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**ICMM 2024
Conference Proceedings**

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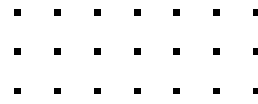
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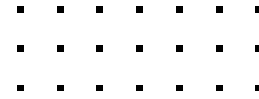
Effective Doctor-Patient Communication: An Imperative for Patient Satisfaction

Shilpa Arora

Abstract

The healthcare environment today is dynamic and demanding. Even in the early part of the ongoing decade, the healthcare industry consumed more than 10% of the gross domestic product of a number of developed nations and is the largest employer in the global economy (Func, 2012). In India, the industry is exhibiting burgeoning growth and is tipped to grow to Rs. 8.6 trillion by 2022, at a CAGR of 16-17% (IBEF, 2018). Characterized by shorter patient stays, complex medical care and a drive for efficiency, it is difficult to achieve effective communication between patients and health care providers. Effective communication should build trust and a sense of shared responsibility towards patient care. Thus, communication is an important skill for healthcare providers as it leads to enhanced patient satisfaction and delight, adherence to treatment, improved outcomes and ultimately to business growth. Organizations that are not able to pay the needed attention to patient communication, not only lose an almost costless opportunity for patient delight, but also lose them for future.

In the healthcare industry, there are several barriers to patient communication. Patients coming from diverse cultural backgrounds and having low literacy levels may express themselves inadequately or in less understandable language in diagnostics as well as later stages of treatment. Healthcare staff, due to high pressure routines and time constraints, may have very limited capacity to listen. Many healthcare professionals lack the skills to communicate properly with physically challenged and mentally disturbed patients. There are several departments like psychiatry where communication has a great role in diagnosis and treatment of patients.

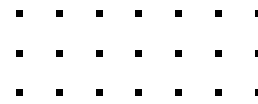


Understanding the role of HR Practices in the improvement of MSMEs of India

Rishabh Shah and Sneha Chandna

Abstract

Although it has been widely recognised that HR practices have been considered to be one of the most valuable practices that helps the firm to achieve the competitive advantage but there has also been a few studies about its significant contribution towards the improvements in the micro, small and Medium enterprises. We review the literature available about how the HR practices that are carried on in the micro, small and Medium enterprises impact the improvement of such organisation based on two aspects employee outcomes and employee performance, This study is carried out keeping Job satisfaction as a mediator variable. We have Reviewed and analysed 25 research papers to carry out this literature review. Our findings suggest the HR practices directly impacts the employee performance as well as employee outcomes. Additionally the Job satisfaction positively mediates the relationship of HR practices with the employee performance as well as employee outcomes.

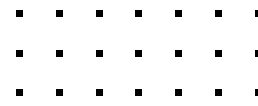


The Dynamics of Trust Building in E-commerce: A Multistage Analysis on Purchase Intention, Actual Purchase and Customer Satisfaction

Muskan Bhatnagar and Bhawna Agarwal

Abstract

As the internet has become widely available and accessible, more people are engaging in online activities, including shopping. As internet penetration rates have increased, E-commerce has expanded its potential customer base worldwide. E-commerce and trust are intertwined with each other as building trust can lead to the growth and success of a company. The quantitative technique was employed to comprehend the correlation between trust and the stages of e-commerce. A dataset of 325 responses was collected by distributing questionnaires, and partial least square equation modeling was used for analysis. As per the results, there is a critical relationship between trust and different stages of e-commerce. There are three customer-centric stages of e-commerce that have been identified. Building trust is a key factor in gaining the confidence of customers to make a purchase online. The study has unique practical insights for businesses and consumers. Prioritizing elements that promote and uphold trust at each stage of e-commerce is a key factor. Businesses can build trust, increase customer satisfaction and create lasting connections with customers by concentrating on transparency, security, communication, and providing an excellent customer experience. The study adds a significant contribution to the existing literature by extending the customer journey. The different stages of e-commerce and customer journey coexist; therefore, three variables are used to describe the stages.

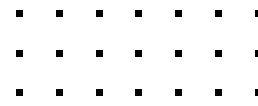


Efficiency Analysis And Future Growth Of MSME Sector In India: An Empirical Analysis For Economic Policies

Varun Mahajan

Abstract

The MSME sector has experienced multiple shocks in the last decade. First came demonetisation, then GST implementation, then the economic slowdown during Covid-19, and finally, geopolitical concerns like the Russia-Ukraine war. This sector was impacted the hardest during the pandemic time. The study measures the performance of the Indian MSME sector using the panel data from 2000 to 2023 by applying Slack-Based Data Envelopment Analysis (DEA). This analysis is done at the aggregate level as well as the industry level. The DEA was developed by Charnes, Copper, and Rhodes (1978), which uses multiple inputs and outputs to measure the relative managerial performance of MSMEs. The results of SBM-DEA model are intended using the mathematical software MATLAB. The data were taken from the Prowess database, NSS, CSO and ASI survey. The study uses the inputs and outputs on the basis of the financial information available for the sector. The inputs considered are raw material cost, capital cost, salaries & wages and energy cost. The output considered is the net sales revenue. The slack analysis was also done slacks, as it provides information regarding the wastage due to inefficient use of resources. This study is one of the few initiatives to explore extensively the efficiency analysis for operational and strategic management solutions of this important dynamic and competitive sector. The present study finds that the majority of MSMEs are inefficient, and the pandemic has further exacerbated their inefficiency. Furthermore, the slack analysis reveals that there is considerable room for improvement in input utilisation, given the sector's severe rivalry, which is fuelled by the big MNCs and the uncertainty of the economic and environmental challenges. This Indian MSME sector, which the pandemic has particularly worst impacted, is requesting further government assistance to recover from this challenging time. This inefficiency in the sector is due to challenges of financial liquidity, debt repayments, and increasing expenses like wages and salaries, and raw material prices. The government needs to extend more support to this sector by introducing a liberal legislation framework and supporting infrastructure policies.

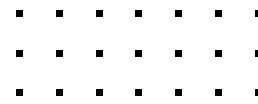


Identifying The Enablers And Inhibitors In The Context Of Entrepreneurial Framework Conditions In India

Mitali Tiwari and Kaynat Nasser

Abstract

The small business enterprises (SMEs) are considered as the powerhouses of the growth of the countries for their simple structure, eco-friendly business operations and high employment intensity. Despite the all-inclusive developmental nature of these enterprises, they find it tough to compete hard with large scale enterprises in terms of facilities, financing, and government policies favoring their growth. Certain entrepreneurial framework conditions have been identified by policy makers, researchers, business experts and individuals. These conditions are either Enablers or Inhibitors for the SME growth in the country. The Global Entrepreneurship Monitor (GEM) has identified such conditions as entrepreneurial framework conditions in GEM database. Depending on the external business environment in the country these conditions are either the Enablers or Inhibitors for the SME growth in the country. This study, at first place, explores the impact of early entrepreneurial activities on the per capita GDP growth of India. Further the second part of the study explores the impact of entrepreneurial framework conditions on the growth of early entrepreneurial activities. The study uses data from GEM and UNDP World Development indicators to explore this relationship through multiple regression analysis. The results depict significant positive relationship between Total Entrepreneurial Activity (TEA) and GDP per capita growth in India. Amongst the framework conditions, the study identifies financing to entrepreneurs, taxes and bureaucracy, government entrepreneurship programs, basic school level entrepreneurship programs and internal market dynamics as the major Inhibitors and government taxes and bureaucracy as the only Enabler for SME growth in India. The country needs to focus on these aspects of framework conditions so as to make them more congenial and conducive to entrepreneurship growth.

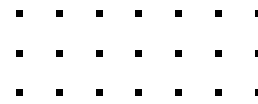


Enhancing Family Business Performance through Strategic Entrepreneurship: The Role of Entrepreneurial Culture and Leadership

Shahzada Irfan Bashir and Sandeep Vij

Abstract

This study examined the nexus between strategic entrepreneurship (SE) and family business performance (FBP) among Indian family businesses. Drawing from a sample of 394 family firms, we employed survey questionnaire to collect data directly from family business entrepreneurs. Our analysis revealed a significant and positive relationship between SE and FBP. We further explored the moderating effect of entrepreneurial culture and leadership (ECL) in the SE-FBP relationship. Our findings unveiled a significant moderating effect, explaining an impressive 51% of the variance, emphasizing the influence of an entrepreneurial culture and leadership on the impact of SE within family businesses. This research offers important implications for both practitioners and academic researchers. For family business practitioners, the study highlighted the importance of fostering strategic entrepreneurship as a driver of enhanced performance. Moreover, it highlights the role of cultivating entrepreneurial culture and leadership to optimize the benefits of SE. Academic researchers will find this study valuable for its contributions to understanding the dynamics of SE and FBP, particularly within the context of family firms in India.

