70
	LITERATURE REVIEW AND FUTURE RESEARCH	
	DIRECTIONS	
	Dr.VilasiniJadhav, Dr. Mahalakshmi Sankar & Dr. Smita	
	Ramakrishna	

79	SELF-EFFICACY: DOES IT REALLY IMPORTANT FOR	95
	ADAPTING WITH BANKING 5.0 WORKING ENVIRONMENT?	
	- A CASE OF INDIAN BANKING SECTOR	
	Isani GazalaBanu Abdul Gafar & Dr. Irshad Nazeer	
80	IMPACT OF ONLINE LEARNING - SOCIAL,	96
	PSYCHOLOGICAL AND COMMUNICATION ON THE	
	EMPLOYEES WORKING UNDER WORK FROM HOME POLICY	
	IN MANUFACTURING COMPANIES OF PUNE	
	Swati Inamdar & Prof. Dr. Anand Gaikwad	
81	HUMAN RESOURCE DEVELOPMENT IN INDIA IN THE	97
	CONTEXT OF YOUTH EMPLOYABILITY: A CRITICAL REVIEW	
	Dr. Satyajeet Nanda	
82	EMPLOYEE EXPERIENCE AND ENGAGEMENT IN THE	99
	HOTEL INDUSTRY	
	P. Bhaswani & Dr. Ch. Hymavathi	
83	A REVIEW ON THE IMPACT AND RECOVERY STRATEGIES	100
	DURING PANDEMIC TIMES	
	Nayan Jain, Kusumanjali G.R & M. Thashneem T. Bhanu	
84	A STUDY ON FACTORS AFFECTING EMPLOYEES DECISION	101
	OF WORK FROM HOME/OFFICE, EMPLOYERS' DECISION TO	
	RECALL EMPLOYEES TO OFFICE, AND ROLE OF EMPLOYEE	
	ENGAGEMENT ACTIVITIES IN BRINGING BACK	
	EMPLOYEES	
	Vishnu Narayanan & Lekshmy Jayaram	
85	IMPACT OF WORK FROM HOME ENVIRONMENT ON	102
	EMPLOYEES' PSYCHOLOGICAL WELL-BEING	
	Sriram Prabhakar & Dr. M Ramesh Kumar	
86	EXPLORING THE EXPERIENTIAL DIMENSIONS OF	103
	VIPASSANA MEDITATION ON WELL-BEING THROUGH	
	INTERPRETATIVE PHENOMENOLOGICAL ANALYSIS	
	Chaitra G.R, Dr. Harold Andrew Patrick, Dr. Satyajeet Nanda &	
	Ujjal Mukherjee	
87	VALIDATION OF DIMENSIONS OF LEARNING	105
	ORGANIZATION QUESTIONNAIRE (DLOQ) FOR THE	
	INDIAN IT INDUSTRY	
	Biji Varughese & Dr. M. Ramesh Kumar	

