

CHAPTER 27

MANAGEMENT STUDIES

Doctoral Theses

01. AMARJEET
Behavioural Supply Chain Management: Integration of Trust, Culture and Spirituality.
Supervisor: Prof. Sunita Singh Sengupta
Th 27587

Abstract

This study integrates psychology and supply chain management, creating the field of Behavioural Supply Chain Management. This multidisciplinary approach explores how human behaviour, influenced by psychology, social inclinations, and norms, impacts supply chain processes. Despite its novelty, this study validates the role of behaviour in supply chain management, specifically through trust, culture, and spirituality. The scarcity of literature in this domain and the potential to enhance supply chain efficiency drive this research. Past studies primarily focused on individual behaviours, such as risk attitudes, fairness concerns, and information sharing, leaving a gap in understanding trust, culture, and spirituality's impact on supply chains. This study aims to reveal the human dimension of supply chain management, investigating how behaviour affects supply chains and promotes sustainability. It examines how trust, culture, and spirituality influence sustainable supply chain systems. To achieve these objectives, the study employs semi-systematic literature reviews, combining qualitative and quantitative research methods. Quantitative data is collected through structured questionnaires, while qualitative insights are gathered through interviews with supply chain experts. The survey, conducted in India in 2022, encompassed 95 items across three sections, covering demographics, trust, spirituality, culture, behavioural outcomes, and supply chain performance. Data analysis involved various statistical techniques, including descriptive analysis, correlation analysis, regression analysis, mediation analysis, and PLS-SEM analysis using SMART PLS 4 software. The results consistently demonstrate the positive impact of trust and culture on both behavioural outcomes and supply chain performance. Furthermore, spirituality emerges as a significant mediator in these relationships, reinforcing the study's hypotheses. In conclusion, this research pioneers Behavioral Supply Chain Management, revealing the critical role of human behaviour, trust, culture, and spirituality in shaping sustainable and efficient supply chain systems. These findings offer valuable insights for organizations seeking to optimize their supply chain operations.

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1. Introduction 2. Background of Research 3. Conceptual Framework 4. Research Methodology 5. Data Analysis and Findings 6. Discussions and Conclusions. Bibliography and Appendix.

02. CHADHA (Gurmani)

Impact of Financial Leverage and Corporate Culture on Sustainability Reporting: Exploring the Linkages.

Supervisor: Prof. Monica Singhania

Th 27590

Abstract

The complex interrelationships between corporate financial leverage, corporate culture, and sustainability reporting are explored in detail in this thesis. Major themes and new study areas are discovered through a systematic examination of the literature, scientometric insights, cluster analysis, and content analysis, providing a strong basis for more research. The study approach is meticulously designed, incorporating theoretical underpinnings to ensure the validity and dependability of the results. Using a meta-analysis of 112 papers, the study first examines how debt providers affect sustainability reporting. This analysis provides important insights for stakeholders and policymakers by highlighting the substantial influence of leverage on sustainability practices, identifying firm-level moderating variables, and pointing out research needs. The thesis additionally employs institutional theory to interpret macro-environmental influences on the country-level factors that moderate the leverage-sustainability reporting relationship. The investigation across various countries provides an enlightening depiction of how country characteristics influence the relationship between leverage and sustainability practices, offering invaluable policy implications. The thesis also explores how the internal dynamics within corporations affect environmental, social, and corporate governance disclosures, using the concept of corporate subcultures. The influence of board attributes and subcultures is examined with panel data estimations, which unveils internal corporate culture's dramatic impact on sustainability reporting. This analysis offers an understanding of how corporate culture influences sustainability. In conclusion, this thesis combines research findings to expose the intricate relationships between financial leverage, corporate culture, and sustainability reporting, with concrete recommendations for action by varied stakeholders.

