

ICMIS-18

International Conference on
Management and Information Systems

September 21-22, 2018

Bangkok



CHITKARA
UNIVERSITY



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Ramaswamy Nandgopal
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International Conference on Management and Information Systems

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**INAUGURAL
SESSION**

21 Sep 2018 11:00-12:00

KEYNOTE SPEAKER

R. Nandagopal

Director, XIME Kochi, India

Dr. R. Nandagopal, is the Director of XIME Kochi. Prior to joining XIME Kochi, he was the Director of PSG Institute of Management from 2000 onwards. He joined PSG in 1994. He has over three decades of academic experience serving in various capacities at leading institutions like Institute of Public Enterprise, Hyderabad and Loyola College, Madras. He has organized a number of Executive Development Programs for senior and middle level Managers and done consultancy work in the area of Financial Management and restructuring of organizations. He is the founder member of ABBS and has held leadership positions in National and Regional organizations that include AIMA, AIMS, CII, ICC, CMA and Productivity Council. He is presently on the board of Commissioners at ACBSP. He has been awarded the Honorary Citizen of Toledo, Ohio, USA for his contribution to the Indo American Education Initiative. He received his Ph.D. in Finance in 1985 from the University of Madras and published 75 articles in national and International Journals and authored 17 books in Management.

**CONTRIBUTED
PAPERS**

Session 1A1
21st Sept 1:00-2:20
Session Chair: Prakash Pillai R

170 Happiness and Personality Traits of Care Professionals: A Comparative Analysis of Nurses in Kerala

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Nurses serve as inevitable professionals in health care delivery system. Happiness is a basic human attribute and is an indispensable factor in organizations. The quality of patient care is strongly associated with the levels of satisfaction and happiness of the nurses. The study delineates the level of happiness of nurses in Kerala and their personality dispositions on work and happiness. A cross sectional study has been undertaken among 474 nurses. The study establishes a positive correlation between happiness and personality traits. It reveals the sectoral, gender and generational difference in happiness levels of nurses.

172 A Comparative study on Bank Recapitalisation Announcement between Selected Public & Private Banks listed on S&P BSE BANKEX

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The framework of banking system in India is the spine of the economy, but due to rapid increment in the non-performing assets (NPAs) in last few years has triggered the threat of under-performance among the banks. To restore the financial health of banks, the government of India infused Rupees 2,11,000 crore in the form of recapitalisation system (through bonds and public issue) in the selected PSBs in next few years. The aim of recapitalisation process is to confront with the capital reserve requirements of public sector banks adjusted to different regulations in the banking system. The present research focuses on the announcement of bank recapitalisation declared on October 24th, 2017 by Government of India. The study comparatively analyzed the stock prices of selected twelve Indian banks, which comprises of seven stocks of public sector banks and five stocks of private sector banks which must be traded on the floor of SENSEX (BSE). The present research has applied the standardized event study technique to estimate abnormal returns for the main event and various sub event windows. Further, the study computed the expected returns based on the 150 days estimation window.

179 Tax Payers' Perception towards Goods and Service Tax in India

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GST is a new tax regime which is destination based, a multistage tax has been launched on 1st July 2017 in India which replaced all indirect taxes. Reduction of the stress of taxpayers, tax evasion and conversion of multiple taxes into one tax bracket are the main motives behind launching this new tax regime. Earlier some part of the tax on goods and services were imposed by State Government and some by central government but now, all covered under one roof of GST. The main aim of this study is to examine the taxpayers' perception towards the newly implemented tax regime in India. For this study, data has been collected from 500 taxpayers to know about their perceptions and awareness regarding goods and service tax. The study has shown both positive as well as a negative perception of taxpayers towards GST. As per the results of the study GST will give a fruitful outcome in long run.

