

**Session 1B**  
**10 Apr 2017 14:50-15:50**  
**Session Chair: Manoj Kumar**

**128 Women Entrepreneurship: A Tool for Work Life Balance**

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This paper endeavors to unfold the need of motivational factors required to foster women entrepreneurship. The study follows an empirical study. We collected data from primary sources. Used SPSS for analysis. We conducted factor analysis, correlation and regression for the analysis and developed a validated model. The findings showed that as compared to men workforce underutilization accounts for 22 percent, women accounts for 50 percent which is a major concern and breakdown for the entrepreneur sector. The data used in this paper is based on both secondary and primary data. The primary data was collected by way of structured questionnaire to the women entrepreneurs across Delhi and NCR regions. The unexplored talents of young women can be identified, trained and used for various types of industries to for incremental production. The study helped to identify the factors influencing the motivational factors for encouraging women entrepreneurship.

**132 Clustering the Customers over their Propensity to Purchase Online**

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There has been an explosion in the number of retail websites since 1995 e-retail offering shares a few common elements specifically a product search facility often augmented by a product evaluation facility an on-line purchase function and a product delivery capability This paper is an empirical outcome to understand the determinants of e retailing The paper addresses the adoption application and impact of internet technologies used by retailers for the promotion and sale of

merchandise Binomial Logit Regression is used to investigate the impact of attitudinal, demographic, technical and infrastructural determinants of the customer's propensity to purchase online.

#### **140 How Augmented Reality can Change the Shopping Behavior in UAE**

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The emergence of new technologies impact the ways of shopping in many ways. Augmented Reality is one of the latest technological developments, which is likely to change the shopping behavior in unprecedented ways. UAE is the country with very high purchasing power, high internet penetration and it's among the most technologically advanced countries. The internet retailing growth rate in 2016 has been in double digits. All these factors will help in expediting the expected changes in shopping behavior of UAE residents. This study is aimed at exploring the changes in shopping with the Augmented Reality tools. The study is intended to identify the sectors with largest impact, the early adopters of this technology, probable challenges in UAE market related to adoption of this technology, and the impact of AR tools on other formats of retailing & shopping malls.

**Session 1C**  
**10 Apr 2017 16:00-17:00**  
**Session Chair: Assel K. Izenkova**

**109 Balancing 2 P's: Work Life Balance Dynamics of Indian Married Working Women**

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You can do almost anything in life but not everything. When two desirable values contradict each other, it is necessary to strike a right balance. The paper covers study of 1000 Indian married working women of different sectors. Focus Group Discussions were also conducted and are reported in the paper. The main results of this study indicate that self-related factors affect the most towards attainment of balance between the two P's Personal and Professional. This research paper will provide a good foundation for organizations to identify work life balance policies.

**118 Generational Differences in Job Involvement: A Review**

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The paper encompasses research studies on the differences in job involvement within a multigenerational workforce. Research indicates that a person's psychological identification with his work may be the outcome of his early socialization process during which he may have internalized the values about the goodness of work. These values presumably differ across generations. However, there is a dearth of unequivocal research on the existence of generational differences in the workplace. Leveraging generational diversity within the organization is a challenge for human resource specialists and managers. The paper, therefore, has implications for training and development, work motivation and organizational development.

### **138 Factors Affecting on Labor Productivity in Construction Industry in the Case of Republic of Kazakhstan**

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The main objective of the paper is to identify weight in percentage of factors affecting on labor productivity in construction industry of the Republic of Kazakhstan. Among the many factors influencing the labor productivity, five factors were selected such as management skills, schedule management, safety management, employee training skills, employee motivation. The study based on survey experience approach. The findings have been presented in five themes related to five main factors affecting labor productivity in construction. The results of analysis allow assuming the appearance of a trend on construction market. It concerned to the arrival of a new generation paying attention to security but at the same time remain open and flexible to new trends.

### **143 Ease of Doing Business in India: Challenges & Road Ahead**

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This Study is focused on Ease of doing business and identify the factors for it. India is under going through various reform processes which will improve overall business environment which is vital pillar of Make in India which will boost manufacturing sector in India. This research is conceptual and review nature, the researcher has applied exploratory research design by using varied secondary data availed from the secondary data sources. Based on the secondary data and review, the researcher has reported on various emerging trends and issues and challenges in Ease of Doing Business. The researchers have analyse the India rank in Ease of Doing business index of world bank and highlight the various reforms initiated by Government of India to improve business environment in India.

**Session 2A**  
**11 Apr 2017 10:00-11:00**  
**Session Chair: Omer Farooq**

**119 The Narcissistic Personality: Perspectives in Organizational Behaviour**

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The paper, based on a review of literature, is an attempt at exploring the origins of the narcissism and the traits associated with it. Narcissistic individuals display grandiosity, a lack of empathy, excessive desire for admiration, counterproductive work behaviour, trait anger, egotism, and unethical conduct. Research indicates that such individuals do occupy leadership roles in organizations and that narcissistic leadership has its pros and cons. Studies also suggest ways of dealing with such individuals. The paper, therefore, unearths the complexity of the narcissistic personality and its effect on organizational health and workplace.