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03. CHADHA (Kriti)
Brand Purpose and Its Consequences: A Study of Indian Gen Z.
 Supervisor: Prof. Harsh V. Verma
Th 27591

Abstract

With a changing and transforming world, consumer expectations from brands are rising. Producing high-quality goods alone is insufficient, as consumers want brands that add meaning to their lives. This situation has popularized the concept of higher purpose yet again. Brands across many categories have attempted to identify, explain, convey, and behave in accordance with their "brand purpose" in response to public calls and apparent consumer demand. Even though brand purpose has received a lot of attention in the professional management literature, there is still a dearth of academic understanding and empirical study on this topic. The primary goal of this thesis is to provide clarification to readers about the multifaceted nature of "brand purpose," contribute to discussions in academia and society about the modern definition and application of brand purpose, and develop a conceptual framework based on psychological research and organizational behavior theories using the ISM methodology. The author's next objective is to carry out an empirical study on a rather qualitative subject in order to comprehend the relationship that exists between customer brand engagement, customer well-being (both hedonic and eudaimonic), and brand purpose, as well as how the presence of perceived brand authenticity modifies the strength of this relationship. Finally, using an experimental design, the author compares the effects of purpose-driven and non-purpose-driven commercials on hedonic and eudaimonic components of consumer well-being as well as customer brand engagement. Overall results demonstrate that customers find meaning and significance in the purchases and consumptions they make when a brand is purpose-driven. This, in turn, encourages customer brand engagement and helps customers live lives that are purposeful, which ultimately helps them reach their own well-being (both hedonic and eudaimonic). The final section suggests directions for future research as well as implications from a theoretical and managerial standpoint. Keywords : Brand Purpose , Meaning and significance, Purpose driven life, Customer Brand Engagement , Consumer Well-being.

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04. HANISHA BHAGAT
A Study of Factors Related to Work Engagement of Employees with Disabilities in India.
 Supervisors: Prof. Mahima Thakur
Th 27588

Abstract

This scientific investigation is an attempt to study the relationship between the facilitating and inhibiting factors and work engagement of employees with disabilities in India. The research design was a causal survey-based design and the investigation adopted a triangulated approach for which quantitative data as well as qualitative data was analyzed and one case study was developed. Quantitative data was collected from 115 employees with disability and qualitative data was collected with the help of semi-structured interviews of 11 employees with disabilities. Quantitative data was subjected to correlation and regression analysis and qualitative data was subjected to thematic analysis. The results indicate a significant relationship between work engagement and independent variables - personality factors i.e. extraversion ($r=.639$, $p<.05$), neuroticism ($r=-.185$, $p<.05$), openness ($r=.301$, $p<.05$), agreeableness ($r=.631$, $p<.05$) and conscientiousness ($r=.619$, $p<.05$); psychological empowerment ($r=.820$, $p<.05$); job satisfaction ($r=.419$, $p<.05$); climate of inclusion ($r=.566$, $p<.05$); social support ($r=.432$, $p<.05$) and transformational leadership ($r=.497$, $p<.05$). Regression analysis indicate that personality factors, psychological empowerment, job satisfaction, climate of inclusion, social support and transformational leadership explain 73.9 % of the variance in work engagement. Thematic analysis of interviews related to facilitators lead to seven themes and six themes related to inhibitions emerged from the thematic analysis. The themes that emerged as facilitators include peer support, leader support, positive social environment, human capital development, brand association, flexible work system & physical accommodation and fair compensation & benefits. While the themes that emerged as inhibitors of work engagement among employees with disabilities were fatigue, lack of information, social exclusion, microaggression, sexual harassment and systemic failure in upholding values of inclusion and respect for all. The study has implications for organizational policies and practices aimed at fostering a more inclusive and supportive work environment for this marginalized group.