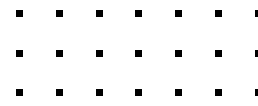


Perception of MSMEs about eProcurement Ecosystem in India

Parneet Singh and Sandeep Vij

Abstract

The eProcurement ecosystem in India has undergone significant transformation in recent years, reshaping how businesses engage in procurement processes. This paper investigates the perceptions of Micro, Small, and Medium Enterprises (MSMEs) regarding the eProcurement ecosystem (Government e Marketplace – GeM) in India, with a focus on understanding their experiences, challenges, and opportunities within this dynamic landscape. The research draws from a comprehensive literature review on eProcurement in India, emphasizing the vital role of MSMEs in the country's economic framework. The study uses interview schedule to gather data from MSMEs procurement agencies to measure their perception about various facets of GeM eProcurement ecosystem in India. Preliminary findings indicate that while eProcurement systems have the potential to enhance operational efficiency and reduce procurement costs for MSMEs, they also face formidable challenges in adapting to these technologies. The paper sheds light on issues such as limited digital literacy, infrastructural constraints, and financial barriers that impede the full-scale adoption of eProcurement by MSMEs. Moreover, the research highlights the role of government policies and support mechanisms in shaping experiences with the eProcurement ecosystem. By delving into the perceptions of MSMEs, this paper contributes to a better understanding of the factors influencing the adoption and utilization of eProcurement technologies among smaller enterprises in India. The findings of the study can inform policymakers and industry stakeholders in devising strategies and interventions to facilitate a smoother transition for MSMEs into the digital procurement landscape. In a rapidly evolving Indian economy, the insights from this study can help MSMEs harness the potential benefits of eProcurement while mitigating the challenges, ultimately fostering their growth and competitiveness. This research offers valuable insights for policymakers and businesses seeking to drive digital transformation and economic development in India.



Innovative 5G Small Cell Deployment Architecture: Pioneering Opportunities for MSMEs

Abdul Kayum, Md. Shahnawaz Abdin, Brajesh Mishra, and Amaan Kayum

Abstract

Purpose: The use of street furniture for deploying 5G small cells can significantly reduce cost and time. However, actual deployment faces many challenges, including backhaul and power connectivity. We aim to provide a simple, cost-effective, and resilient architecture that addresses these challenges effectively.

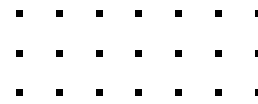
Methodology: We have used experimental research design for feasibility assessment and deduction techniques for evaluating cost-effectiveness and other attributes.

Findings: The proposed architecture not only fulfills power and backhaul/fronthaul requirements but also offers distinct advantages over other solutions:

- 1) Cuts power losses by 15% over the methodology proposed by other studies.
- 2) Cuts costs and time significantly by removing the need for converters/boosters, rectifiers, multiple power connections, and battery backups and reduces the pieces of equipment and weight on street furniture.
- 3) Minimizes hybrid cable deployment costs and offers resilience against cable cuts ensuring always on connectivity.
- 4) Operates within the standard supply voltage range (265VAC), eliminating the need for clearance from power authorities, streamlining the deployment process, and saving time.

Originality/Value: Our paper introduces a ground-breaking solution that adds substantial value to the existing knowledge in this field. What distinguishes our approach is the innovative utilization of the well-established Indian inverter market on the one hand and exploiting the operational range of Small Cells on the other hand.

Social implications: The 3R initiatives - Reduce, Reuse, and Recycle - promote sustainability and waste reduction. Our proposed architecture leverages existing resources, reducing the need for additional materials. By cutting network power use by 15%, it lowers the carbon footprint, aiding climate change mitigation. Cost-effective deployment might reduce tariffs, making 5G technology accessible to a wider audience.



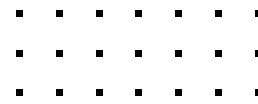
Empowering Sustainable Growth: Green Supply Chain Management for MSMEs

Preshni Srivastva and Tanu Manocha

Abstract

Micro, Small, and Medium Enterprises (MSMEs) play a pivotal role in the global economy, contributing significantly to employment and economic growth. However, they often face sustainability challenges due to resource constraints and limited awareness of sustainable practices. Implementing Green Supply Chain Management (GSCM) principles can help MSMEs address these challenges and shape a more sustainable future.

Implementing green supply chain strategies can lead to long-term benefits in terms of cost savings, competitiveness, and environmental stewardship. This paper focuses on sustainability for MSMEs by implementing measures to reduce resource consumption and investing in energy efficient equipment and technologies. It highlights on MSMEs Green Supply Chain, for evaluating suppliers based on their environmental performance and responsibility, considering the various factors like recyclability and carbon footprint when selecting suppliers. The paper emphasizes on Optimizing transportation routes and modes to reduce the emissions and transportation costs by adopting green logistics practices, such as consolidation and route planning. It identifies the need of fostering open communication with suppliers and customers about sustainability initiatives and expectations. Further collaboration with partners in the supply chain as a strategic tool to implement mutually beneficial green practices have been discussed. By integrating sustainability, effective environmental management, and green supply chain practices, MSMEs can not only reduce their environmental footprint but also enhance their reputation, customer loyalty, and overall business resilience in a rapidly changing market landscape. This will contribute in shaping a greener, more sustainable future for MSMEs and the global economy.

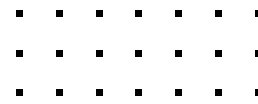


Analysing the effect of institutional environment on the rural-based women entrepreneurs firm

Chinmaya Sahu and Rajeev Panda

Abstract

The current body of research has often generalised the small and medium enterprise performance and largely ignored the unique challenges faced within women entrepreneurs (WEs) context. Similarly, studies on WEs have mostly overlooked the geographical and cultural disparities that are assumed to significantly impact the profitability of the firms. Hence, the current study aims to analyse the impact of institutional environmental (IE) on the women-led SMEs performance in rural region (north-eastern) of India. Furthermore, considering the unique cultural and environmental factors in rural areas the study also analyse the mediating role of entrepreneurial orientation (EO) between IE and women-led SME performance. The research used a sample of 344 WEs which are actively operating in rural areas. The findings were derived by the use of partial least squares structural equation modelling. The findings show that regulative and cognitive sub-dimensions of IE positively affect the SME performance. Furthermore, the results indicate an insignificant impact of normative sub-dimension. The mediating analysis show that entrepreneurial orientation partially mediates between regulative, cognitive sub-dimensions and SME performance. In contrast, EO fully mediates between normative sub-dimension and performance.

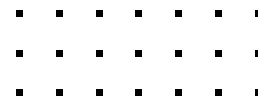


Financial Inclusion for Sustainable development: Empowering through Financial Literacy among women in Bihar

Shampy Akhilesh Dubey, Amandeep Kaur, Nancy Sahni, and Veer P. Gangwar

Abstract

Financial inclusion, characterized by expanded access to financial services and resources, holds immense potential for advancing sustainable development for growth, reduces poverty, and fosters social equity. This study investigates the impact of financial literacy initiatives on women in Bihar, and their role in advancing the principles of sustainable development. The study focuses on the empowerment of women through improved financial knowledge, aiming to foster economic independence and enhance their overall well-being. Bihar is characterized by socio-economic disparities and a significant gender gap in financial inclusion. The study employs a mixed-method research approach, including surveys, interviews, and focus group discussions, to examine the effectiveness of financial literacy programs in this specific context. By assessing the current financial literacy levels among women, analyzing the implementation of existing initiatives, and measuring the socioeconomic changes brought about by increased financial literacy, the study seeks to identify key factors that contribute to the sustainable development of women in Bihar. It explores how empowering women through financial education can lead to increased participation in the formal financial system, the development of entrepreneurial skills, and a greater sense of financial security. Furthermore, the study considers the broader implications of these initiatives for the state's economic growth, poverty reduction, and gender equality, all of which are essential components of sustainable development. The suggested outcomes of this study are expected to offer significant guidance for policymakers, financial institutions, and non-governmental organizations engaged in the development of women's empowerment and financial inclusion in Bihar. This research aims to add to the global discussion on sustainable development by analyzing the significant impact of financial literacy on women's empowerment. Specifically, it focuses on the particular problems encountered by women in Bihar.

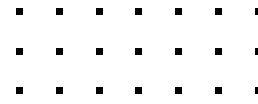


Adoption of Fintech in MSMEs and their contribution towards growth of MSMEs in the Eastern Region of India

Antora Dutta and Saumya Singh

Abstract

Fintech has the possibility to create significant prospects for the development of Micro, Small, and Medium-Sized Enterprises (MSMEs) in eastern parts of India in terms of revenue generation. The purpose of the study was to evaluate the acceptance of fintech by MSMEs. Due to their significant contributions to the GDP, MSMEs were selected as the topic of the study. Because it is widely recognized that fintech can provide a wide range of offerings that could enhance the performance of MSMEs, it was deemed crucial to comprehend how MSMEs in eastern parts of India perceive fintech in their business activities. For measuring and evaluating any technology's use and acceptance, the technology acceptance model (TAM) was the most effective therefore the study applied this to explore the impact of perceived usefulness and perceived ease of use parameters on MSME entrepreneurs' behavioural intention to use fintech services in eastern India. Managers of MSMEs in eastern parts of India who use financial technology services in any capacity for their business operations comprised the respondents to collect 221 valid responses which portrayed the MSME community and PLS-SEM is used to assess the model and hypotheses. To comply with multiple linear regression analysis requirements, classical assumption testing was conducted. The findings indicate that the intent to use fintech services is influenced simultaneously by perceived usefulness and perceived ease of use variables. This study sheds light on MSMEs by identifying the central role of perceived usefulness and perceived ease of use in fintech continuance intent in eastern parts of India. Additionally, fintech engages in socialization with the local population, conducts webinars and seminars, promotes fintech through digital media, and proactively contributes to financial inclusion activities organized by various organizations to promote literacy.

