



ICTBM-17

International Conference on Technology and Business Management

**April 10-12, 2017
CFD, Dubai**



KEYNOTE SPEECH

10 Apr 2017 11:00-12:00

Managing in a Turbulent World

Speaker: Irfan Ahmed

Sam Houston State University in Huntsville, Texas

The dawn of the 21st century and the new millennium were greeted with cautious optimism not too long ago. In the ensuing period, forces have taken shape that apparently presage the need for more caution and less optimism. The winds of turbulence have and continue to be a fixture of the world we live in; however, in the present times, they threaten to transform into stormy gales that could be unpredictably destructive.

It has been a hallmark of the profession of management and allied disciplines that its practitioners study and anticipate the winds of change and develop appropriate responses for themselves and their organizations. In the current period of enhanced turbulence, this responsibility of the profession is redoubled, and likewise the responsibility of management educators to equip future managers with the necessary skills, perspectives and thought processes necessary to navigate through the storms of change.

The challenges that management practitioners, scholars and educators must confront are numerous. Among these, some stand out: the resurgence of nationalism and protectionist impulses, the rise of fundamentalism in thought and action, the erosion of individual privacy, the threats of runaway artificial intelligence and other technologies, and threats to the health and sustainability of our species and our planet.

As managers, and as management scholars and educators, it is imperative that we confront these challenges boldly and marshal our resources to find solutions. Solutions must be found – solutions that are inclusive and equitable, imaginative and cost effective, and within the bounds of faith and ethics. Such solutions will come with the development and utilization of appropriate technologies and the management of both material and thought processes. This is not a time for pessimism or despair. Indeed, the times call for ever greater leaps of imagination and vision, the summoning of boundless courage, and the imbuing of our thoughts and efforts with wisdom, compassion and grace.

Irfan Ahmed is Associate Professor of Marketing at Sam Houston State University in Huntsville, Texas. Prior to this, he has been on the faculty at Texas A&M University and the University of Alaska Anchorage. His research focuses on issues relating to services marketing, advertising and competitive strategy. He received a Ph.D. in Marketing from Texas A&M University, and a Post Graduate Diploma in Management (MBA) from the Indian Institute of Management, Ahmedabad. Dr. Irfan Ahmed has several years' experience in the advertising industry. He has been a consultant to large corporations, small businesses and government and non-profit organizations with a focus on the areas of market research, service quality and customer satisfaction, and strategic planning. He has also been an Instructor in several executive education programs. Dr. Ahmed currently serves as President of the Association of Collegiate Marketing Educators, and as a member of the Board of Directors of the Federation of Business Disciplines, and is a Past President of the Southwest Case Research Association, U.S.A. He is currently the Editor of Journal of Applied Case Research, and has also served as a reviewer for several academic journals in Marketing and Management. Irfan Ahmed has received the McGraw Hill Outstanding Educator Award from the Federation of Business Educators, and the Distinguished Educator Award from the Association of Indian Management Scholars.

WORKSHOP

Session 1A
10 Apr 2017 13:00-14:30
Session Chair: Shivprakash Agrawal

137 The impact of experimental design through Blended MOOCS

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

The classroom learning revolves around few core elements that constitute process of participative learning method whereby students not only learn what is given, rather they go on to explore micro areas related to a particular course. Participants, these days, are more techno-savvy and prefer to do most of the things at their own pace and synergy level, leading to collaborative and comfortable way of learning. In ear of 'internet of things', a sizable number of courses need to be offered on MOOCS (massive open online courses) platform, either on a direct approach or on blended mode. While MOOCS are offered on online platform, blended mode involves connect between 'web enabled' students and classroom set up. The related outcome is greater at the same time process adequacy is higher too.