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05. JAIN (Reetika)
Mindfulness and Financial Wellbeing: A Study of Working Professionals in Delhi-NCR.
 Supervisor: Prof. Sunita Singh Sengupta
Th 27592

Abstract

The contemporary era indeed witnesses a rise in mental health issues, with financial concerns. being identified as one of the primary catalysts. The complexity of financial products coupled with the individuals` difficulties in regulating their financial behaviour exacerbates this issue. Moreover, financial instability adversely affects professionals` productivity in the workplace, highlighting the importance of studying the financial wellness of working professionals. The present research aims to explore the impact of both cognitive factors, such as financial literacy, and non-cognitive

factors, namely mindfulness and self-control, on financial wellbeing. By investigating these factors, the study seeks to elucidate the processes through which individuals can regulate their impulses and plan their behaviour to achieve financial wellbeing. Drawing on insights from existing literature, the study proposes an integrated framework that incorporates mindfulness, financial literacy, self-control, and financial wellbeing. This framework provides a theoretical foundation for understanding the interrelationships between these factors and their combined effects on financial outcomes. Furthermore, the study develops several propositions that serve as hypotheses for empirical research in the domain of financial wellbeing. These propositions outline potential relationships and mechanisms through which mindfulness, financial literacy, and self-control may influence financial wellbeing. In addition to theoretical contributions, the research also discusses practical implications for individuals and organizations. It suggests that practicing mindfulness, along with gaining financial knowledge, can positively impact individuals' ability to manage their finances effectively. By integrating mindfulness practices into financial education programs or workplace wellness initiatives, organizations can empower individuals to make informed financial decisions and enhance their overall wellbeing. The research draws on theoretical frameworks such as the theory of control, theory of planned behaviour, and behaviour life cycle to provide a comprehensive understanding of the factors influencing financial wellbeing. These theories offer valuable insights into the cognitive and motivational processes underlying financial decision-making and behaviour. Overall, the present study contributes to the growing body of research on financial wellbeing by integrating cognitive and non-cognitive factors and proposing practical interventions to improve financial outcomes for individuals and organizations alike.

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06. KAUR (Jaspreet)

Corporate Credit Ratings: Determinants, Impact on Stock Performance and Investor Behavior in the Indian Market.

Supervisors: Prof. Soma Dey and Prof. Madhu Vij

Th 27595

Abstract

Credit ratings, provided in alpha-numeric symbols by credit rating agencies (CRAs), are judgments about the credit quality of the borrower indicating its ability and willingness to pay off debt obligations. CRAs gained prominence after the 2008 financial crisis and have been in the crosshairs since then, with various financial fiascos of the corporate sector amplifying doubts about their significance, working, scope and accuracy. Academically, there remains a lack of consensus and research on the factors influencing corporate credit ratings and their significance for stakeholders, particularly in developing economies like India with widespread information asymmetries. The present thesis addresses this research gap by explaining the determinants of corporate credit ratings for Indian-listed firms and assessing informational content and relevance of credit ratings in the Indian market by employing a mixed-method approach. The thesis identifies that factors influencing corporate credit ratings can be divided into three broad categories – financial, non-financial and economic, based on a systematic review of 99 studies. Empirical analysis of the impact of identified factors on the credit ratings of the Indian-listed firms was

conducted using panel data regression. The results reveal that various financial variables and corporate governance variables, namely, board characteristics, ownership structure, and ESG parameters significantly influence corporate credit ratings. Further, the study confirms the informational content of corporate credit ratings as significant market reactions (abnormal returns and trading volume) were observed around rating change announcements with downgrade announcements triggering a stronger reaction. Lastly, using a questionnaire-based approach, the thesis highlights the importance of trust in determining the utility of ratings for Indian investors. It is found that investor behaviour is primarily influenced by financial information, followed by non-financial information, with credit ratings having the least impact. The thesis outlines implications for various stakeholders and suggests avenues for future research in this underexplored area.

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07. MEGHA BHARTI

Strategic Role of Behavioral Nudges in Green Marketing: An Analysis of Compromise and Asymmetric Dominance Effects.