198 The Listeriosis Outbreak in South Africa: a Twitter Analysis of Public Reaction

Abraham Van Der Vyver, Monash SA, braam.vanderyver@monash.edu

On 10 May 2017 an influential South African website, Health24.com reported that the biggest documented outbreak of listeriosis/ listeria in history which claimed 183 lives, has been recorded in South Africa. This led to a countrywide recall of all meat products from a number of popular brands. In this paper the researcher reports on a public opinion analysis of 3451 unique tweets posted on the social media platform, Twitter. The findings reflect large scale condemnation of the suppliers who remained in denial despite a strong body of evidence linking them to the outbreak.

Session 1A2
21st Sept 1:00-2:20
Session Chair: Omprakash Gupta

152 Integrating Different Views of Personality Dimensions

R R K Sharma, I I T Kanpur, rrkiitk@gmail.com
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In this paper we present an argument to show that managers in organizations under the conditions of stress can exhibit diverse behaviors despite the claims to contrary.

153 Technology Transfer (TT): For Modular and Architectural Innovations

R R K Sharma, I I T Kanpur, rrkiitk@gmail.com
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We argue in this paper that transferring technology in modular innovations can be 'incremental'; and that the same in architectural has to be in a BiG-BANG manner.

154 Relating Supply Chain Attributes to Its Strategy

R R K Sharma, I I T Kanpur, rrkiitk@gmail.com
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We argue in this paper that adaptability and alignment and differing life cycle of product and its components are most important issues for differentiators; and that differentiators will require multi process software like ERP etc. These issues already existed in literature; we have related these to strategy type of the firm (Core Company) and its supply chain.

155 Relating Dimensions of Virtual Teams to Dimensions of Big Five Factor of Personality

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Virtual teams are becoming popular in recent time as a substitute for teams which requires presence of every one at one place. Here we give a theoretical framework that related dimensions virtual team and BiG five factor of personality.

156 Enterprise Social Media (ESM): An Integrated View
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ESM has powerful effect on organizations. It makes societal expectation much more salient. Due high formalization that results, it makes organizations to be less prone to group think. It makes easier for the top management to take an 'integrated view' of organizations; and helps in inculcation of right 'values' and in institution building. ESM helps to make knowledge in the organizations to be more 'explicit'. We argue that since all the information is available to all people in the organization it will lead to increased conflict and management will have to spend greater time on enforcing equity.

Session 1B1
21st Sept 2:40-4:30
Session Chair: Nirundon Tapachai

163 After Life Digital Assets

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This study aims to assess the Canadian readiness for the digital after life. After literature review dealing with the issues of afterlife digital assets, we carried out a personal survey to assess the impact of awareness of digital assets and digital after life on digital after life readiness. We addressed our questionnaire to 59 students of Engineering School in university of Ottawa. Our results highlight the most important and valuable digital assets for our sample: memories and Facebook accounts.

173 Consumers' Awareness, Knowledge and Perceptions towards GST in India

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GST was implemented by government with the expectation to reform the taxation system of India. So, this study basically seeks to understand the consumers' awareness, knowledge and perception about the implementation of GST. To conduct this study, 100 respondents of all demographic profiles were randomly selected from the Punjab region of India. To investigate the relationship between demographic profile and level of awareness and knowledge about GST, one way ANOVA test was used and it was found that there is a significant relationship between gender, age and qualification and level of awareness and knowledge. Furthermore, due to the lack of information on GST, the respondents had a high negative perception. The study also reveals that the implementation of GST has resulted in higher prices for goods and services, and thus, this tax may cause burden to people. Also, after implementation of the GST, financial issues such as inflation, rising cost of living, economic instability have impacted many Indian consumers in terms of their spending. But at the same time, it is also perceived that GST is designed to remove the burden of many indirect taxes and aims to develop the more efficient tax system.

181 Demonetization - Good for India

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Demonetization is the act of stripping a currency unit of its status as legal tender. It is the process of withdrawal of a particular form of currency from circulation. The old unit of currency must be retrieved and replaced with a new currency unit. Considering the importance and the influence of Indian economy in the global financial markets and the growth rate of India's GDP, this paper attempts to document the historical importance of the demonetizations and their impact on the entire economy in a long run.