**CONTRIBUTED
PAPERS**

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

128 Women Entrepreneurship: A Tool for Work Life Balance

Ashima Bhatnagar, Bharati Vidyapeeth Institute of Management and Research, ashi.luv@gmail.com

Broto R. Bhardwaj, Bharati Vidyapeeth Institute of Management and Research, brotobhardwaj@gmail.com

Varun Mittal, Bharati Vidyapeeth Institute of Management and Research, varunmittal334@yahoo.com

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

Harbhajan Bansal, GJUS&T, HISAR (INDIA),

bansal_harbhajan@rediffmail.com

Ashima Jain, Gjus&t, Hisar, ashima1.j@gmail.com

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

Manoj Kumar, Skyline University College, manojgrey@gmail.com

Mohammed Abdul Salam, Skyline University College

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

Ruchi Sao, DMT, RCOEM, ruchisao29@gmail.com

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

*Anmol Sandhu, Chitkara School of Languages,
anmol_sandhu2007@yahoo.co.in*

Navreet Kaur, Chitkara Business School, navreet.kaur@chitkara.edu.in

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

*Assel K. Izekenova, Suleyman Demirel University,
assel.izekenova@sdu.edu.kz*

Ruslan Batiyev, Narxoz University, r.batiyev@mail.ru

*Dinara Sarsenova, Suleyman Demirel University,
dinara.sarsenova@sdu.edu.kz*

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

Ashutosh D. Gaur, GLS University, me@ahutoshgaur.co.in

Jasmin Padiya, GLS University, jasmin@glsict.org

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

Navreet Kaur, Chitkara Business School, navreet.kaur@chitkara.edu.in

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

Omer Farooq, Kedge Business School, omer.farooq@kedgebs.com

Mariam Farooq, University Of Central Punjab, Lahore,

mariam.farooq@ucp.edu.pk

Neelam Qasim, Lahore University, qasim.neelam@yahoo.com

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

Irfan Ahmed, Sam Houston State University, irfanahmed62@gmail.com

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.

ABSENTIA PAPERS

101 Ethnocentric Tendencies and its Influence on Consumer Purchase Intent

Sapna Modi, ITM Business School, sapnamodi@yahoo.com

Experiential view of shopping takes holistic approach to the consumption process, right from involvement to post purchase decisions. With current border-thinning global economy, consumers around the world are increasingly exposed to foreign products, giving them more buying choices, creating intense challenges for manufacturers in attracting local buyers. This study shows the importance of Indian consumer attitudes towards classes of products in determining purchase behavior Indians harbour towards consumption of domestic vis-à-vis foreign goods. Data from the study suggests tendency towards ethnocentrism that exists in Indians, which offers vital clue to marketers for launching the products in their country of origin.

102 Critical Review of Data Mining Techniques for Insurance Service Operations

Girijesh Pathak, National Insurance Academy, girijesh_kgp@hotmail.com
Amar Nath Jha, Birla Institute Of Technology, Ranchi,
anjha06@rediffmail.com

Data Mining Techniques have the potential of finding valuable patterns from the data even if they are hidden. These techniques are of high importance for Insurance Industry as they require data from almost all possible sources in their operations. At the data analysis level it depends on the managers to ask for the appropriate analysis to get valuable information from the data. Some valuable patterns get missed if they are not searched for. This paper discusses various aspects of Insurance Operation and identifies appropriate data mining techniques to reach to hidden valuable patterns to increase the effectiveness of operation.

107 Aspirations and Wants of Generation Z- A Study on the Work Force of the Future

Sandhya Tewari, Mumbai University, sandy.tewari@gmail.com
Ritu Bhattacharyya, Mumbai University, ritubhat05@gmail.com

This paper majorly explores the career aspirations of Generation Z the various traits of generation Z and the surroundings that affect the way they aspire when it comes to professional growth or their careers During the process of writing this

paper it became evident that this generation although young in years is exhibiting strong leadership innovative smart working extremely challenging and active decision making skills What they need from the society teachers mentors and their parents is the support to imbibe in them the values ethics commitment customs and listening skills to help them balance their life.

108 Implementation of ERP in Indian Companies

*Arun Kumar Mangalapalli, Adithe Satyanarayana PG College,
arunm1212@gmail.com*

In the wake of Liberalization and Globalization of Economic Policies the Indian Business scenario is significantly changed in the last two decades The scenario is tending to become more competitive in view of multinational entry and foreign capital inflow into this country Technology plays vital role in the Corporate World It pressure on the Indian Companies to transform themselves or reengineer in order to achieve learner structures and reduced costs To fulfill these the companies opted for Business Process Reengineering BPR and to adapt Enterprise Resource Planning(ERP in their Administration and Management Levels.

