CHAPTER 30

MANAGEMENT STUDIES

Doctoral Theses

01.   ANUPAM
       Study of Clustered Network Processing of Agro-Based Products.
       Supervisor : Prof. Sunil Sharma
       Th 24556

Abstract
(Not Verified)

The present study aims to add to knowledge and literature on agro-based clusters- 'a spatial concentration of networked producers, agribusinesses and institutions specializing in an agro-industrial subsector'; through in-depth qualitative case studies of two agro-based clusters- a Beekeeping cluster and a Food and Vegetable processing cluster- in India. The clusters have been studied in terms of their evolution, structure, networks and governance. The study reveals that both agro based clusters are similar in structure but vary in their composition and governance. Both the clusters are 'hub and spoke' type clusters. In beekeeping cluster, the hub firms are large private firms while in fruit and vegetable processing cluster, the hubs are formed by cooperative structures. The spokes in both cases are small and medium farmers. In beekeeping cluster, vertical buyer- seller relationships lean more toward arm's length relationships and tend to be power asymmetrical and marked by lack of trust manifested through sanctions rather than cooperative learning. Meso- level institutions remain relatively weaker in influencing the power asymmetry inherent in buyer- supplier relationship. On the contrary, vertical buyer-supplier relationships in Hoshiarpur Cluster lean more towards quasi-hierarchical and network mode. Horizontal networks have been strategically formalized into cooperative structures. The governance of the beekeeping cluster can be explained in terms of Government-University-Industry association coordination. On the contrary, governance of the fruit and vegetable cluster can be explained in terms of Government-University-Lead firm coordination. Major conclusion is that different clusters need different enabling factors. In a mature cluster like honey cluster, the policy framework must provide for development and strengthening of meso-level institutions while in growing clusters like fruit and vegetable processing cluster, there is a need to seed new firms and developing mechanisms for formal cooperation among the actors in the clusters.

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1. Introduction 2. Cluster development in India 3. Literature review 4. Research design 5. The case studies 6. Key findings, conclusion and recommendations 7. References. Appendices.

02.   BHARDWAJ (Neha)
       Role of Social Media as a Tool for Customer Engagement.
       Supervisor : Dr. Anupama Vohra
       Th 24551

Abstract
(Not Verified)

The main objective of this study is to identify the role played by social media channels, and thereby their virtual communities, towards inducing customer engagement. The MSI has repeatedly identified the

construct among its research priorities (MSI 2010 - 12; 14-16; 16-18). Further, many scholars (Islam et. al., 2018; Dessart et. al., 2015) have highlighted the need to study the concept in detail, to add to its theoretical and empirical clarity. The conceptual framework of this study identifies the uses & gratifications theory as its foundation. Based on the above theory, it is hypothesized that users turn to social media channels in order to gratify their needs. The conceptual framework of customer engagement, therefore, identifies virtual community benefits as its culmination point. The study also tests for relationships that the variables of virtual community member satisfaction, virtual community participation, virtual community member trust and virtual community member commitment, hold in the nomological network of customer engagement. The results of the study empirically validate the above identified relationships. Also, the results carry several theoretical and managerial implications. In terms of theory, they capture multi-dimensional nature of the construct of customer engagement, in the context of social media. Also the study presents the construct of customer engagement as distinct to other similar constructs, such as participation, commitment etc. Further, the study also validates relationships among other constructs of the study in the context of social media channels and their virtual communities. Practitioners may borroe from results of this study towards managing their social media channels. Not only does it identify the importance of virtual communities in social media marketing , but also identifies the role of other constructs in the context of virtual communities.

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1. Introduction 2. Review of literature 3. Research methodology 4. Results and discussion 5. Conclusions and implications. Bibliography. Appendices. Publications and conferences attended.

03.   BHATNAGAR (Neha)
Employability and Skill Gap in India: A Study among Management Graduates.
Supervisor : Dr. Tanuja Agarwala
Th 24557

Abstract
(Not Verified)

MBA is one of the popular educational choices among youth in India. Literature suggests that despite ever-rising popularity, employers do not find Indian MBA graduates readily employable. The present study was designed and conducted to understand the perceptions of stakeholders of management education (that is, directors, faculty members, students, alumni, and recruiters) about employability and skill gap. The qualitative research is an in-depth study with an aim to explore the ground realities about the issue. The schools in the present study were selected based on the rankings of Business Today 2015 issue. They were divided into three tiers (that is, Tier I, Tier II, and Tier III) wherein Tier I represented top-performing schools, and Tier III represented the lowest-performing schools as per the rankings. The present study had five major objectives- (1) To understand goals of management education, (2) To understand the important skills required to make management graduates employable for industry, (3) The nature of skill gap; if any, (4) Reasons behind skill gap and (5) Recommendations to bridge the gap. The in-depth interviews were done with all the stakeholders, and data were analyzed qualitatively. The results suggested that a skill gap exists among all the three tiers (that is, Tier I, Tier II, and Tier III) and the maximum gap was experienced in Tier III schools followed by Tier II and Tier I schools. The major factors contributing towards the skill gap were outdated curriculum, lack of extra-curricular activities, poor professional development of faculty members, poor placement help, poor summer job experience, and lack of alumni interaction opportunities. The stakeholders' recommendations and the researcher's recommendation to enhance the industry relevance of management education, have been presented in the thesis.