213 Comparison of Sustainability Factors Influencing Environmental, Economic and Social Sustainability - An Empirical Study in an Emerging Economy

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Sustainability symbolizes an equitable world with responsible governments, businesses and people striving to protect the natural environment and social equity, at the same time not compromising in their quest for economic growth (Adams & Zutshi 2004). Though SMEs form the backbone of an economy, research on sustainability has focused only on large firms. This study, carried out among SMEs provides a fresh perspective on sustainability. The objective of the study is to examine the factors driving the three pillars of economic, environmental and social sustainability in the context of SMEs in India. Murphy (2012) defined environmental sustainability as “the practice of responding to environmental issues in a socially responsible manner”. According to Beheiry et al. (2006), the economic pillar of sustainability is “the implementation of business practices with the assurance of future economic growth”. Social sustainability signifies the responsibility of a business towards the social well-being of the stakeholders. The sustainability factors considered for this study was perceived benefits, firm competency and market forces. It is highly essential to understand the factors, which strongly drive sustainability practices so that firms would be able to identify potential strategies that could be adopted to achieve their sustainability agenda. This study was undertaken among 220 SMEs operating in an industrial city in South India. An instrument was developed based on extensive review of literature and tested for reliability and validity. Appropriate statistical tools were applied and the data was analyzed. The study found the strong driving forces with regard to the factors -perceived benefits, firm competency and market forces. The results of this study also provide the basic framework for policy makers to identify the ways and means through which the sustainability quotient of the SMEs could be enhanced.

Session 1B2
21st Sept 2:40-4:30
Session Chair: Shivprakash Agrawal

157 Personality of Investors and Traders

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Investors are known to have long term perspective, whereas traders make money on fluctuating market prices. In this paper we seek to identify personalities of traders and investors (and also bulls and bears in stock market) in the framework of BiG-Five factor and/or MBTI (Meyers-Briggs Type Indicator) of persons.

158 Relating Analytics to Strategy, Culture and Personalities Involved in Decision Making

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The field of Analytics is a new area of research, and management scholars are looking at this area closely. We make a small attempt to make a contribution in this area. Typically we relate descriptive, diagnostic, predictive and prescriptive analytics to strategy types, some dimensions of culture; and present few testable hypotheses.

159 Managing Tacit and Explicit Knowledge

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We argue that K (Knowledge) is predominantly explicit in cost leaders; and it is implicit in differentiators and innovators. We also suggest that culture is important in KM (Knowledge Management). We give interesting propositions regarding KM such as use of Information Technology, collectivism and formalizing key aspects of K.

160 An Attempt to Resolve Entity and Incremental Theory of Consumer Behavior

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In the field of consumer behavior, two theories are popular: (a) entity theory and (b) incremental theory ([1]). The 'Entity Theory' argues that a consumer cannot change his personality as it is rigid (and it is NOT malleable), and as a result consumer is low on 'openness to experience', and he is predominantly 'Judgemental'. The 'Incremental Theory' argues that a consumer can change his personality as is 'malleable', and as a

result consumer is high on 'openness to experience', and he is predominantly 'Perceptive' (refer to Myers and Briggs Personality Test Indicator).

161 A New Formulation for Machine Loading Problem in FMS (Flexible Manufacturing System)

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We refer to the formulation of Machine Loading Problem (MLP) in FMS (Flexible Manufacturing System) in Kusiak [1]. We offer a few improvements to it in this short paper.

Session 2A
22nd Sept 9:30-11:00
Session Chair: Sandhir Sharma

171 Green Banking in India: A Cross-Sectional Analysis of Customers from Selected Banks in Kerala

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Banking sector in India has introduced green banking as a response to the growing concern over environment issues globally. The success of green banking depends upon the support of customers and employees. This study attempts to understand the perception, awareness and usage-patterns of green banking among the customers. The sample comprises 206 customers of three banks in Kerala, India. This cross-sectional study reveals that customer perception varies upon their demographical profile and the bank. It also discloses the use of green banking services, satisfaction with the green banking services and the challenges faced by customers on green banking.