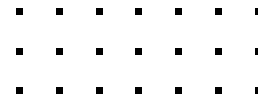


Do You Feel Left Out: Review and Research Agenda of Workplace Ostracism

Sai Hrishabh Dohalia, Puja Khatri, and Sumedha Dutta

Abstract

Ostracism is a ubiquitous and inevitable part of human personal and professional lives. Being overlooked, excluded, or ignored by other individuals or groups is a common experience across organizations. Workplace ostracism refers to the act of intentionally ignoring, avoiding, or excluding someone from social interactions, or work-related activities within an organization. Micro, Small, and Medium Enterprises (MSMEs) are small organizations with limited resources, which can make them particularly vulnerable to the negative impacts of workplace ostracism. It impacts MSMEs in the form of decreased employee well-being, reduced productivity, turnover intentions, and negative organizational culture. In this context, the paper offers a review, integration, and extension of the literature relevant to workplace ostracism in organizations (specifically MSMEs). We first seek to add conceptual clarity to workplace ostracism, by reviewing existing definitions by various authors, identifying the key features of workplace ostracism, and its effect on MSME employees. The literature articles were screened based on their abstract. The literature articles were analysed using the antecedents-decisions-outcomes (ADO)-theory-context-methodology (TCM) framework of SLR. We found several articles focusing on synonymous keywords such as – organizational shunning, social exclusion, rejection, and workplace incivility. We hope this article will provide a good foundation for organizational scholars interested in studying ostracism by providing a framework of prior literature and directions for future study. We believe it is important for us to give more research attention to workplace ostracism, given its powerful influence and likely common occurrence in organizations. With this review and extension to the literature we have sought to bring the concept of workplace ostracism into a brighter light, and we hope it will encourage future research as a result

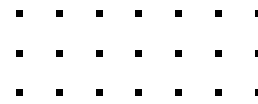


MSMEs, Technology Adoption, And Access to Finance

Jayati Chatterjee and Subash Sasidharan

Abstract

With the rapid advancement of technology, do female-managed firms still face obstacles in accessing credit? While perception of credit constraint has often been used as a variable for measuring the credit constraint, we use a comprehensive definition from the literature that explains credit constraint as a function of working capital used, outstanding loans and access to loans. The discrimination of credit faced by female-led enterprises is quite severe, especially in developing and underdeveloped countries with huge dominance of informal credit markets. Information asymmetry is regarded as one of the reasons for the low availability of credit and the discrimination in credit. Given this context, we try to see if technology has an impact on the accessibility of credit, as the use of technology can help reduce information asymmetries that exist in the credit market. In this study, we create pooled data of Indian enterprises from the WBES survey of two years (2014 and 2022) and see how ICT usage affects the firms' credit access. Our results indicate that female-led enterprises are in an unfavorable position in accessing credit, but access to technology makes them less constrained. We further do endogeneity checks, and our results are consistent indicating that technology has an impact in reducing credit constraints for MSMEs in India.



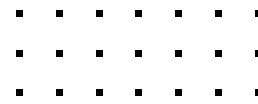
Employee Mental Health During COVID-19: Role of Mindfulness, Financial Well-being, and Contextual Variables

Nishit Sinha and P A Anand

Abstract

Until recently, mental health was considered to be the absence of mental illnesses, though, the recent conceptualizations view mental health as feeling good, functioning well in professional and social life, and experiencing control over personal finance. While the research has studied the associations between dispositional and contextual variables, financial well-being, and mental health in isolation, there exists a noticeable void in comprehending the interconnections among these variables, particularly in the context of significant stressors such as the COVID-19 pandemic. The existing body of literature has examined each of these facets in isolation, although there remains a dearth of comprehensive research exploring their interconnectedness. The present study has attempted to fill this gap by presenting an integrative model that includes dispositional (e.g., mindfulness) and contextual variables (such as financial information ignorance, the stressors associated with COVID-19, and information overload) and its impact on the financial well-being and overall mental health of the working professionals. Using the structural equation modeling technique, and the responses collected from 269 working professionals, the results exhibited that there is a positive association between mindfulness and employees' mental health, and the relationship is mediated by financial well-being. Further, the contextual variables namely financial information ignorance, infobesity, and COVID-19 stressors associated negatively with mental health, and the relationship is mediated by financial well-being.

The study has important implications for the organizations and the policy makers. Regarding implications for the organizations, Organizations may opt to incorporate mindfulness programs as a means to augment employees' well-being and mitigate stress levels which, several studies have found to be positively linked with heightened levels of job satisfaction and productivity. For policymakers, imbibing mindfulness practices as an early stage of life, during the school education, may help the future generations to effectively respond to the stressors, thereby enhancing overall well-being.

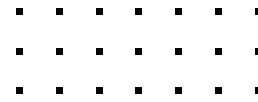


Unlocking the potential of Job Crafting and its effects on workplace Flourishing

Harold Andrew Patrick, Anub Geo, Nepoleon Prabakaran, and Jacqueline Kareem

Abstract

This article outlines a research study that examines the effects of job-crafting interventions on workplace flourishing. The study utilized a quasi-experimental approach consisting of a treatment group and a control group. The individuals in the treatment group completed a job crafting training program, whereas the control group did not receive any form of intervention. The study employed a range of scales and questionnaires to assess job crafting behavior, workplace flourishing, and other pertinent characteristics. The findings revealed substantial disparities in job crafting levels between the treatment and control groups, suggesting the efficacy of the intervention. The study additionally discovered a direct relationship between job crafting characteristics, such as task, relationship, and cognitive crafting, and workplace flourishing. The results indicate that job crafting interventions have the potential to improve individual job satisfaction, support organizational objectives, and foster a workforce that is adaptable and resilient. The study recognizes certain constraints, such as the absence of random assignment and the uniformity of the sample. It also proposes potential avenues for future research, such as the integration of qualitative research methods and the investigation of specific personal characteristics that might impact the efficacy of job-crafting interventions. In summary, this study enhances our comprehension of job crafting as a means for employees to proactively mold their work and enhance their well-being in the modern workplace.

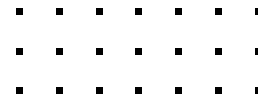


What Determines The Profitability Of MSMEs With Reference To Indian Renewable Energy Industry?

Harwinder Goyal and Shilpi Tyagi

Abstract

This paper aims to examine the firm level determinants of profitability of MSMEs in Indian renewable energy industry. Huge investment is required to fulfil the ambitious target of 500 GW by the Government of India till the year 2030 which will further stimulate sustainable development. In the recent time, renewable energy industry was reported to have increased profit and sales. This study tends to examine real financial dataset for the period 2014-2022 and employ the dynamic panel data model. The study has found that firm size, market concentration and plant and machinery have negatively impacted the return on capital employed. There is no association between firm age and ownership with profitability. Present study suggests that firms should consider running public awareness campaigns. Moreover, the renewable energy firms should also focus on productivity dynamics. The government should introduce a liberal merger and acquisition policy for loss making firms. Our findings are limited by the fact that we have focused only on structural determinants and do not consider resource-based-view of profitability analysis.



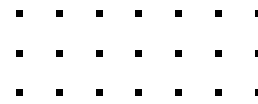
Digital Keiretsu: Leveraging AI and Blockchain for MSME Ascendancy

Syed Wasif Ali Subzwari, Sachin Jain, and Anu Dahiya

Abstract

The transition of Micro, Small, and Medium Enterprises (MSMEs) into large-scale corporations is both an alluring prospect and a formidable challenge. This paper underscores the potential of harnessing emerging technologies—specifically Artificial Intelligence and Blockchain—to rejuvenate the Keiretsu model – a Japanese system of establishing business affiliations, positioning it as a viable strategy for MSME growth in the digital age. Recognizing the pivotal role of structured business networks in this transformation, the Government of India has pioneered a Blockchain-centric platform, "IndiaChain." We advocate for the integration of AI functionalities into this platform, positing it as a transformative conduit for MSMEs on their journey towards corporate prominence.

While the AI-powered IndiaChain platform shows promise, its adoption faces challenges. Many MSMEs, especially in remote areas, grapple with linguistic barriers and lack technical expertise. The integration of Generative AI, multi-lingual support, and omni-channel experience can elevate user engagement and adoption, providing an interface aligned with diverse user preferences.



Internationalization strategy for MSMEs

**Parth Andhari, Rohit Kopardekar, Siddhant Mandpe,
and Anvesh Madhvi**

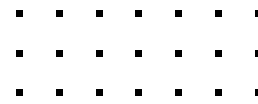
Abstract

In today's globalized economy, Micro, Small, and Medium Enterprises (MSMEs) face both unprecedented opportunities and formidable challenges as they contemplate expanding their operations beyond domestic boundaries. This study explores the complex process of internationalization in great detail and provides a thorough framework to help MSMEs succeed in international markets.

The multiple aspects of internationalization are methodically examined in this study, starting with the crucial significance of in-depth market research. MSME's may effectively design their approaches by having a thorough awareness of the specifics of their target markets, such as demand patterns, local competition, and cultural preferences. Another crucial factor to take into account is financial preparation, which calls for detailed budgeting for expenses like market analysis, legal compliance, and the start-up expenditures of foreign expansion.