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1. Introduction 2. Conceptual framework 3. Management education in India: Growth and current status 4. Literature review 5. Research methodology 6. Results and discussion 7. Summary 8. Researcher's recommendations 9. Conclusion and implications. Bibliography. Appendices. List of publications.

04.   BNERJEE (Vandita Singh)
      Study of Employees' Pro-Environmental Behaviour in Select Organizations in India.
      Supervisor : Prof. Kavia Singh
      Th 24553

Contents

1. Introduction 2. Review of literature 3. Theoretical framework 4. Research methodology 5. Results and findings 6. Interpretation and discussions 7. Implications, limitations and future directions. Bibliography. Annexures.

05.   DALAL (Vipin)
      Supply Chain Management Through Product and Process Innovation in Public E-Services Delivery Systems.
      Supervisor : Prof. Sunil Sharma
      Th 24550

Abstract
(Not Verified)

Various challenges have been faced in existing conventional manual way of service delivery mechanisms in India. These problems and challenges in supply chain management of public service delivery systems fall in three categories : problems involving identity authentication, problems involved in service delivery and problems related to monitoring. Public e-services delivery systems have injected much needed efficiency, effectiveness, flexibility, reach and value in supply chain management performance of public e-services delivery systems through product and process innovation at a time of economic and financial stress in Indian economy. Area of concern is to know whether this revolution of public e-services delivery systems is better or worse than traditional public services delivery systems and whether is it for the good or bad of citizens? The research question is as to on what aspect(s) of public e-service delivery systems should government focus to result in effective supply chain management of public e-service delivery systems? Which parameters of public e-service delivery systems need changes to drive innovation and affect supply chains in public e-service delivery systems? The research findings recommend for policy makers and implementers to concentrate on specific factors related to public e-services delivery systems to improve the various facets of public e-services delivery systems. Also, product and process innovation drivers are very important for improvement in supply chain management. These drivers of innovation are inherent in public e-services delivery systems. Talking about influence of product and process innovation on supply chain management dimensions, research finds out that supply chain management performance of public e-services can be enhanced through product and process innovations. Research depicts that users prefer public e-services delivery systems over manual/ conventional public services delivery systems and public e-services delivery systems have important benefits for the society and country at large.

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1. Introduction 2. Literature review 3. Research methodology 4. Data analysis and interpretation 5. Conclusions and recommendations. References. Appendix.

06. GUPTA (Sharad)
     Mindful Consumption–Antecedents, Consequences and Marketing Implications.
     Supervisor : Dr. Harsh V. Verma
     Th 24548

Abstract
(Verified)

Research Questions: The research objective was to find out constituents of Mindful consumption. The research aimed to determine the antecedents and consequences of mindful consumption. The final objective was to evaluate the role of mindful consumption in its nomological network and ascertain marketing implications. Methodology: With the critical realism epistemology, this mixed-method research involved these steps- a) Development of a theoretical framework, b) Experimental study to evaluate certain relationships of the theoretical framework, c) Developing a reliable and valid scale to measure mindful consumption, d) Evaluating relationships of mindful consumption with antecedents and consequences, and e) Determining marketing implications. Findings: The research provided an improved definition of mindful consumption and the first reliable and valid scale to measure mindful consumption. The research found out that mindfulness, religiousness, and spirituality act as antecedents of mindful consumption. It also ascertained the relationship of mindful consumption with self-esteem, materialism, sustainable consumption, and normative influences of friends, media, and celebrities. It determined life satisfaction, positive affect, negative affect, green consumption, hedonic consumption, and compulsive buying as consequences of mindful consumption. Mediating roles of mindful consumption on the effects of its antecedents on different affective and behavioral consequences were established. Short meditation sessions were found to increase mindful consumption. Practical Implications: Marketing implications included the availability of a reliable and valid scale to measure mindful consumption. Mindful consumption reduces overconsumption and increases profitability, market expansion, customer satisfaction, and customer retention. Other theoretical and practical implications were discussed. The research presented theoretical, empirical, and methodological contributions. Research limitation and future scope of research: Despite including the experimental study, the causality inference of cross-sectional design remains limited. The current research focused on the affective and behavioral consequences of mindful consumption only. Future research can focus on the cognitive consequences of mindful consumption.