184 Effect of Service Quality on Student Satisfaction on SMEs: The case of private schools in Egypt

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Focus of this research on assessing quality from a student's perspective in private education. by examining the effect of Service quality dimensions on satisfaction of students enrolled into private languages schools in Egypt in SMEs schools, private education sector. SMEs business goals match larger organizations business goals. Among these goals are raising customer satisfactions, achieving high performance, providing quality service to increase their market share. The objectives of this research are first to identify the quality dimensions most vital to students in a developing country such as Egypt, and then to develop a framework consisting of these dimensions; and second, to investigate the extent of satisfaction of students enrolled into private languages schools in Egypt. This research will follow applied research approach. The methodology based on quantitative analysis by using a questionnaire tool for data collection. The results indicated that most of hypotheses were supported by model structural equation modelling analyses (SEM). The main conclusions drawn from this study are Service quality has partial significant positive effect on students satisfaction in private languages schools in Egypt in SMEs schools.

216 Assessing Organization Culture: A Review on the OCAI Instrument

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“Organizational culture refers to the pattern of beliefs, values and learned ways of coping with experience that have developed during the course of an organization’s history, and which tend to be manifested in its material arrangements and in the behaviours of its members.” (Andrew Brown, 1992). Organizational culture emphasis of understanding organization in general and highlighting certain things that are shared common in groups. Culture is the effect of a multifaceted group learning process which is partly influenced by leader behavior. (Schien E 2004) There are numerous ways of identifying organizational culture through scientific approaches. This paper provides a snapshot of various tools available in the literature to identify organization culture and highlights the benefits of the standardized Organizational Culture Assessment Instrument (OCAI).

219 "Empower the Women, Develop the Nation": Validating the Women Empowerment Scale

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The paper exemplifies the pilot study of the research work proceeding with the intention of developing and validating the measures of women empowerment. The women empowerment is measured with special reference to the Women, members of Self Help Groups (SHGs). Women empowerment is divided into three dimensions namely personal empowerment, social empowerment and economic empowerment. These dimensions comprises of different constructs. The pilot study proceeded with the data collection from SHGs women. Finally the completion of this pilot study furnishes and indicates that the scheme of this research is of exploratory research

Session 2B
22nd Sept 11:20-12:20
Session Chair Beulah Suresh

217 Shopping Mall and its Impact in the City Life

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This research paper analyzes the impact of shopping malls and life in the Bengaluru city. The influence of shopping mall is measured in the form of different attributes evaluated with respect to belief and actual impact on real estate (rent) and traffic. The attributes were studied through surveys and observation. Overall, the effect of shopping mall on the city structure is analyzed based on the belief and actual. This research also tried to trace out the preference of people while renting a house in a city. Statistical tools were used to analyze and bring out the inferences. The goal of this research is to help people understand how their choices and attraction towards malls had affected their daily life and their city. Some of the inferences were quite shocking and amusing. This research paper helps people fathom how malls have changed their life without them realizing it.

218 A Study on the Impact of Social Media on Digital Marketing

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Social media has changed business in many ways. The fact is that we are in the digital era and internet marketing and social media have a significant impact on the way consumer behave. Due to the fast evolution of the technology, the continuous increase in demand and supply has been increased. The only solution to face the major changes is the automation of all the processes. Even though the new era of communication is here, specialists suggest the companies should not ignore traditional methods and also they are advised to use social media as much as possible in order to achieve their goals. This study deals with the impact of social media towards digital marketing. This research was performed to explore different types of social media and how they influence in the growth of digital marketing, with the help of questionnaire and interview conducted among the respondents who use digital marketing. The responses were collected from 100 respondents. The collected data were tabulated, coded and evaluated using SPSS tools.

