

Session: 1A
September 29, 2024 (1:00 to 2:20)
Session Chair: Shivani Inder

151 Insolvency and Bankruptcy Trends over the Years: A Bibliometric Analysis

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This bibliometric analysis examines the financial activities related to securitization, insolvency, debt restructuring, bankruptcy recovery, financial rehabilitation, and asset disposal. In this analysis total 5493 papers collected from Scopus database for the year 2002 to 2022 that have been utilized to reveal trends, patterns, and important connections. The key findings underscore the development of financial strategies, with a particular focus on the transformative influence of securitization and the complexities of insolvency proceedings employed for debt restructuring. This research contributes to the academic knowledge of financial dynamics and has practical consequences for policymakers, financial practitioners, and researchers.

157 Overseeing the Complex Construction Projects through a Project Management Office

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Managing complex construction projects through a project management office (PMO) adds significant value to the organization that builds the project by ensuring proper governance and control of all project phases from tendering to completion. The research objectives are to investigate the PMO's role in construction project success after identifying the suitable type and to identify internal and external challenges faced by PMO teams by monitoring project progress phases. Additionally, the project manager must coordinate with the PMO team the approved mechanism and approach of delivering projects on time through PMO.

159 Leveraging Human Resource Technology for Start-up Growth

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The need for information systems and technology in human resource management has grown significantly due to the recent emergence of a hypercompetitive environment Human Resource Information Systems. HRIS are becoming a crucial component of effective and competitive corporate HRM operations This research focuses on the contribution and significance of HRIS in enhancing the competitiveness of start-up businesses. A thorough evaluation of relevant HRIS literature was conducted leading to the creation of a theoretical framework and the formulation of hypotheses to investigate the link between various variables. Data was collected from 317 entrepreneurs and structural equation modeling was applied.

172 Policy and Community Engagement: Solid Waste Management Practices in India

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India confronts foremost troubles in stable waste management SWM because of speedy urbanisation population increase and constrained infrastructure Development within the financial system environmental sustainability and public fitness all rely on effective SWM In order to resolve these troubles the interplay between policy frameworks and community engagement is crucial This multiplied summary highlights the necessity for a cooperative approach to enhance waste control outcomes with the aid of examining how sturdy regulations and engaged community involvement guide a successful SWM practices in India Successful management of solid waste in India relies on a collaborative approach.

Session: 1B
September 29, 2024 (2:40 to 3:40)
Session Chair: Saroj Koul

158 Understanding Consumer Perception Under Financial Scarcity

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Our study conceptualizes consumer perception when they experience financial scarcity, integrating insights from psychology, and marketing. Financial scarcity, defined as a perceived or real lack of financial resources, profoundly influences consumer decision-making and behaviors. Through a comprehensive literature review, we identify four key dimensions affecting consumer perception (self-related, others-related, future-related, and context-related) and their subsequent cognitive, emotional, and behavioral outcomes. Our framework can help marketers with strategies to tailor products and communications, and policymakers with insights for targeted interventions. We also laid out directions for future research using the TCCM (theory, context, characteristics, and methods) framework.

173 A Mediated-moderating Model of Idiosyncratic Deals, Gratitude, Performance and Proactive Behaviors

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On the basis of social exchange theory (Blau, 1964) and norm of reciprocity, idiosyncratic deals (i-deals) are found to have positive impacts on employee outcomes. However, literature regarding what circumstance leading to negative employee outcomes is still unclear. This paper investigated the indirect relationship of i-deals and employee performance via gratitude to the company. Moreover, the moderating role of the proactive behaviors of the employees was also examined. The hypotheses were supported by 271 matched samples of supervisor and subordinate collected in two waves. Proactive behaviors of employees dampened the positive relationship of gratitude to company and job performance.

177 Enhancing Business Education: A Decade of Gamification in Higher Education

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Over the decade, gamification has become a significant pedagogical approach in business programs within higher education, involves the application of game-design elements as points, badges and challenges to enhance student engagement, motivation and learning outcomes (Deterding et al., 2011). The literature can create interactive and immersive

learning environments, fostering critical thinking, problem-solving, and decision-making skills (Kapp, 2012). The game mechanics can simulate real-world business scenarios, learning opportunities (Hamari, Koivisto, & Sarsa, 2014) It is visible through digital platforms, virtual simulations, case studies (Ibáñez, Di-Serio, & Delgado-Kloos, 2014). Lastly, it's use has proved an effective tool for enhancing learning experiences.

Session: 2A
September 30, 2024 (8:10 to 9:30)
Session Chair: Kishwar Joonas

154 Evaluating the Logistical Role of the Largest Vegetable Warehouse in São Paulo

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Vegetable logistics is crucial for maintaining quality of life and ensuring fresh food in large cities like São Paulo. This study examines the logistics of vegetable distribution in São Paulo using data from January to August 2023. Descriptive statistical methods identified patterns and challenges, revealing a strong positive correlation between the number of trips and total distance traveled, but no significant correlation with distance traveled alone. Efficient trip management and route optimization are essential for improving logistics efficiency and reducing costs. Future research should explore additional variables and implement optimization algorithms to further enhance vegetable logistics.