113 A Novel PDR Based Fault Tolerant System on Chip

*Deepa Jose, KCG College of Technology, deepajose11@gmail.com
Nirmala Devi K., KCG College Of Technology,
nirmala.ece@kcgcollege.com
Vidhya Balakumar, KCG College Of Technology,
vidhya.ece@kcgcollege.com*

This research deals with the implementation of a real-time adaptive system for fault tolerant FT mission critical applications that can change automatically based on the performance and reliability constraints of the application. The hardware implementation on Virtex 6E FPGA offers greater than 40% power savings at reliability (R) values as high as 0.75 and the gain reduces to 30% for high-reliability systems ($R > 0.90$) while retaining similar fault-protection capabilities associated with triple modular redundancy. The PDR implementations provide an average a 14.61% improvement in terms of power and 32.6% improvement in terms of resource utilization.

130 Human Capital: A Power Investment for Organizational Growth and Success

*Sujata Shahi, IILM Institute for Business & Management,
sujata.shahi@iilminstitute.ac.in*

In contemporary business scenario, human capital and business growth need to be represented as two sides of the same coin. Nowadays increasing number of organizations has recognized the importance of investing in their employees. Companies in general understand that to stay on top in global competition they need to place more and more emphasis on developing and retaining their employees. Organizations that appreciate the financial impact of their employees often refer to them as human capital. This paper investigates and finds out that steady investment by organizations on human capital leads them to a higher performance trajectory.

133 Analysis of the Factors Affecting Service Deliverance in Service Industry

*Prateek Cecil Daniel, prateekcdaniel@gmail.com
Sneh Daniel, sneh.daniel@gmail.com*

Tourism is the major revenue yielding industry of every economy, and a major contributor to the country's economy. The tourists experience many services by the service providers which either turns to be in satisfaction of the visitors or dissatisfaction. The major role is of the employees as they direct interact with the visitors. This paper intends to study the factors affecting the improved deliverance of service by the employees. The identified factors include Training, motivation and awareness in performance deliverance through review.

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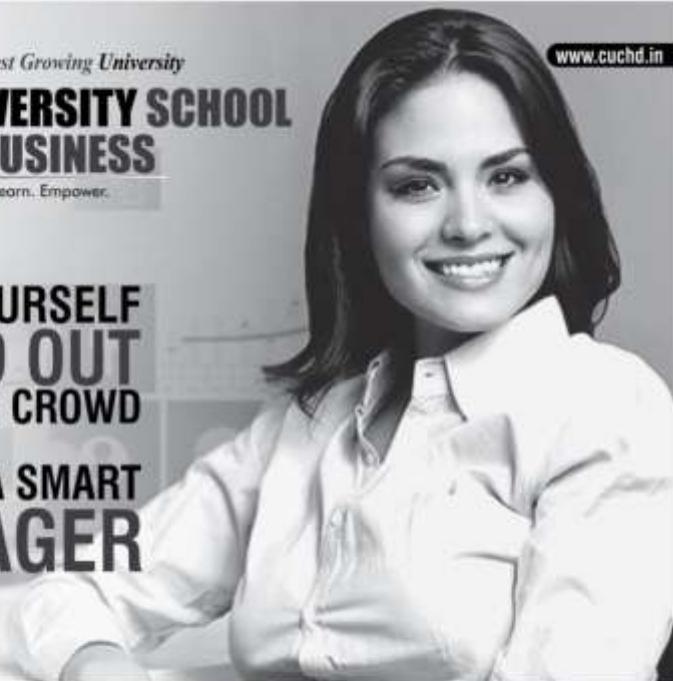


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 - Advanced Cost & Management Accounting

KEY HIGHLIGHTS

Undergraduate level specializations for Enhanced Employability

Degree with dual specializations to meet challenging requirements

Industry Trained and Pragmatic Faculty

Exclusive Mentoring programs

Globally Acceptable Curriculum

Brain storming sessions with Renowned Industrial experts

International Partnerships for Global Exposure

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Careers
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