222 Application of Buffetteology in Thai Stocks in 2018

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The purpose of this study is to compute the intrinsic value of stocks in the Stock Exchange of Thailand in 2018. Such values are compared with the current price of the stock to implicate the buying or selling opportunity. It is found that the most attractive stocks are CENTEL, WORK and HTC as the margin of safety are the highest. This study excluded the qualitative analysis which should be included in the future research study.

223 The Projected Annual Compounding Rate of Return for Competitive Thai Stocks in 2018

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The purpose of this study is to calculate the projected annual rate of return of selected stock from the Stock of Exchange of Thailand (SET) in 2018. The results shows that though there are many stocks that has passed the competitiveness test, almost all of them are overpriced. Therefore, investors should be patient in choosing them in their portfolios when the price is attractive enough.

ABSENTIA PAPERS

167 Aftermath of Mass Disasters: Consequence Management of a CBRNe Event

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As per the “Expand-Contract model” for Disaster Management, the time span for the tangible Recovery process is considerably more than the time anticipated for the initial stages of managing the disaster. An exploratory approach was utilised to examine the various methods which could be institutionalised by the organic/inorganic disaster management services, authorities and practitioners - to ensure that the aftermath of a mass disaster, specifically a Chemical Biological, Radiological, Nuclear and Explosive (CBRNe) event, is responsibly and conscientiously managed in the shortest time frame possible.

174 Role of Training and Development on Work Proficiency: Employee Perspective

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Training and Development plays an important role in improving the quality of work life of the employees in a fast-changing technology and environment. The basic objective of the paper is to identify the relevance of training and development of employees in the achievement of goals by moderating their attitude towards the job and also to identify the determinants of training and development that influences workplace proficiency.

177 Study on Industrial Problems Using Garrett Ranking Technique

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The growth of any nation is positively correlated with the growth of industrial sectors. The management of any industry is indeed a complicated mission as it is bounded by several restraints which take the form of industrial problems and later as industrial crisis if uninhibited. To have a hold over these issues, formulation of deterrent measures by the managerial people is highly indispensable. Prioritization of the problems is essential for the decision makers in identifying the significant problems to make the discharge of the measures pertinent. To assist the executive members of the industrial sectors in planning the preventive policies, the technique of Garrett Ranking is used in ordering of the industrial problems. This paper aims in systematic analyzing and grading of the problems

of Indian industries and the use of mathematical approach in arriving at the optimal results is the inventive effort of this article.

183 A Review of Various Cardiovascular Disease Predictions Using Machine Learning

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Prediction of Cardiovascular disease is of paramount importance to mankind in the present scenario. The nonexistence of one specific features set to adhere makes the prediction more complex, intuitive, crucial and risky. It has been a challenge for doctors to make an early prediction based on early diagnosis more due to the escalating cost of treatment and unsure scenario of the patient. This paper provides a review of existing methods based on machine learning techniques and also provides a comparison of the methods. We also provide the limitations due to datasets, process, dimension reduction, classification rules, subsets, estimations, probabilities, rules, feature extraction method and medical feature selection. On careful analysis of techniques and performances we find that the researchers are more oriented towards K-nearest neighbor, Support vector method, Naïve Bayes, Random forecast, Decision tree and Ensemble to name a few. It is seen that these methods perform well for a given set of data but fail miserably for others. This happens to be a main reason for lack of global features extraction set and a standard procedure to detect cardio vascular in a very early stage. The distinction of symptom and problem still persists making scenario even worse.

190 An Analysis of Investment Decision through Neurofinance Approach

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The present paper analyses Investment decisions of individuals through the neurofinance approach. Neurofinance is a very young discipline in Behavioural finance. The authors review the factors influencing financial investment decision-making which involve neural processes. The authors have done contextual analysis to throw light on the link between decisions and the behaviour of the brain. This contextual analysis have greater implications on exploring and researching brain nerves and their influences for psychological biases. Neurofinance has become an effective tool for efficient economic decision-making through brain mapping techniques. This study further discusses the interaction between behavioural psychology, neurosciences, economic, and investment decision making. This paper largely depends on secondary information, and available research literature for making contextual analysis. It is hoped that this paper would form

the basis for further empirical research to analyse investment decisions of individual investors with a focus on Neurofinance constructs.