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1. Introduction and overview 2. Literature review 3. Methodology and epistemology 4. Theoretical framework 5. Experiment 6. Measuring mindful consumption 7. Validating nomological network of mindful consumption 8. Discussion and implications 9. Conclusion. References. Appendices.

07. KALRA (Jappanjyot Kaur)
     Predicament of Capital Account Liberalization: Origin of Crisis or Growth: A Study of Emerging Economics.
     Supervisors : Dr. Anjala Kalsie and Prof. S.K. Tuteja
     Th 24552

Abstract
(Not Verified)

The capital account convertibility can be portrayed into two perspectives. The first portrays the engine of economic growth in which Capital flows relax constraints on resource mobilization, convey technological and organizational knowledge, and catalyze institutional change. The task for policy is thus to encourage funds to flow from capital rich to capital-poor economies. The second perspective sees capital mobility as a source of instability. International capital movements are volatile, because information asymmetries are greatest when lenders and borrowers are from different economies. Therefore the Present study is an

Attempt to study the relationship between Capital Account Liberalization, Economic Freedom, Financial Stability and Crises. The Objectives of the Present Study are to examining the previous literature on Capital Account Liberalization and Crises and Capital Account Liberalization and Economic Growth through conducting Meta-Analysis. The Impact of Capital Account Liberalization and Economic Freedom over the occurrence of Banking and Currency Crises was evaluated using Panel Logit Model. To measure the Financial Stability in the 43 Emerging Economies Financial Stability Index was constructed using Principal Component Analysis. The Financial Stability Index so developed was used to study the Impact over the Banking and the Currency Crises along with the Capital Account Liberalization using Panel Logit Model. Further the impact of Capital Account Liberalization, Financial Stability and Crises on the Growth of the Economy was evaluated using Dynamic Panel Models. The results suggest that, Emerging Economies before adopting the Capital Account Liberalization should meet certain Preconditions, which includes economic freedom and stability of the system to prevent the crisis.

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1. Introduction 2. Introduction to capital account liberalization 3. Capital account liberalization Indices: A review of literature 4. The genesis and narration of crises in late 20th and 21st century 5. Capital account liberalization and crises: A meta-analysis 6. Capital account liberalization and economic growth: A meta-analysis 7. Analysis of capital account liberalization, economic freedom and banking crises 8. Analysis of capital account liberalization, economic freedom and currency crises 9. Construction of financial stability index 10. Analyses of relationship between financial stability index, capital account liberalization and crises 11. Financial stability, capital account liberalization and growth in the emerging economics 12. Conclusions and policy implication. Bibliography. Publications.

08. KAPOOR (Anuj Pal)
Determinations of Mobile Banking and Trends in Online Shopping Diffusion: Creating Strategic Partnership Between Banks and E-Commerce Players in India.
Supervisor : Prof. Madhu Vij
Th 24554

Abstract
(Not Verified)

Many seminal studies have explored consumers' attitude and perception to adopt mobile banking; however, to the best of our knowledge, no empirical study has so far addressed consumers' 'actual usage' of mobile banking with the context of industry convergence and digital maturity. To better understand this behavior, the present study develops an integrated framework used for the identification of the most significant factors influencing the 'actual usage' of mobile banking for consumers in India. The study examines attributes from three different research areas i.e. 'technology adoption', 'online shopping' and 'digitization', to empirically test the proposed framework. The present study also describes the development of a multi-dimensional 'Digital Maturity Scale' (DMS) influencing adoption of mobile banking in India. Data was collected by conducting a field study and through an online survey questionnaire. Empirical data from 524 individuals were tested against the proposed research framework by using structural equation modeling (SEM). This study confirms the significance of industry convergence and digital maturity for predicting actual usage of mobile banking. The research found that the most significant variables impacting mobile banking adoption were collaboration, convenience, trust, navigation design, information design, digital optimism and digital diligence. The framework not only confirm the relevance of the three research areas through industry convergence, thus supporting the proposed integrated framework of adoption, but also reveal distinct consumer segments based on mobile banking capability, online shopping behavior and digital maturity scores. The paper offers valuable insights to policy and decision-makers involved in the implementation and deployment of m-banking services. For researchers, the paper highlights the usefulness of integrating technology adoption with

online shopping and digitization, in the development of a decision support framework to study the adoption of new technologies such as mobile banking.