A fundamental component of successful internationalization lies in adapting products or services to meet the specific needs of diverse markets. This adaptive strategy makes sure that products are appealing to local customers, which improves market acceptance and penetration. The foundation of international business is legal and regulatory compliance, which calls for an in-depth understanding of the target nation's import/export rules, tax regulations, and intellectual property laws.

Furthermore, forming distribution networks and strategic partnerships is quite beneficial. Local partners can negotiate challenging market environments, offer priceless insights, and cultivate vital connections with suppliers and clients. MSMEs' global reach is increased when they have a strong online presence. A strong social media strategy combined with a dynamic website allows for both worldwide visibility and customer involvement. A smooth product flow is guaranteed by effective supply chain management, which protects against delays and interruptions that might lower consumer satisfaction. In order to continuously improve their strategies, MSMEs need to analyze sales data, customer feedback, and developing industry trends.

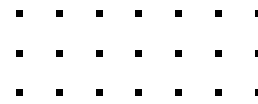


Random State Impact on accuracy with various Datasets and Different Machines: Supervised Machine Learning Exploration

Satwinder Singh

Abstract

This study investigates a critical yet frequently understated aspect of algorithm performance: the influence of test size, random state, and dataset on accuracy. Surprisingly, this fundamental dimension has often been overlooked in the research literature, raising concerns about its significance. To address this research gap, our investigation scrutinizes the profound impact of these factors on the accuracy of machine learning algorithms. Employing a comprehensive approach, we deploy 30 machines, all subject to identical random states. This extensive experiment spans 12 diverse datasets, encompassing supervised Machine Learning. The results are rigorously scrutinized using paired t-tests, elucidating the statistical significance of observed variations. Research findings underscore the noteworthy influence of the random state and machine used, underscoring the test size when held constant, plays a pivotal role in influencing accuracy variance. By shedding light on these often-underestimated variables, this research bridges a conspicuous gap in the understanding of algorithmic accuracy. The insights from this study can potentially steer researchers and practitioners in enhancing algorithm performance, thereby contributing to more robust and dependable results in machine learning.

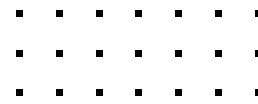


Zero Trust Network Access (ZTNA) Roadmap for Enhancing Trust and Security

Akhil John Mampilly, Vivek Gupta, Divya Midhunchakkaravarthy, and Chithirai Pon Selvan

Abstract

Digital transformation advancements are revolutionizing the way corporates are working these days. Addressing the phenomenal increase in identity and data security challenges has become more critical than ever. A robust identity management system is a focus area to address the rising concerns of fraudulent transactions, identity theft, and privacy breaches. The prevailing Identity management system lacks the capability for adequate protection, especially in light of the rising ubiquity and affordability of attack surfaces such as exploit kits, compromised accounts, and phishing services, amongst others. This case study examines how an IT service company (protagonist) enhances trust and security. They specialize in delivering business-critical IT services for businesses while transforming IT infrastructure to ensure security and scalability across public, private, and hybrid environments. The secondary data explains the dilemma faced by the global IT service company in transforming and modernizing the internal IT systems, and processes using adaptable toolsets to deliver services to its complex heterogeneous customer base. The case study addresses these pressing issues by partnering with a multinational technology corporation, to adopt modern security with a Zero Trust Network Access (ZTNA) end-to-end strategy across the digital estate. The ZTNA approach establishes new boundaries by using identity as the foundation for new perimeters, as proposed by Gartner. The case helps organizations to improve their Cybersecurity posture, fostering improved trust and confidence in digital interactions in the modern IT spectrum.

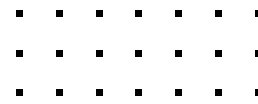


Facial Coding Insights: Unveiling the Multi-dimensional Impact of Advertisements on Consumer Purchase Decisions

Reena Paul Thengilan and Priyanka Kacker

Abstract

People do not buy products; they buy benefits motivated by emotions. 80% of the consumer's purchase decisions are sparked by emotions, ignoring the logical ground. Therefore, marketers should primarily target the consumers' emotional responses and design promising advertisements to make enormous gains as a return of investment. Conventional research approaches hinge on conscious responses resulting in a serious lacuna between the data obtained and the actuality. Thus, it is of prime importance to bridge this gap with techniques beyond conscious effortful responses. This study aims to delve into the intricate world of facial coding and micro expressions to uncover the multifaceted elements shaping advertisement effectiveness. The interplay of emotions, ad likeability, and attitude towards advertisements and brands is examined to comprehend their influence on consumer purchase decisions. Automatic facial coding is employed to capture subtle micro expressions and obtain a real-time understanding of the emotional responses elicited by diverse ad campaigns. For this study, we recorded the facial responses of 30 participants while they watched a cluster of video advertisements. These advertisements were categorized as: Brand vs. Brand, Humorous, Emotional, and Social messengers. Through a comprehensive analysis, we investigate how these emotional cues correlate with ad likeability, attitude towards advertisements, and brand. Additionally, the impact of these factors on the purchase decisions of consumers is also scrutinized. Descriptive statistics will be employed to summarize the results obtained through analysis. The results will be discussed in the paper. Facial coding is a non-invasive neuromarketing tool for silent quantification of advertisement's efficacy surpassing self-reports. This research contributes to the progressing field of consumer and advertising psychology, by providing valuable insights to advertisers and marketers regarding optimization of their ad campaign effectiveness in a highly competitive market landscape.

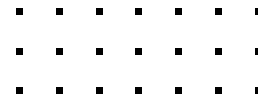


Charting the Employee Well-Being Research: A Bibliometric Analysis

Varsha and Chandra Sekhar

Abstract

Most developed and emerging nations recognise the notion of Employee wellbeing as a national productivity indicator. An employee's physical, mental, and emotional health and wellness have a big influence on the productivity and profitability of a business. The purpose of this study is to study the employee well-being research between 2013 and 2023. The study aims to investigate the most productive authors, articles, journals, nations, and affiliations utilised in the subject. VOSviewer software was used to do a bibliometric study. The examination of bibliometric data yields significant insights into the current and prospective patterns in employee well-being. This survey included the most cited articles on employee welfare as well as the most productive authors, affiliations, and nations. By doing this, researchers might be able to better focus and refine their study discoveries by gaining a fresh viewpoint on the problem. Moreover, it helps companies maintain and keep their workforce by guaranteeing their well-being. The Scopus database is the sole one used in this study to get employee well-being data.



Role of Personal Branding for Startup Entrepreneurs in the Lifestyle Industry

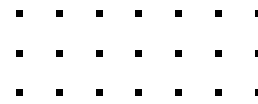
Sirisha Nag A P and Kavitha Iyer

Abstract

In the ever-evolving landscape of the startup sector, specifically within the dynamic lifestyle industry, entrepreneurs are not only surviving but thriving, contending with a relentless influx of innovative product offerings and fierce competition. However, what distinguishes them in this marketplace is the art of personal branding—a strategic tool that has ascended to prominence in the digital age. Personal branding is no longer optional; it is essential for these enterprising individuals, serving as a guiding star to set them apart from competitors and craft distinctive identities for themselves and their ventures. This research draws from Ekhlesi et al.'s (2015) Personal Branding Model to provide a structured framework for exploring contextual factors, causal conditions, processes, strategies, consequences, and intervening elements associated with entrepreneurs. Utilizing a mixed-method approach encompassing content analysis, bivariate regression and correlation analysis, the study addresses pivotal research questions.

The results emphasize the profound influence of personal branding on entrepreneurs, affecting variables like processes, intervening conditions, and strategies. Notably, entrepreneurs who leverage social structures, self-image tools, social networking, and expertise establish credibility, foster trust with their customer base, and differentiate themselves effectively in the market. The findings of this research offer an in-depth understanding of personal branding's role, impact, and relevance in India's Lifestyle industry, shedding light on unique perspectives in exploring the relationships between various variables in the context of startup entrepreneurship, making it one of its kind in the field.

These insights hold significant practical implications, highlighting the pivotal role of personal branding in shaping business strategies, it also extends its implications to the realms of education, mentoring programs, and policy support, particularly within India's burgeoning startup landscape—an area that, despite its growing relevance, remains understudied. This research bridges an existing knowledge gap, providing original and valuable perspectives in an accessible and scholarly manner.

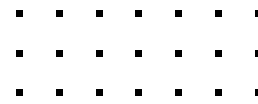


Bridging Neuromarketing and Entrepreneurship: A Systematic Literature Review and Bibliometric Analysis

Jyoti Rani, Sourav Mondal, and Saumya Singh

Abstract

This study aims to explore the intersection of neuromarketing and entrepreneurship, shedding light on how insights from neuroscience can inform and enhance entrepreneurial ventures. By conducting a comprehensive systematic literature review and bibliometric analysis, we aim to collate and synthesize existing knowledge in neuromarketing, particularly focusing on its applications and implications for startups and entrepreneurial strategies. Utilizing bibliometric tools, we will dissect publication trends, influential works, and prominent themes, providing a macroscopic view of neuromarketing principles that can be utilized to explore entrepreneurial opportunities in a better way'. This analysis will not only highlight the evolution of neuromarketing in entrepreneurship but also pinpoint geographical hubs of innovation, leading authors, and pivotal research works. By integrating perspectives from neuroscience, marketing, and entrepreneurship, this study endeavors to chart a roadmap for entrepreneurs seeking to leverage neuromarketing for enhanced consumer understanding, product innovation, and market penetration, ultimately contributing to the body of knowledge and practice in entrepreneurial neuromarketing.