194 Does Training & Employee Commitment Predict Employee Retention?

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Employee retention is evidently linked with an organizations competitive advantage. A very limited attention is given to the predictors of employee retention in UAE. Training and employee commitment are directly and indirectly linked with employee retention. In this study how training and employee commitment predict employee intentions to stay has been examined. Data was collected from 124 employees working at different levels in private sector using convenience sampling method. Hierarchical regression analysis was conducted to assess the strength of predictors. Findings of the study have managerial implications across different industries.

197 Agriculture Sector: A Passive Journey in Modern India

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Agriculture plays a vital role in the Indian Economy which accounts for 18 per cent of India's Gross Domestic Product GDP and provides employment to 50 of the Countries workforce It structures the main source of income The commitment of agribusiness in the National Income in India is all the more Subsequently it is said that agriculture in India is a backbone for Indian Economy According to the fourth Advance Estimates of Production of food grains for 2013-14 aggregate food grain production is assessed to be 264.77 million tons MT Export of spices from India is relied upon to reach US 3 billion by 2016-17 on the back of imaginative promoting strategies inventive bundling quality in quality and an in number appropriation system The Indian flavours business is pegged at Rs 40,000 crore US 6.42 billion every year of which the marked portion represents 15 Most of the Indians are directly or indirectly depending on the agriculture Some are directly attached to the farming and some other people are involved in doing business But some hurdles discourage farmers to discourage their profession To overcome these difficulties Government of India needs to provide support to farmers.

201 Design and Implementation of Monitoring System for Retail Cold Chain-Case Study

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Reducing customer complaints in an online grocery retailer is the theme of this paper. The online retailer had been receiving an average of 5000 complaints daily and was found that more than 2000 complaints were due to the poor quality of fruits & vegetables and unacceptable temperature. Therefore, the study focused on reducing the customer complaints due to cold chain segment. Temperature exertion was attributed to operational and management issues. There were numerous factors governing the performance of the cold chain and figuring out the specific problem was a difficult task. Therefore there was a need to implement a monitoring system which could monitor the whole cold chain in real time. The implemented system adopted modular design, and was constituted by multi-point temperature and humidity acquisition module, the door switch monitoring device, RFID module, monitoring module in trucks, GPRS/GPS module, wireless network, remote monitoring center, android application and so on. The temperature exertion in the cold chain was reduced by 50% which also led to decrease in customer complaints by 30%.

204 An Analytical Study to Frame a Service Model on Indian Online Shopping

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Online shopping is escalating towards excellence with ever-evolving trends and a rising number of online shoppers every year. Present study has been constructed to audit the service on online shopping in India. Further the study has been performed through a structured questionnaire to identify the most significant factor in online shopping with respect to their perceived service and to identify their impact on the dependent variable on the basis of the responses of 244 online shoppers from all four regions of India. Reliability Test, Principal Component Analysis (PFA), Correlation, Multiple Regression, Data Envelopment Analysis (DEA), Simple Mediation Analysis and Path Analysis are applied to analyse the data. From the findings a prescribed Causal Model has been developed which may lay a foundation for future investigation on Global Service Excellence with respect to Online Shopping. One probable step may be to enhance the scope of research by crossing national boundary to evaluate and benchmark the perceived service from the e-shoppers all over the world and frame a universal model on Global Online Shopping Service Excellence with the help of Bayesian Probabilistic Network.