Supervisor: Prof. Vivek Suneja

Th 27589

Abstract

In context of green marketing, brands often focus on two kinds of green information about the product i.e., information related to product's positive impact on the environment (environmental-benefit association of product green attributes) or on one's personal welfare (user-benefit association of product green attributes). While making a decision to buy such products, consumers have to often indulge in three kinds of trade-off scenarios: trade-off between green attributes and other valued product attributes such as convenience, price or functional performance. Such trade-offs act as barriers in green product adoption. The purpose of the current research is to examine the potential role of context effects (particularly, compromise effect and asymmetric dominance effect) in nudging green product adoption, in light of the attribute trade-offs that green products force on the consumers. It tests if these context effects can be leveraged as behavioural nudges for the three trade-off scenarios (trade-off with usage/procurement convenience, price and functional performance). Further, the study suggests that the scope of these two context effects (i.e., compromise effect and asymmetric dominance effects) in each of these trade-off scenarios can be influenced by three pivotal factors, namely, benefit association of green attributes, individual's cognitive representation of the self (i.e., self-construal) and their level of concern for the environment. Furthermore, through a comparative analysis, the research also looks into the role of the tradeoff type on the efficacy of these nudges and the mediating role of attribute-importance asymmetry in this regard. Finally, by segmenting the consumers based on their past green purchase behaviour, the study attempts to investigate the efficacy of these nudges for consumers identified as 'green gappers'.

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08. MUKHERJEE (Shreya)

An Assessment of the Relationship of Professional Ambition with Burnout and Work Engagement Mediated by Seeking Social-Support.

Supervisor: Prof. Kavita Singh

Th 27596

Abstract

This study examines the intricate relationship between professional ambition, employee well-being, and coping strategies within the organizational context. Professional ambition, traditionally viewed as a catalyst for career advancement, is also recognized to have nuanced effects on employee well-being. While ambition propels individuals towards career success, it can also exacerbate stress and burnout due to increased workload and changing work dynamics. Despite organizational emphasis on ambitious employees, the relationship between ambition and well-being is complex and warrants further exploration. Drawing upon the Job Demands-Resources Theory, this research conceptualizes ambition as a resource that influences individuals' ability to navigate workplace stressors and foster engagement. Utilizing quantitative analysis with qualitative insights, the study explores how ambition influences outcomes such as burnout and work engagement. Specifically, it investigates the mediating role of seeking social-support as a coping mechanism in mitigating burnout and enhancing engagement among ambitious individuals. The research focuses on the banking sector in India, aiming to also fill another critical gap in the literature by examining ambition within Indian context. By delving into the experiences of employees in a sector known for its high stress levels, this study provides valuable insights for organizational leaders and policymakers. This research endeavours to provide valuable insights for organizational leaders and policymakers in devising strategies to support ambitious employees while safeguarding their well-being. By acknowledging ambition as a multifaceted phenomenon and understanding its implications for employee outcomes, organizations can foster a conducive work environment conducive to both individual growth and organizational success.

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1. Introduction 2. Theoretical Perspective 3. Literature Review 4. Research Methodology 5. Data Analysis and Interpretation 6. Results and Discussion 7. Implications, Limitations, and Conclusion. References and Appendices.

09. SHANKAR (Rishika)
Impact of Environmental, Social and Governance Indicators on International Financial Flows: A Study of Brics Economies.
 Supervisors: Prof. Anjala Kalsie
Th 27599