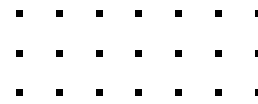
Green Marketing Strategies in Cosmetic Industry

**Anagha Tulaskar, Mitali Daga, Omkar Darekar, and
Yashvi Shah**

Abstract

The goal of this extensive study is to clarify the complex relationship between green marketing techniques and the constantly changing cosmetics market. The principal aim of this study is to uncover the concrete and useful consequences of these approaches, exploring their application by enterprises and determining how environmental initiatives lead to quantifiable expansion and improved environmental accountability. Businesses are forced to adopt sustainable practices given the modern environment of a highly competitive market dominated by environmentally conscious consumers. This research methodically examines the many ways in which these environmentally friendly practices correspond with the ever-changing needs of the consumer base. It explores the tactics used by companies today in an effort to understand how environmentally conscious efforts not only satisfy but also anticipate the expectations of customers who give priority to environmental factors when making purchases.

The research does more than just examine the present state of affairs; it also looks ahead, attempting to predict and comprehend how green marketing tactics will develop in the cosmetics sector. Through examining market trends through a crystal ball, the study hopes to offer priceless insights that extend beyond the near future. This foresight is a proactive measure to provide businesses with the necessary foresight to make informed decisions in the rapidly changing field of sustainable business practices, in addition to being a testament to academic curiosity. This research primarily aims to clarify the ethical and ecological factors that influence the cosmetics industry and to provide guidance on how companies can continue to grow and prosper while maintaining a strong environmental responsibility. Through clarifying these intricacies, the research aims to offer more than just observations; it wants to provide practical insights that might influence the direction of green marketing tactics in the cosmetics sector going forward. The ultimate goal is to cultivate a harmonious equilibrium among business growth, consumer demands that are constantly changing, and the necessity of environmental preservation.

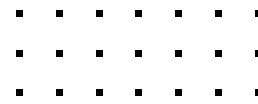


Organizations' concerns with multiple jobholding and what can be done? The moderating role of perceived organizational support

Rya Ray and Neharika Vohra

Abstract

Multiple job holding (MJH) refers to working more than one job simultaneously in exchange for, or expectation of, compensation. Recent responses of industry leaders against moonlighting range from hostility to conditional acceptance at best. Research regarding the relationship between MJH and performance and related concerns for organizations is limited and equivocal. In this study, we survey 601 employees from various sectors in India, comprising of those who hold multiple jobs (N= 286) and those who work only one full-time job (FTJ, N= 315) and measure their self-reported task performance (TP), organizational citizenship behavior (OCB), intention-to-quit (ITQ). Additionally, we also study the moderating effect of perceived organizational support (POS) on performance. Findings reveal that overall, multiple jobholders (MJHers) have significantly higher ITQ, and significantly lower TP compared to people who work only a full-time job. Interestingly, MJHers who spend greater hours per week towards their MJH have significantly lower ITQ and OCB. MJHers whose paid side job(s) have greater similarity with their full-time job have significantly higher ITQ and OCB. For the relationships between MJH status (Yes/No) and TP, OCB, and ITQ, the overall interaction effect involving POS as a moderator was significant. The interaction effect involving POS was also significant for the relationships between hours spent towards MJH and TP, and MJH-FTJ similarity and ITQ and TP. POS emerges as a critical instrument of strategic importance for organizations in the context of the contemporary world of work. Given the increased prevalence of MJH, our findings regarding the role of POS, represent the action that supervisors can take to mitigate the impact of MJH on performance. Rather than blanket bans on moonlighting, and taking into consideration contemporary careers and workplace reorganizations, this study presents evidence for organizations to take an informed stance on the issue of MJH.

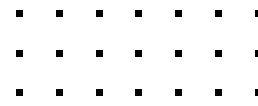


Learning to Manage Talent with Civility: Empirical evaluation of the dimensionality of Relational Civility in the Indian context

Atul Shiva, Shalu Shukla, Vidushi Dabas, Puja Khatri

Abstract

Instances of incivility are rising in the workplaces. Incivility results in emotional distress, reduced productivity, and eroded trust in relationships, ultimately hindering talent attraction, retention, and development in organizations. MSMEs are particularly susceptible to the insidious effects of incivility due to their close-knit and informal structures. Fostering relational civility in the workplace is crucial for the future readiness and growth of businesses in the competitive landscape. The present empirical study conducts two studies to identify and confirm the dimensionality of relational civility in the Indian workplace. Study 1 spanned three phases and four focus group discussions. In phase 1 a systematic review of literature was conducted through keywords identified by a focus group. Applying the ADO (Antecedents, Dimensions, Outcomes) framework, the dimensions of the construct were identified and validated by a second focus group to incorporate industry perspective. Items were generated deductively in phase 2 followed by assessment of face validity by the third focus group. In phase 3 content validity indices at item and scale level (ICVI and SCVI) and modified kappa were calculated to filter statements for data collection in study 2. The cross-sectional study employed multi-stage sampling to collect data from professionals working in IT/ITeS sector in Delhi-NCR. Satisfactory results of KMO and Bartlett's test were obtained on the usable sample of 100 professional. Statistical analysis employing principal component analysis with varimax rotation yielded an 18-item instrument with a four-factor structure. The measure had acceptable fit statistics. The four dimensions comprising relational civility are selfless behavior, value attached to co-worker, disagreement tolerance, and compassion. Civility would profoundly impact organizational success through a positive, engaged and productive workforce, enhancing employee well-being, reducing conflict and legal liability. By promoting relational civility small enterprises shall create more inclusive workplaces.



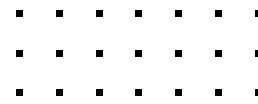
Elevating Financial Integrity: Predictive Analytics for Corporate Fraud Identification

Atharav Bhagwat and Arunima Haldar

Abstract

“From the food that we eat to the car that we drive – it would not be wrong to say that every product in our lives has seen some contribution of MSMEs. Small businesses have an outsized impact on our lives.” - Shri Narayan Rane

MSMEs constitute a significant portion of the Indian economy, yet their operational environment differs markedly from that of large corporations. Detecting fraudulent activities within the MSME sector is paramount for maintaining financial integrity and investor confidence. Traditional audit procedures, while effective, are often time-consuming due to the extensive data analysis requirement. However, scarcity of publicly available information and the irregularity of comprehensive audits, makes it challenging to apply conventional predictive models in MSME sector. We respond to this pressing need by proposing an analytical method for forecasting earnings management and identifying potentially deceptive firms. The model is trained and tested using the sample of 500 large listed Indian firms. The primary approach employed in this model involves a multifaceted method integrating distinct steps such as MapReduce modelling, readability metrics, and complexity analysis. The results suggest nearly 95% accuracy rate in flagging red flags indicative of corporate hardship, with significantly improved computational efficiency through the use of the MapReduce paradigm. Nonetheless, this study, while focusing on a select number of variables, underscores the potential for a standardized set of key variables established by a centralized governing body. Thus this research makes a significant contribution to the field of predictive analytics by detecting potentially deceptive firms, offering a strong framework that can be further refined and applied across a broader spectrum of scenarios.

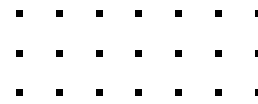


The Power Of Perceived Value And Transformative Pricing In Online Food Delivery Platforms

Arvind Shroff and Bhavin Shah

Abstract

Currently, the online platform decides the delivery fee to be charged to customers for orders placed through Online Food Delivery (OFD) platforms like DoorDash, Zomato and UberEats. This delivery fee is based on the order value and the distance traveled by the driver to complete the delivery. Pay-As-Asked (PAA) delivery pricing strategy is the name of this tactic. On the contrary, Pay-What-You-Want (PWYW) is an innovative pricing strategy that many Micro, Small, and Medium Enterprises (MSME) e-commerce platforms use. PWYW gives customers the final say over the price they are willing to pay based on how valuable they perceive the service to be. In order to investigate how the adoption of pay-what-you-want (PWYW) for delivery fee pricing affects the financial viability of OFD platforms, we present an analytical model. By dividing consumers into three groups—free riders, fair-minded consumers, and generous consumers—we are able to identify their social preferences for things like fairness and reciprocity. This allows us to determine the conditions under which PWYW might be more profitable for the platform than the typical PAA delivery pricing strategy. Our research suggests that in order to maximize platform profits when implementing a PWYW delivery fee, the OFD platform managers should work to reduce delivery costs as much as they can. Furthermore, we propose that platforms impose a minimum delivery fee that customers may use as a guideline when determining the fee, they want to pay in order to prevent free riders from reducing profits under PWYW.