211 Evaluation of MGNREG Act Implementation in Vidharbha Region of Maharashtra

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MGNREGA is an initiative of the central government which may act as a powerful tool to alleviate the rural poverty to a larger extent by providing a guaranteed employment of 100 days in a financial year. Keeping in view of the backwardness of the Vidharbha Region of

Maharashtra State, a research project has been conducted to find out how far the central government initiative MGNREGA could contribute to the eradication of rural poverty and backwardness in this region. The Vidharbha Region has been containing 11 districts under two revenue blocks viz., Nagpur and Amaravati. The data and information has been collected through structured schedules from the rural areas. The respondents are those beneficiaries working under the MGNREGA schemes. The Multi-stage Sampling technique has been used in the sampling process. About 1000 respondents have given the data and information through the schedules. The main objective behind this project is namely to examine how in a setting of overlapping structures of governance and to investigate the process of institutionalization of MGNREGA while focusing on the impact of MGNREGA on the rural livelihood in the Vidharbha Region. It has revealed that implementation pitfalls exist in the schemes to an extent.

VIDEO PRESENTATION

186 Critical Success Factors in the Buyer-supplier Relationship: A Study

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Substantial attention during the past four decades has been paid to the supply chain management (SCM) domain and within it predominantly to ‘buyer-supplier’ or ‘supplier-buyer’ relationships. Readings from the academic papers in SCM point to ‘supplier-buyer’ or ‘buyer-supplier’ relationships having evolved during 1980s where buyers and suppliers were part of a zero-sum game, moved on to a collaboration during 1990s where buyers and suppliers worked together for the benefit of both, and to a new networked orientation during the 2000s where this relationship was part of a business ecosystems where it has existed in diverse forms in different geographical regions and business sectors. There has been no specific one ‘supplier-buyer’ or ‘buyer-supplier’ relationships dominant to date. This study undertaken from published research articles from 1980 to 2018 addresses the historic growth of ‘buyer-supplier’ or ‘supplier-buyer’ relationship globally and identifies the critical success factors for the development of the relationship. Based on these considerations, the significant global challenges and orientation in the ‘supplier-buyer’ or ‘buyer-supplier’ relationship in different periods are inferred.

187 Indian Agri-food Supply Chain Traceability

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The consuming habit in the recent past has paid more attention to food safety and quality. Several food safety accidents, while affecting people's health and trust, not only influence the normal development of the economy but also jeopardize the stability and security of the society. India, predominantly an agri-food industry, has been running in an unorganized manner. While the quality of food induces safety challenges, the limited shelf-life of agri-foods gets adversely affected due to climate changes. One of the main challenges predominant in the agri-food industry is its traceability that becomes vital from an economic point of view as the product appearance and freshness determine the quality of the product. Further, in the era of globalization, as customers from different part of world demand various agri-foods, without traceability in the supply chain, there is no evidence available to the customer of when the product was picked, packed and when shipped. An effective traceability system brings in several benefits such as boosting the security and confidence of customers and restraining withdrawal of commodities. This exploratory study investigates the supply chain traceability system of the agri-food industry in India and to identify technology requirements to improve food safety.

188 E=MC2: the New Performance Management System in Telecommunication Industry
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The Human Resource Management has increased complexity in present state of cut throat competition. If people are valued they add value to the organization. Applying the management principles of planning, staffing, organizing and controlling to the management of people justifies the very existence of HRM in any organization. Employees are internal customers and their personal and professional growth needs to be aligned with the organizational growth. Satisfaction of these internal customers reflects on the success of any organization. The organization provides a tool for development of people by way of rewards, awards for excellence in performance. Perform or Perish is the tag line today for any organization which implies that Performance management is the magic word today. Hence this paper focuses on understanding of the employee perception about performance management system in telecommunication industry with the help of literature review to identify research gap. Based on the review, innovative conceptual model of performance management system is recommended. Telecommunication Industry is the most dynamic industry in terms of technological upgrades and telecommunication products are inevitable for day to day life.