**127 The Influence of Abusive Supervision on Employee's Unethical Behavior**

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Unlike the previous studied that explains the direct influence of abusive supervision on workplace deviance, this study explains the multiple mediating and moderating mechanism through which abusive supervision influence employees unethical behavior. By using social learning theory and justice framework, this study examines the impact of abusive supervision on employee's unethical behavior via moral disengagement and interpersonal injustice. Dyadic data obtained from both 70 supervisors and 700 employees were used to test the model. The results partially support our theoretically framework.

**134 The role of learning and empowerment in creating shared leadership matrix**

*A K Singh Suryavanshi, Chandigarh University, suryavanshiaks@gmail.com*

The leadership pipeline is no more top down structure, specially, in high performance work area that involves multi cultural work force, different

expectation levels from customers, both external as well as internal because the objectives of organization are synergetic with millennium human resources, are well achieved if empowerment of employees are induced by using multiple enabler factors. The art of creating empowered employees who lead not only satisfied life but create sustainable culture are undergoing scientific churn.

#### **141 The role of learning and empowerment in creating shared leadership matrix**

*Sana Riaz, Mohammad Ali Jinnah University, sana.riaz@jinnah.edu*

The purpose of this research is to identify the effects of organizational change. This is done through the review of literature and empirical analysis. An important part of this process involves developing measurements of the main constructs of interest job satisfaction, uncertainty, and commitment and change readiness. The relationship between the main constructs and change readiness is then investigated with special emphasis on testing hypotheses. The study is based on primary data constituted of a questionnaire and the questionnaires are close ended question. 5 LIKERT scale are provided in the questionnaire administered among employees, all considered applicable for a merger. To analysis the data SPSS software has been used. Respondent information is taken by asking questions about their age, gender and education. Reliability test is utilized to check the reliability of our questionnaire. Correlation test is utilized to test the relationship between independent variable and dependent variable and Regression analysis is done for the purpose of testing hypothesis.

**Session 2B**  
**11 Apr 2017 11:20-12:20**  
**Session Chair: Irfan Ahmed**

**114 Product Crisis and Management: A Cross-national Analysis of Recent Cases**

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Businesses selling consumer and/or industrial products invariably run the risk of facing a product-harm crisis. The objective of this study is to consider the effects of product-harm crisis for a multinational corporation in an emerging market scenario, and understand the potential impacts on brand and company reputation. We use a theory in use approach to highlight the factors that might mitigate the impact of a product-harm crisis, and to investigate the role and efficacy of communications strategies, especially in social media and perception management.

**135 Colour Design and Implementation of SMART Mood Changing Clothing**

*Danying Yang, The College of Fashion & Design, danying.yang@cf-dubai.com*

Based on wearable electronics, colour changing materials and mood changing technologies are integrated to explore the concept of smart ambience in this paper, where the user with the intimate environment can respond interactively. Stimulated by the wearer's voice, responsive colour changing properties have been designed and developed in SMART clothing which aim at integrating aesthetics and functionality by optimizing clothing design for developing the new concept of SMART mood changing system. With the ability of expressing mood states, colour changing acts in unison with sound changing to create dynamic and automatic lighting modes in our SMART clothing system.

### **139 Factors Impacting Shopping Behavior for Luxury Fashion Brands: A Case of National Capital Region in India**

*Manoj Kumar, Skyline University College, manojgrey@gmail.com*  
*Preeti Goel, Pearl Academy*

National Capital Region of India is one of the most populous urban agglomerations in the world. This region has residents from all the parts of India and their shopping behaviors are quite different. The region also has the substantial population of people from other countries. Due to high purchasing power of a large number of people, NCR is one the major markets for luxury fashion brands. Marketers of luxury fashion brands keep on adding innovative features to their products to attract the buyers. This research is an attempt to understand the major factors which impact the brand selection for these brands and other buying decisions like purchasing time & location. The research is based on primary data collected from potential buyers of luxury fashion brands and the people involved in marketing of these brands in various roles. The research has tried to identify the relative strength of various factors on the shopping behavior for these brands.

### **142 A Study on Dimensions of Green Information Technology Adoption Model in context of U.A.E.**

*Beenu Mago, Al Dar University College, beenumago@gmail.com*

Technology and sustainability are integral part of every organization. Green Information technology (GIT) is an attempt to help the organizations to be sustainable. The issue is of utmost importance to researchers also. Still, there is great need to study a framework that will really help organizations to define policies to adopt green information technology. Therefore, this paper provides the dimensions of green information technology adoption model that helps the organization to make strategies related to GIT for their economic and environmental sustainability. This study considers the various dimensions from the literature and provides the most important for the current context.