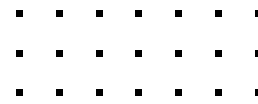


Clusters: Is the Spell Working? A Study of SMEs Cluster of Nasik, India

Pragya Bhawsar

Abstract

The Large concentration and significant contribution of SMEs in emerging economies have called for undivided attention by the policymakers. Among the various policy options, SME cluster support is one. The sectoral and spatial concentration of firms at a certain geographic location gives rise to a cluster. In emerging economies, clustering is considered an approach that allows small and medium firms to co-locate and match their competence against the world's strong competitors by means of sharing resources, infrastructure, innovative capabilities, technological spillover, and cost advantage. Various major benefits include the rise of external economics, the availability of specific skills, and specialized suppliers. Firms in the cluster are faced with common opportunities and threats. Against this backdrop, research on clusters emphasizes it as an anchor in strengthening Small and Medium Enterprises (SMEs) competitiveness. In this paper, an attempt has been made to explore how the SMEs are receiving benefits by being present in the cluster. To meet the objective, the SME cluster in the city of Nasik (India) has been selected. The information is gathered through a two-step process, first by means of exploratory research (two focus group discussions) and subsequently via quantitative research (survey of SMEs). The result reveals that government support in the form of IIUS cluster (NEC), and CDP schemes has given impetus to SMEs in Nasik. OEMs, large firms, business associations, and government bodies/representatives are all working for the development of the SMEs. Various benefits of clusterization like competition, networking and collaboration, knowledge spillover, buyer supplier relations, labor, and new business formation are present to a fair extent in the cluster. However, there is still a requirement for further impetus for the cluster to divert to a high road to competitiveness. Recommendations have been devised to enhance SMEs' competitiveness in Nasik.

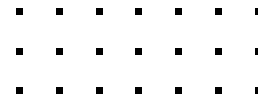


Entrepreneurship Contribution to Economic, Social and Environmental Development: Empirical Evidence from BRICS Economies

Naresh Kumar and Nidhi Singhal

Abstract

Entrepreneurship plays a key role in fostering sustainable development. The present study examines the relationship between entrepreneurial activities and sustainable development using the data on BRICS nations covering the period 2000-2022. The study applied the Fully Modified Ordinary Least Square technique to estimate the long-run and short-run relationships among variables and the Vector Error Correction Model (VECM) to unveil the interconnection between variables. With the view of Sustainable Development Goals (SDG) 2015, the study categorized sustainable development into economic, social, and environmental aspects and found a positive relationship running from entrepreneurship to economic growth and social development, however, a negative relationship with environmental quality. It is advised to the governments of BRICS nations to establish the process of sustainable entrepreneurship developing a connection between entrepreneurial endeavors and mitigation of environmental degradation by adopting advanced innovative technology in production. The managers should promote environment-friendly and sustainable business practices to enhance their firm's image and enjoy competitive advantages globally.

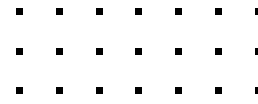


Empowering Growth: Unraveling the Role of Banking and Financial Institutions in Nurturing Indian MSMEs

Arun Kumar and Mahesh Kumar Sarva

Abstract

The adequate and timely availability of finance stands as a paramount factor for the success of any business venture, and this holds true for the establishment of Micro, Small, and Medium Enterprises (MSMEs) by aspiring entrepreneurs. Typically, owners of micro, small, or medium businesses, often venturing into entrepreneurship for the first time, find themselves with limited capital or none at all. These individuals require not only technical, marketing, and managerial support but also the crucial seed capital to kick-start their ventures. Beyond initial capital, many MSMEs also seek additional funding for technological upgrades, capacity expansion, marketing endeavors, and facilitation of import and export activities. In the Indian context, banks play a pivotal role in extending financial support to businesses through their branch and regional offices spread across the nation. In Uttar Pradesh, banks have been instrumental in providing various forms of financial assistance to MSME entrepreneurs. Consequently, the MSME sector in the state has contributed significantly to the Gross State Domestic Product (GSDP) and emerged as the second-highest employment generator. Despite consistent growth, the MSME sector faces challenges, with inadequate access to financial resources being a prominent bottleneck. This paper undertakes a close examination of the growth and development initiatives of Indian MSMEs in the context of the country's economic liberalization in recent years. Additionally, it delves into the current role of various financial institutions in fostering the overall development of MSMEs nationwide. The research aims to evaluate potential opportunities and challenges within the sector concerning fund procurement through diverse financial institutions, providing insights that policymakers can leverage for sustainable results in the future

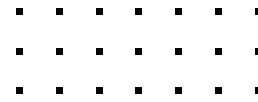


Does Globalization Reduce Income Inequality? Empirical Evidence From BRICS Countries

Ritu Rani and Pooja Kumari

Abstract

Globalisation refers to increase interdependence and global convergence as money, people, images, values, and ideas flow faster and smoothly across national boundaries. This process is anticipated to be driven by technological advancements, which will result in a more homogeneous and interconnected world. Income inequality is the greatest challenge since rising incomes do not benefit all segments of the population equally. It is important to reduce inequality in order to create a more egalitarian society and to address individual welfare concerns as well. The objective of this study is to empirically inspect the impact of globalization on income inequality in the BRICS countries for the period 2001 to 2022. The study used panel data regression analysis. The study found that globalization has a significant negative impact on income inequality, it implies that globalization evenly distribute benefits between rich and poor and decreases income inequality. Based on the findings, the study recommends that the government should reduce restrictions and increase subsidies to boost international trade so that income inequality diminishes. Additionally, the government should also focus on research and development to induce technological globalization which trained low-skilled workers which in turn decreases income inequality.

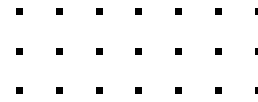


Identifying antecedent rules influencing the status of superhost: evidence from Singapore Airbnb listing to become superhost

Manojit Chattopadhyay

Abstract

The rise of entities in the sharing economy, exemplified by platforms like Airbnb, is reshaping the tourism market, particularly impacting small and medium enterprises (SMEs) globally, including Asia. This study focuses on Airbnb's dominant role, employing association rule mining to explore the antecedent amenities influencing the coveted superhost badge in Singapore. The research contributes by uncovering frequent amenity patterns crucial for superhost status. Despite Airbnb's economic significance, academic research on superhosts is limited, making this study a valuable addition to the literature. The exploration of association rule mining in hospitality, specifically Airbnb, sheds light on its potential for enhancing business strategies and customer experiences.

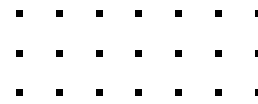


Access To Finance And Spatial Pattern Of Small Firms: Evidence From India

Renjith Ramachandran and Subash Sasidharan

Abstract

Access to finance plays a significant role in the functioning of small firms. In this paper, we explore and analyse the association between regional access to finance and the spatial pattern of small firms in India. Using the information from Economic Census, we construct access to finance index at the district level and analyze the spatial distribution of small firms. We identify a marked regional disparity in access to finance among the Indian districts. Similar to the spatial pattern of access to finance index, the geographical distribution of small firms also exhibits a regional disparity, indicating the spatial pattern of small firms in India is positively associated with the regional access to finance. Our spatial econometric analysis explains the regional access to finance plays an important role in determining the geographic distribution of small firms across Indian districts.

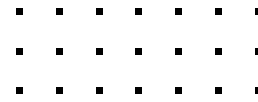


Ground Analytics Impact on IPL Player Auction Pricing Using Machine Learning

Satwinder Singh and Aarushi Jain

Abstract

This study introduces an innovative machine-learning method for forecasting IPL player auction prices. Beyond typical player attributes, it integrates ground analytics, assessing the match's venue and its alignment with a player's suitability. Features encompass the player's batting, bowling style, batting order, and the franchises likely to benefit from their skills concerning the specific match venue. The model engineered these features to predict a player's value to each franchise, considering their current team dynamics. Employing supervised learning, the model trained on historical auction prices and associated features. Utilizing diverse ML algorithms like linear regression, random forests, support vector machines, and XGBoost, the XGBoost model attained a remarkable 98.52% accuracy on a test set. This suggests a superior ability to predict auction prices compared to previous methods. Notably, the study highlights that the primary ground for a franchise's matches significantly influences player auction prices. This pioneering approach has the potential to redefine IPL team participation by enhancing auction price predictions, enabling more informed bidding decisions, and facilitating stronger team formations

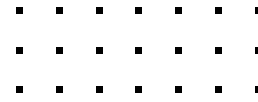


Roles of HR competency and Fintech knowledge in SME's financial technology adoption

Abhinav Baweja and Chandra Sekhar

Abstract

In recent years, Small and Medium Enterprises (SMEs) have focused on embracing new technologies. The United Nations 2030 Agenda and the G20 Principles advocate leveraging FinTech to address financial exclusion and income inequality. This study delves into the nexus of FinTech adoption, HR competency, and FinTech knowledge, positing that nurturing HR competencies in SMEs yields a competitive edge. Recognizing the pivotal role of HR competency in FinTech adoption, the paper explores challenges faced by resource-limited SMEs. It underscores the importance of FinTech knowledge, asserting that employees with a deeper understanding are more likely to embrace and innovate with FinTech solutions. Trust in technology emerges as a significant factor influencing FinTech adoption, with perceived risk as a potential barrier. In conclusion, drawing on insights from past literature, the authors propose a model to examine how HR competency, FinTech knowledge, and trust in technology collectively impact FinTech adoption in SMEs in India.