189 Measuring the Impact of Corporate Social Responsibility and Firm Performance
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Corporate Social Responsibility (CSR) is observed as an important element of the connection between management and corporate relations in order to meet business targets. The current study aims to investigate the relationship between CSR factors and companies' financial performance, particularly among public listed companies (PLCs) in Malaysia. The findings from this study will provide additional information for the companies to acquire benefits of the CSR after understanding more about the association with financial performance and add towards Malaysia's CSR literature. This study used quantitative disclosure classification from the company's annual reports to investigate the link between CSR and financial performance. The result indicates that there is a relationship between sector of industry and financial performance and a positive relationship between employees' relation and financial performance. However, there is no

impact on the relationship between community involvement, product and environmental dimension, and intangible assets towards financial performance.

207 An Experience of Healthcare Operators to apply Analytical Techniques for Operational Decision Making

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The objective is to verify how Brazilian healthcare operators can apply analytical techniques to their data assets to extract which procedures should be audited and to improve their operational decision making. Predictive analytics strengthens the use of BI systems by providing quality inputs to support the operational decision-making process by providing the right information at the right time, in the right place, and in the right ways. Prediction simulation using software R and historical operator base proved that prediction assists in operational decision making, including by classifying business rules.

208 Digital Ecosystem and how it can benefit the Business: A Narrative Review

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This article discusses the concept of Digital Ecosystem and how it can benefit the business. The Digital Ecosystems vision is a relatively new concept in the field of business research initiative, and much work remains to be done to establish it. The methodology used was the narrative review that identifies what was written about a topic or topic. The complexity aspects that appear in the Business Ecosystems are: self-organization, emergence, co-evolution and adaptation. Finally, the article provides a brief introduction to Digital Ecosystems and focuses on the reasons and advantages for Digital Enterprise Ecosystems.

220 Cyber Incivility: A Review of the Literature and Agenda for Future Research

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A growing body of research explores cyber incivility, defined as the communicative behavior exhibited in computer-mediated interactions that violate workplace norms of mutual respect. Since the introduction of the cyber incivility construct, research in this domain has taken off, albeit in a variety of directions. We review the extant body of research on cyber incivility and note the multitude of samples, sources, methodologies, and instrumentation used. In this review article, we provide an organized overview of the

three distinct, but interrelated areas of cyber incivility research, namely, experienced cyber incivility, witnessed cyber incivility, and instigated cyber incivility. These three types of cyber incivility serve as the foundation for a series of comprehensive models in which we integrate extant empirical research. In the last part of this review article, we suggest directions for future research that may contribute to this growing body of work.

221 Corruption and Anti-corruption: Insights from Twitter Data

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The notions of corruption and anti-corruption has received increasing attention amongst researchers in recent years. While corruption is defined as the misuse of entrusted power for personal or private gains, anti-corruption is anything that opposes or inhibits corruption. In this study, utilizing social media analytics techniques on the data obtained from Twitter, we construct social networks of conversation to understand the conceptual meanings of corruption and anti-corruption. Results of the analyses are expected to contribute to public policy and practice.

International Conference on Management and Information Systems Bangkok (Thailand)

September 21, 2018 (Friday)

| | | | 1A | | 1B |
|----------------|---|-------|-------------------------|-----------|-------------------------|
| Track | 11:00-12:00 | | 1:00-2:20 | | 2:40-4:30 |
| Track-1 | Inauguration Keynote Speaker Dr. Ramaswamy Nandgopal | Lunch | 170, 172, 179, 198 | Tea Break | 163, 173, 181, 213 |
| Track-2 | | | 152, 153, 154, 155, 156 | | 157, 158, 159, 160, 161 |

September 22, 2018 (Saturday)

| | 2A | | 2B | | |
|----------------|--|-----------|--------------------|-------|--|
| | 9:30-11:00 | | 11:20-12:20 | | |
| Track-1 | Doctoral Papers 171, 184, 216, 219 | Tea Break | 217, 218, 222, 223 | Lunch | |

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Full Paper Submission: November 15, 2018



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