Contents

1. Introduction 2. Review of literature 3. Research methodology 4. Data analysis and results (I): Digital maturity scale and integrated framework 5. Data analysis and results (II): Cluster analysis and collaboration framework 6. Conclusion, implications and recommendations. References. Appendices. List of publications and conference presentations.

09. SAINI (Neha)
Determinations and Impact of Foreign Capital Inflows: A Quantitative Analysis.
Supervisor : Prof. Monica Singhania
Th 24555

Abstract
(Verified)

Globalisation has induced new dimensions including challenges of consolidation, diversification and uncertainty in global financial sector. Considering the capital inflow aspect, this research work is the one of the early attempt to study the determinants and impact of foreign capital inflows in select developed and developing countries considering efficiency and institutional variables in representation. Trend analysis of sample countries is undertaken using the four main attributes of foreign capital inflows namely volatility, substitutability, persistency and cyclic behaviour. Determinants of foreign capital inflows involve two part explicitly, foreign direct investment and foreign portfolio investment using static and dynamic panel data modelling. Further the study considers the impact of foreign capital inflows considering sustainability in terms of economic, environmental, social and governance (E-S-G) at micro level based on company level analysis, while country level analysis is done at macro level by revisiting the EKC hypothesis. The framework adopted for the study is multi-dimensional. Revolving around the theme of determinants and impact of foreign capital inflows in select countries which is extremely relevant and has serious implications for policymakers and foreign investors. For analytical purpose, the study has considered Panel data modelling including static (Fixed effect and Random effect) & dynamic panel data (Generalized Method of Moments: one-step and two-step) analysis and time series using ARDL bound testing approach. The research initiated with macro-level/ country-level perspective (considering the data set of select 20 countries) and concluded with micro-level/company-level analysis (Indian firms listed in BSE). Future research will be able to provide additional insights in the area of economic growth and development of emerging international finance area by considering wider set of datasets. The implications of the study include establishing new benchmark practices towards sustainable development.

Contents

1. Introduction 2. Foreign capital inflows in developed and developing countries: Facts, feature and analysis 3. Determinants of FDI in developed and developing countries: A quantitative analysis using GMM 4. Determinants of FPI in developed and developing Countries: A Quantitative analysis using GMM 5. Foreign ownership and profitability: Performance of Indian firms using dynamic panel approach 6. Corporate governance, globalization and firm performance: Evidence from India 7. Performance relevance of environmental and social disclosures: The role of foreign ownership 8. Does FDI drive sustainability? Revealing environmental enigma using ARDL approach 9. Foreign direct investment and carbon intensity: Demystifying evidence from dynamic panel analysis 10. Conclusion and recommendations. References. List of publications and paper presentations.

10. SETHI (Brig Sanjay)
Development of a Performance Measurement Framework and Benchmarking for the Supply Chain of Indian Army.
Supervisor : Prof. Sunil Sharma
Th 24549

Abstract
(Verified)

Defence is the largest item of expenditure in the Union budget of the Government of India every year. A substantial portion of the budget is allocated for equipping the army, a task which is performed by a very complex and extended supply chain. The readiness of the armed forces depends on the performance of the weapons, equipment, and munitions' supply chain. While mechanisms exist to evaluate performance of the individual entities that form part of the ultimate supply chain, there is no framework available to determine as to how well the supply chain functions as a whole. The subject of Supply Chain Management has gained increasing relevance in the corporate, and globalisation has forced entities that form parts of supply chains to integrate, collaborate, and cooperate in their various operational functions. Scholars have also evolved a variety of frameworks to evaluate the performance of commercial supply chains. Some of these frameworks like the Supply Chain Operational Reference (SCOR) model, those based on the Balanced Scorecard (BSC) and the Analytical Hierarchy Process (AHP) have found acceptance in the corporate. The construct, purpose, and constraints of the military supply chains are quite different to those of the commercial supply chains. Modern militaries have also begun to adopt performance measurement frameworks for their respective supply chains. Interestingly, some of them have adapted performance frameworks developed for the corporate supply chains to suit their own peculiar requirements. The thesis analyses the existing frameworks designed for evaluating the performance of commercial supply chains, and develops a performance measurement framework which is relevant to the Indian army. A two pronged approach based on SCOR Model, and the combination of BSC and AHP has been adopted. Further, many other meaningful recommendations have been derived with a view to enhance the efficiency and effectiveness of the army's supply chain.

Contents

1. Introduction to the supply chain of Indian army and the research problem 2. Literature review 3. Information systems and capture of data for performance evaluation 4. Research methodology 5. Analytic hierarchy process (AHP) – balanced scorecard (BSC) and macro process; data collection and analysis 6. Structural equation modelling (SEM) – data collection and analysis 7. Conclusion; Development of performance measurement framework and recommendations. Bibliography.