161 Audit Committee Financial Expert Characteristics and Real Earnings Management

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In recent years managers of public companies have switched from accrual-based earning management to real activities manipulation due to heightened scrutiny after SOX. Further, the audit committee oversees the financial reporting quality and ensures good governance practices. Therefore, I examined the association between audit committee financial expert characteristics and real activities manipulation using a final sample of 394 firms from SmallCap 500. Results show that certain characteristics of audit committee financial experts, size, age, and gender, do help in constraining real earnings management. My findings provide insight to existing literature by using different measures of real earnings management.

171 Uber Technologies, Inc: A Case Study from the Ride-sharing Industry

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From a company founded on a single idea: “What if you could request a ride from your phone?”, the name Uber became almost synonymous with the ride-sharing industry, with over 70% of the market share. Uber is a technology company that connects the physical and digital worlds, helping to enable motion with the tap of a button (uber.com). The “tap of a button” has led to Uber being the victim of a data breach in 2016 and more recently in 2022. This case study explores what led to a data breach and opportunities for improvement to reduce future risks.

178 The Role of Gender Diversity on Auditors’ Specialization and Audit Quality

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This study examines the gender moderating role in the relationship between individual auditor specializations and variations in audit quality. The 2030 vision of Saudi Arabia change things rapidly specially in gender diversity in workplace. As a result of this fast response this study hypothesize that male and female would behave differently regarding their specialization which would influence audit quality. This study will use Saudi auditor data in order to provide evidence on how gender as a moderator can influence the relation between auditor industry specialization and the quality of their audit in Saudi Arabia audit firms.

Session: 2B
September 30, 2024 (9:40 to 10:40)
Session Chair: A K S Suryavanshi

160 Social Media Influencer as a Personal Brand: A Review and Future Research Agenda

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Social media has enabled ordinary individuals to showcase their talent and gain recognition as social media influencers (SMIs). These SMIs emerge as personal brands, crafting differentiated content and imagery to gain a competitive advantage. Over time they attract brand collaborations, forming alliances. Most influencer marketing literature views SMIs as sponsored content disseminators. However, research recognizing SMIs as personal brands engaged in marketing themselves is gaining traction. To help the field forward, we undertake a comprehensive literature review, conceptualizing the process of an influencer evolving into a personal brand through an input-throughput-output framework, integrating current perspectives and spurring future work.

165 Reshaping the Hospitality Sector with Artificial Intelligence

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These paper intends to explore how artificial intelligence (AI) technologies have reshaped the hospitality industry. It presents a theoretical framework to appraise about its impact on operability and productivity levels. Design– Based on the explorative -literature review, role theory and service-profit chain have been employed to develop – role-service-profit chain. Findings –An analytical tool based on role-service-profit chain is the one which has strong implications for investment and deployment analysis of the new technologies in hospitality and tourism businesses, Research limitations– An empirical assessment of the hypothesized relationships in the model needs further validation in the hospitality industry.

170 Global-Local Identity (GLI) in Marketing: A Bibliometric Analysis

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This paper systematically reviews the literature on global-local identity (GLI) within the marketing domain, addressing two primary research questions: (1) Which nations, institutions, journals, authors, and articles have significantly contributed to the GLI field? (2) What is the intellectual structure of the GLI domain from 2001 to 2024? Using bibliometric techniques, including citation analysis and bibliographic coupling, the study analyzes 64 articles retrieved from the Scopus database. The results highlight key contributors, influential publications, and the emergence of four distinct clusters within GLI research: foundational articles on GLI, GI and LI elements of GLI, and holistic GLI.

Session: 2C
September 30, 2024 (11:00 to 12:00)
Session Chair: Jashandeep Singh

155 The Ethical Tightrope Walk: Generative AI in Healthcare

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Generative AI a burgeoning artificial intelligence subfield is revolutionizing how we interact with machines. The possibilities unlocked by generative AI are truly expansive. Another ethical landmine lies in the realm of explainability and accountability. Generative AI models with complex architectures can be opaque in their reasoning. The potential for misuse of deepfakes, a specific type of generative AI capable of creating realistic-looking manipulated videos, poses a unique challenge in healthcare. Malicious actors could exploit this technology to fabricate medical records. This review article discusses the potential benefits and challenges of using GenAI for the healthcare sector.

162 Sentiment Analysis in Healthcare: Advancements and Applications

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This paper explores the transformative impact of sentiment analysis in healthcare, highlighting advancements and applications. Leveraging machine learning (ML) techniques, sentiment analysis extracts insights from patient reviews, social media, and electronic health records (EHRs). The study examines various methodologies and their applications in understanding patient experiences, monitoring mental health, and enhancing public health surveillance. Additionally, it discusses challenges like data privacy, quality, ethical considerations, and future prospects. Sentiment analysis is a powerful tool for improving patient engagement and fostering a patient-centric healthcare system.

163 Information Flows Across Crypto Currencies: Evidence from Network Analysis Approach

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Cryptocurrencies are an emerging platform for next generation financial digital assets. The study investigates how major cryptocurrencies influence one another and network of information flow among them. The study would focus on seven prominent cryptocurrencies across the globe from 2021 to 2024. The current study performs network analysis across the metrics based on return, volume and volume embedded return metric to understand the non-linear interconnections. Exchange of information between cryptocurrencies and the network formed by different cryptocurrencies based on these metrics. The findings provide a map of networks of information transfer that indicate possible interconnections across cryptocurrencies.