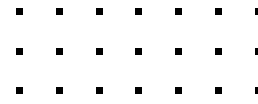


Understanding the Role of Conversational AI in MSME Customer Support

Priya Nath and Rajeev Verma

Abstract

Conversational Artificial Intelligence (Conversational AI), often referred to as chatbots, virtual assistants, or voice-activated systems, represents a pivotal technological advancement that has reshaped the landscape of marketing and customer support. These intelligent systems employ natural language processing and machine learning algorithms to simulate human-like conversations and interactions with users, and their application in the Micro, Small, and Medium Enterprises (MSME) sector has increased significantly. Conversational AI is designed to facilitate seamless communication between businesses and customers by automating conversations, answering queries, and providing assistance without human intervention. It plays a crucial role in lead generation, offering personalized marketing messages, and delivering high-quality customer service. Conversational AI is also instrumental in sales support, guiding customers through the sales process, and collecting valuable feedback and surveys. This paper will analyze the potential benefits and opportunities of integration of Conversational AI solutions in enhancing customer experiences especially customer support. It enables 24x7 customer support, ensuring that customers receive assistance when they need it. It also reduces operational costs by automating tasks and query resolution. This cost efficiency is particularly beneficial for resource-constrained MSMEs. Additionally, AI-powered analytics provide insights into customer behavior and preferences, empowering MSMEs to make informed decisions and adapt their marketing strategies accordingly. AI systems are also scalable and can accommodate increased customer engagement. The benefits of Conversation AI are accompanied by risks and challenges as well. Data and content limitations often restrict access to the extensive datasets required for effective AI model training. Moreover, customization is essential to cater to the unique customer needs and branding requirements of MSMEs. However, achieving this customization can be a complex task. For efficient customer support, it is also necessary to ensure a user-friendly experience. Further, ethical concerns, such as, data privacy, consent and transparency need to be addressed to gain customer trust. The findings of the paper will suggest ways to effectively integrate Conversation AI in marketing and customer support. While there are challenges and ethical considerations, the paper will explore the ways for MSME to navigate the challenges and embrace the opportunities that Conversational AI presents in the dynamic digital landscape of marketing and customer support.

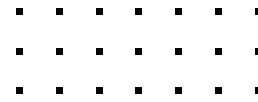


Exploring the MSME pathway from 2003-2023: A Bibliometric Analysis of Usage of Social Media as a communication tool by MSME

Rishab Chauhan and Payal Mehra

Abstract

Social media (SM) holds an important place within the realm of MSME communication. Several research articles have been published on the utilization of SM as a communication tool by MSME. However, an in-depth bibliometric analysis on the subject is lacking. Utilizing BibExcel, Histcite, and Citespace software, this study makes the first-ever attempt to conduct an in-depth bibliometric review on this research topic in the field of business, management, and communication by analysing 984 articles published between 2003 and 2023. Results of the performance analysis showed that initially publications were limited in the field but gradually increased from 2008 onwards. Four prominent journals engaged with the topic extensively mostly from the USA and the UK. The science mapping methodology extracted seven clusters that underscored the noteworthy themes within the literature on this topic. The study serves as a value add for both researchers and practitioners, in terms of the depth of coverage of the literature on the theme of MSME and the role of communication.



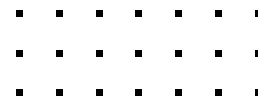
Investigations on improvement of Financial Literacy on MSMEs : A Post COVID Analysis

Shyam Sunder Agrawal

Abstract

COVID-19 has changed the world in many aspects, in destructive as well as in constructive manner, as a results of we can see many new changes in our day to day lives. During the pandemic, the world has recognised many existing practices, but from the new eyes of adoption, and financial literacy is on of them. Consider this fact, the present research work is dedicated to the adoption of financial literacy practices by MSME based organizations.

For the purpose of research, 183 MSME granted firms were selected and their tendency towards financial literacy was investigated after COVID-19, using statistical analysis. For this purpose, first of all, a list of parameters showing affinity towards financial literacy was created from literature reviews and expert opinion. In the next stage, the list was fed to principal components analysis for the purpose of Investigations on the hidden variables among them. In the next stages, the obtained variables were tested for correlation and multiple regression analysis among them for the investigations of the relationships among them. The results showed strong adherence of firms towards financial literacy after COVID-19.



Impact of Women-Led Development of MSMEs on Workplace Incivility

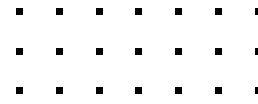
Anushree Saxena and Sapna Parihar

Abstract

Though women constitute about twenty four percent of the total workforce in Micro, Small and Medium Enterprises (MSMEs), which is greater than any other industrial segment in India, around eighty percent of the MSMEs in India are owned by men as compared to a mere twenty percent women-owned businesses. This situation makes them vulnerable to various gender biases and issues like workplace safety and gender discrimination, gender wage gap, barriers to women's inclusion, workplace incivility among others. Analyzing the scenario, the government policies shifted focus towards women-led development of MSMEs which resulted in eighteen percent increase in female employees in small and medium enterprises in 2022, according to research. However, the correlation between rising women workforce in MSMEs and workplace incivility is yet to be examined. Therefore, the purpose of this study is to explore the impact of women-led development of MSMEs on the uncivil behaviors of employees towards women in India. Specifically, this paper aims to investigate whether women entrepreneurship can deter incidents of incivility in the working places of women-run enterprises and record the observations of the status of wellbeing of female employees in such businesses.

This study collected data from women entrepreneurs of private and government-aided, urban and rural MSME units through a questionnaire, aimed to determine the correlation between growing women workforce and women leadership in MSME sector and uncivil behavior of employees towards women in businesses.

The present research intends to add to the extant body of knowledge on the juncture of MSME and Workplace Incivility and suggest ways to prosper in the transformative process of MSMEs in India, particularly in the management of human capital, encouragement of women entrepreneurs and in turn adding value to the growth and development of the nation because civilized and fair workplaces lead to job satisfaction and enhanced productivity of the workforce and bring about wellbeing of the employees.



Sustainability under fire-Insights and Implications for MSME

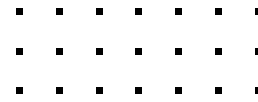
Vartika Dutta and R Rathish Bhatt

Abstract

The concept of sustainability or sustainable development has gained significant prominence within the context of climate change and the increasing disparities in social fairness. The accountability of large corporations towards their environmental and social responsibilities is well acknowledged; nevertheless, it is imperative to recognise the collective obligation of Micro, Small, and Medium Enterprises (MSMEs) in this regard. MSMEs play a crucial role in a nation's economy by creating job opportunities and making substantial contributions to the overall national GDP. However, it is worth noting that these enterprises also have a noteworthy carbon footprint. Industrial pollution is a significant contributor to health hazards that affect not only human beings but also the entire ecosystem, particularly in developing countries such as India. The government has been promoting several pollution control strategies over the years; however, its implementation has been found wanting. However, it has been criticised and some claim it is business-wise unhealthy.

We wanted to understand the unique challenges faced by Indian MSMEs and their awareness towards the utility of environmentally friendly business practices. This exploratory qualitative study was based on 15 in-depth interviews of MSME entrepreneurs of Delhi-NCR. The initial analysis of the interview scripts was conducted using Nvivo Pro. Several indicative themes were found, such as owner's orientation towards sustainability, ethical orientation of owners, Cost efficiency from energy and material optimisation, business sustenance, regulatory compliance

Given the government's push for entrepreneurial development through Atmanirbhar Bharat Abhiyan, there is an urgent need to integrate pollution control strategies with the fabric of the policies itself. In terms of the implications for owners and managers of micro, small, and medium enterprises (MSMEs), it is imperative for them to recognise that the adoption of sustainable practices has become a must rather than a choice. Organisations are required to adopt sustainable practices either due to legislative obligations or as a result of their own proactive decision-making. Hence, it is incumbent upon individual MSMEs to prioritise efforts aimed at mitigating their carbon footprints.

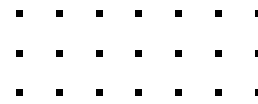


Formalizing The Informal Sector For E-Waste Management

Nitin Koshta

Abstract

The use of electrical and electronic equipment has become indispensable in modern societies. This has led to an increase in the consumption of electrical and electronic equipment (EEE), ultimately contributing to the waste from electrical and electronic equipment (WEEE). Given the growing importance of managing e-waste, the present study revisits the existing e-waste management practices in India and investigates its fundamental underpinnings for policy recommendations. We examine the four major stakeholders in e-waste management: consumers, the informal sector (which mainly consists of micro and small enterprises), manufacturers (also referred to as the formal sector), and the Government. We find that, currently, the formal sector majorly targets bulk consumers to achieve their recycling target. However, individual consumers have various reasons, including a lack of financial incentives to choose informal recycling over formal recycling. Further, the social welfare of the informal sector seems to be largely ignored in the present WEEE policy. We show that formalizing the informal sector for collection, dismantling, repair, and recycling of e-waste can bring all stakeholders under the ambit of existing legal frameworks. This will help in leveraging the expertise of both formal and informal recyclers in creating an environmentally and socially sustainable e-waste management system.