Abstract

This study provides insights on the role played by Environmental, Social and Governance (ESG) factors in determining foreign capital inflows to BRICS by employing panel data analysis techniques. Foreign Direct Investment and Foreign Portfolio Investment along with their equity and debt components act as the dependent variables while the individual factors under E, S and G are the core explanatory variables. To gauge the combined impact of Environmental, Social and Governance Indicators on foreign flows and their volatilities, equally weighted composite indices have been constructed for each dimension in ESG. Thus, ESG indices have been used as explanatory variables to explore whether they can explain any variation in foreign capital inflows and their volatilities. Additionally, the study has also investigated the role of ESG stock market index in attracting Foreign Institutional Investment (FII) to the Indian equity market. The empirical analysis has revealed that ESG factors (combined) as well as the individual ESG indicators play a role in affecting foreign investments and their volatility. Of the three, environmental factors have shown the most significant impact across the dependent variables, while governance factors have not shown much influence. The findings suggest that while Environmental indices do have a significant impact on FDI, they do not really impact the decisions of FPI investors. However, these indices prove quite significant in affecting the volatility of both FDI and FPI. Social index exerts a considerable impact on FDI but not on FPI while the volatilities of both, FDI and FPI are significantly influenced by this index. Governance index fails to have a significant influence on any of the flows or their volatilities. On the stock market front, better returns on ESG index as a result of good ESG performance of listed companies can attract foreign investors to emerging nations.

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10. TONSING (Ngaimuankim)
The Impact of Social Media in the Workplace.
 Supervisors: Prof. Kavita Singh and Prof. Soma Dey
Th 27601

Abstract

Social Media is one of the most significantly evolving communication platforms; and has permanently changed the relationship between organizations, employees, and consumers. While numerous studies on the effects of social media and social

networking sites in the workplace have been conducted in the West and some regions of Asia, no similar research has been conducted in the Indian workplace. This thesis studies the impact of Social Media usage in the Indian workplace on employees' Emotion and Trust and how these in turn affect Job Performance, Organizational Commitment, and Innovative Behaviour. It also studies the effect of some of the sub-variables that define Emotion such as Pride, Social Need, and Authenticity; and some of the sub-variables that define Trust such as Open Communication, Normative Trust, and Calculative Trust and their possible relationship with Job Performance, Organizational Commitment and Innovative Behaviour in the context of the usage of Social Media. Both quantitative and qualitative techniques were used to analyze the data collected. There were some differences in the quantitative and qualitative results for certain variables such as Pride. Contrary to our expectations, our empirical analysis shows that Open Communication in the context of the usage of Social Media does not have any significant impact on Job Performance, Organizational Commitment, and Innovative Behaviour. Authenticity in the context of the usage of Social Media is the only variable which shows a positive significant relationship with Job Performance, Organizational Commitment and Innovative Behaviour. Emotion in the context of the usage of Social Media is also shown to have a partial mediating effect on Trust and Job Performance, Organizational Commitment, and Innovative Behaviour. This study suggests that organization should use Social Media to invest in their people, and build positive emotion and trust in the workplace for increased Job Performance, higher Organizational Commitment, and enhanced Innovative Behaviour.

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11. Yadav (Ashutosh)
Monetary Policy and Financial Markets in India: Evolution Transmission and Impact on Financial Stability.
 Supervisor: Prof. (Dr.) Anjala Kalsie
Th 27603

Abstract

The conduct of monetary policy does not only depend on the conditions prevailing in the financial markets but also impacts the conditions prevailing in the financial markets. Financial markets play a crucial role in transmitting monetary policy and are integral to maintaining financial stability. This study aims to achieve four primary objectives. First, it examines the impact of various monetary policy frameworks adopted by the RBI, including the multiple indicators approach, augmented multiple indicators approach, and flexible inflation targeting, analyzing their operational mechanisms and effectiveness. Second, it models the factors influencing the volatility in the weighted average call rate (WACR) spread against the policy repo rate, with a focus on market liquidity conditions, including demand and supply factors. Third, the study evaluates how monetary policy transmits to financial markets, considering the differences in policy regimes and varying stances of the RBI, from accommodative to

restrictive. Lastly, it investigates the interplay between monetary policy, financial stability, and inflation. The study has attempted to establish a cohesive narrative that began with understanding the historical evolution of monetary policy in India and its relationship with developments in financial markets.

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