88	ANALYZING THE IMPACT OF INTERSECTIONAL IDENTITY	106
	ON WOMEN'S LIFE SATISFACTION AND PERCEIVED	
	MARGINALIZATION IN HIGHER EDUCATION	
	Dr. Ameer Asra Ahmed, Prof. Chetan TR & Dr. Harold Andrew	
	Patrick	
89	INFLUENCE OF INTRINSIC MOTIVATION, ENGAGEMENT	108
	ON LEARNER'S SATISFACTION OF THE ONLINE COURSES	
	Dr. Pooja Nagpal & Rameshkumar Murugesan	
90	INFLUENCE OF SELF EFFICACY ON EMPLOYEE'S SELF	109
	ASSESSMENT TOWARDS THEIR JOB PERFORMANCE WITH	
	THE MEDIATING ROLE OF RESILIENCE	
	Sathya R & Dr. K. C. Arunadevi	
91	REINFORCE THE CONCEPTUAL UNDERSTANDING OF	110
	EMOTIONAL INTELLIGENCE AND CRITICAL EMOTIONAL	
	INTELLIGENCE COMPETENCIES IN INDIAN	
	CONSTRUCTION INDUSTRY	
	Nisha Rawat, Dr. Abhilasha Dixit & Dr. Anil Vashist	
92	EVOLUTION OF HIGH PERFORMING WORK CULTURE	112
	Patnana Sharmila & Prof. Narendra Babu B V	
93	A CASE STUDY ON HRIS IN MOTHERHOOD HOSPITAL	113
	Tousiti Ghosh & Prof. Narendra Babu B V	
94	EXPLORING CORRELATION BETWEEN CAREER	114
	TRANSITION AND WORK-LIFE BALANCE OF OSWAL	
	GROUP: AN EMPIRICAL STUDY	
	Dr. Tanu Kalsi	
95	A SYSTEMATIC REVIEW OF THE LITERATURE: EXAMINING	115
	THE INFLUENCE OF ETHICAL LEADERSHIP ON EMPLOYEE	
	JOB PERFORMANCE	
	Garima Bajpai & Dr. Reena Singh	
96	SUSTAINABLE LEADERSHIP IN THE 21ST CENTURY	116
	UNVEILING EMERGING TRENDS AND PARADIGMS	
	THROUGH BIBLIOMETRIC ANALYSIS	
	Farah Johri & Dr. Swati Bisht	
97	WORKPLACE HAPPINESS - A SYSTEMATIC REVIEW	117
	Yshab Rafiq	
98	THRIVING IN TURBULENCE: UNVEILING THE RESILIENCE-	118
	JOY NEXUS AMONG HEALTHCARE PROFESSIONALS FOR	
	ENHANCED JOB SATISFACTION	
	Harish Rawat & Dr. Reena Singh	

99	USE OF CIRCUMSTANTIAL AND PROGRAMMATIC	119
	COACHING WHILE COACHING FOR PERFORMANCE	
	ACROSS AGE GROUPS	
	Sunil George, Dr Rony G Kurien & Dr M. Ramesh Kumar	
100	NAVIGATING SOCIAL CAPITAL FORMATION IN VIRTUAL	121
	WORK ENVIRONMENTS: THE ROLE OF DIVERSITY	
	PERCEPTION AND INTERVENTIONS	
	Dr. Harold Patrick & Dr. Moovendhan V	
101	EFFECT OF WORK VALUE ON ORGANIZATIONAL	122
	COMMITMENT AMONG GENERATION Y AND	
	GENERATION Z EMPLOYEES	
	Jittymol Philip & Dr. Mathew P M	
102	IMPACT OF NIGHT SHIFT ON WORK LIFE BALANCE OF	123
	WOMEN EMPLOYEES IN IT INDUSTRY	
	Amala Maria George & Dr. Mathew P M	
103	EU AI ACT: UNDERREPRESENTED AND INSUFFICIENT TO	124
	ADDRESS THE RISKS AND VULNERABILITIES OF	
	GENERATIVE AI	
	Sridhar Jonnala, Dr. Nisha Mary Thomas & Pramod Kumar	
	Parida	
104	THE IMPACT OF THE FOURTH INDUSTRIAL REVOLUTION	126
	ON THE INDIAN ECONOMY: THE RISE OF GIG EMPLOYEES	
	IN SEMI-RURAL INDIA	
	Dr. Mohan N, Dr. Sanjeev Kumar Thalari, Dr. S. Sandya &	
405	Dr. Thejas Vayas	4.00
105	LEADER'S WELL-BEING AT WORK: A SYSTEMATIC REVIEW	128
	OF LITERATURE	
106	Shivani Peer	100
106	HEUTAGOGY: ENABLING PERSONALIZED ADAPTIVE	129
	LEARNING IN DIGITAL LEARNING ENVIRONMENTS - A	
	CONCEPTUAL FRAMEWORK	
107	Ranganath Iyengar & Dr. Sindhu Shantha Nair	100
107	FROM SMILES TO SUCCESS: UNDERSTANDING THE ROLE	130
	OF HAPPINESS IN EMPLOYEE CONFLICT MANAGEMENT	
	AND CREATIVE OUTCOMES	
	Ekalavya Baruah	

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

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ABSTRACT

aunched 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.

AND ALIGNMENT IN HIGHER EDUCATION INFLUENCER MARKETING

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ABSTRACT

ithin 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

Learning Culture helps organizations be more competitive and effective in their output. The focus on this has increased manifold with the advent of new Ltechnologies 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.

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

Toaching 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.