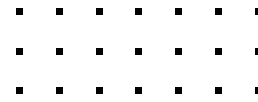


Beyond Borders, Beyond Paychecks: Unravelling the Impact of Internationalisation on SME Wages

Anshul Aggarwal and Chandan Sharma

Abstract

International firms are believed to pay higher wages than their pure domestic counterparts, hence internationalisation is considered a way for transitioning an economy and put it on growth path. This study investigates the impact of internationalization on the wages paid by manufacturing enterprises in emerging economies. The study uses three indicators of internationalisation: exports, intermediate imports and foreign investment. The study applies standard wage rate equation augmented further to analyse individual as well as joint effects of internationalisation indicators. Estimation techniques are employed that take care of potential heterogeneity and endogeneity issues. Using plant-level data from India our results show highlight that exports and imports have a dampening effect on wages, although results for foreign investment remains mixed. Sub-sampling of data basis firm size reveals that internationalising of SMEs suppresses the wages whereas large firms contribute positively to wages. This is because of trade promotion policies suited for large corporations do not have same effect for the smaller firms and may even have counterproductive effect. To improve their performance so that productivity gains from trade may be transmitted to labour, SMEs with a preponderant presence in developing economies require trade policies that are distinct from those for large, technology-intensive corporations.

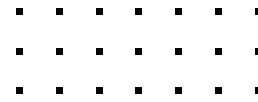


SMEs Crafting Global Footprints: A Comprehensive Review of Resource-Based Approaches to SME Internationalization

Kulwinder Kaur and Sunil Kumar

Abstract

This systematic literature review analyses the application of the resource-based view (RBV) framework to the internationalization of small and medium-sized enterprises (SMEs), aiming to synthesize fragmented studies published in the past and provide an up-to-date understanding of the RBV framework in the current context. This review has been conducted using the TCM (Themes, Context, and Methodology) framework, and a rigorous screening procedure produced a final sample of 70 publications that were published in 23 journals between 1994 and 2022. The review revealed that RBV has been extensively applied in the context of SMEs, and five major themes emerged, highlighting the critical role of a firm's internal resources and capabilities in achieving and sustaining a competitive advantage. Overall, this literature review underscores the relevance of RBV as a framework for SMEs' internationalization efforts, emphasizing its importance in helping firms manage and leverage their resources for global competitiveness.

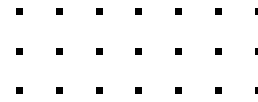


Inclusive Leadership and Employee Wellbeing in MSMEs

Ananya Syal

Abstract

Employee well-being is a growing concern across industries. It is critical for MSMEs who have struggled in the post-COVID business environment. Leadership is pivotal in impacting the performance and wellbeing of employees at work. However, past studies have often neglected employees' wellbeing and have focused on performance and satisfaction. This study explores the relationship between inclusive leadership and wellbeing, focusing on individual and organizational level factors impacting it. I propose a model where inclusive leadership leads to employee wellbeing in MSME, where psychological capital and perceived organizational support acts as a moderator in this relationship. The study contributes to the literature on leadership and wellbeing in MSMEs and provides direction to leaders, managers, and employees working in MSMEs to ensure wellbeing of their workforce.

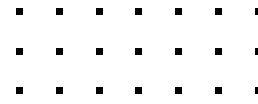


Fostering Innovation through Inclusivity in Micro Small and Medium Enterprises

Ananya Syal

Abstract

Innovation is key for survival, growth, sustainability, and innovation. Scholars have highlighted the role and importance of diversity at work. Still leveraging the benefits of diversity have been a challenge for organizations. This article reviews past literature and proposes a model that integrates the role of servant leaders in leading to inclusion in MSMEs that results in innovation. I argue that servant leadership impacts innovation through inclusion where organizational commitment and organizational cynicism acts as a moderator. The study explores how leadership in MSMEs impact inclusion and innovation. It has significant theoretical contributions and practical implications for professionals working in MSMEs.



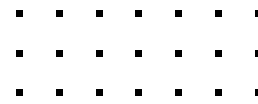
Potential Impact of Adoption of Current ICT Innovations for Sustainable Business Practices: A case-based approach on Manufacturing MSMEs of Kerala

Lekshmi Krishna, Nizar Hussain M, and Jayasankar Prasad C

Abstract

Sustainability has gone beyond a fad or a good-to-have tag and has become the mainstream parameter in business Globally. In this context, the conference's current topic gains importance. More and more organizations are aligning their strategies to sustainability goals eyeing the long-term commercial benefits. It is always a concern what sustainability means to MSME. Micro Small Medium Enterprises (MSMEs) significantly play a broader ecosystem of organizations. Although so much research exists, there is still a lack of complete understanding of how we can integrate economics and sustainability components. The upcoming technologies are disruptive in nature and they make the markets highly volatile. Therefore, it is hard for trend predictions, that are innovative and sustainable simultaneously, which enable organizations to manage their risks. This technology eliminates the need for expensive infrastructure investments and enables MSMEs to leverage advanced tools and technologies that are utilizing social media platforms to promote their products or services, engage with customers, and build brand awareness. ICT has revolutionized through the use of technologies like Internet of Things (IoT), RFID tags, and blockchain, MSMEs can track inventory in real-time, enhance transparency, streamline logistics, and improve overall supply chain efficiency. All these tools enable employees to communicate, share files, and collaborate on projects, regardless of their physical location, leading to increased productivity and efficiency. By adopting these technologies, MSMEs can enhance their operations, improve customer experiences, and unlock new growth opportunities. The exponential technologies have a fast rate of upgradation and will necessitate that the MSMEs embrace such technologies proactively to ensure that they are in the race for leadership or even sustain in the market.

The purpose of the paper is to analyze the impact of adoption of current ICT innovation in the business sustainability of MSME also aims to understand the adoption of technology can contribute to MSMEs. Methodology: In a case study in the MSME Manufacturing sector, we provide that both Technology adoption and sustainability need to be considered to adequately innovate business models.



Women in leadership roles

Jyoti M

Abstract

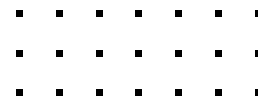
This study highlights leadership aspects of women which facilitates a proper organizational position to them crossing the discriminatory hurdles. Enablers, barriers, weaknesses and strengths are these aspects of Women's Leadership. Not having networking skills and assertiveness and bias in the organization obstruct leadership roles of women. Leadership enablers for women are useful trainings, proper workplace culture and mentoring. Limited exposure to pressures of the outside world, work life balance challenges are some weaknesses in women's leadership. Ability to manage emotions, sincerity, democratic leadership style, and empathy are some of the strengths. The two main constructs are women's leadership role and the restrictions faced which can be dealt with by strong commitment from top management.

Leadership involves setting direction, establishing goals and creating a vision for an organization or group. Effective leaders possess integrity, intelligence, and confidence, as well as the ability to communicate effectively, make decisions, and inspire and motivate others.

laissez-faire, autocratic and democratic are the different leadership styles. Decisions are made on their own by autocratic leaders and expect their followers to comply. Democratic leaders involve followers in making decisions and rely on consensus. Laissez-faire leaders delegate authority and give their followers autonomy. Good leaders adapt their leadership style to the situation and can inspire others to achieve great things.

Women account for more than 40% of the global labor force and half of the global population in 2022, 28% of CEOs and MDs were women.

- Though the percentage of women in the world is 50.8% according to the data from 2022, women still make 82 cents for every dollar a man makes.
- For every hundred men who got promoted as a manager, only 80 women advanced to the same position in 2022.
- Women CEOs were running 42 Fortune 500 companies in 2022.



Strong ties and weak ties in Entrepreneurship

Jyoti M

Abstract

Despite the diverse research in entrepreneurship and networking, what is going on in a network is still a puzzle, operation of networks, how business performance is influenced by their role is limited to theory (Jack, 2005). Thus this study explores strong and weak social tie roles in entrepreneurial networking. Granovetter's (1973, 1985) strong and weak tie hypothesis is the basis of this study. Strong relationships rely on frequent interactions and do not provide up-to-date information. Weak-ties contacts rarely interact with each other but are active in their roles once entrepreneurs activate them. Strong and weak ties are formed by personal motivation and networking. Strong connections are important for information and the resource flow. Where strong connections lack, weak connections become important to enable the required support. Social networking will benefit the entrepreneur who balances strong and weak connections. How entrepreneurs form and utilize strong and weak ties in carrying out their business and how entrepreneurial business is impacted by is shown here. Gaps observed in these ties are as follows:

Limited Diversity: Strong ties often consist of people from similar backgrounds and industries. This limits exposure to new ideas and opportunities.

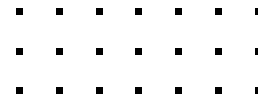
Over-reliance on strong ties can lead to an echo chamber where entrepreneurs only receive feedback and information from a small, like-minded group hindering creativity.

Strong ties can lead to conformity and consensus thinking. Entrepreneurs may become too dependent on their strong ties, leading to a lack of motivation to seek new connections or expand their networks.

Weak ties refer to casual or distant relationships as acquaintances, colleagues or people in different industries. They lack the depth making them less reliable in certain situations.

Limited Access to Resources: Entrepreneurs may not have the same level of access to resources (e.g., funding, expertise) through weak ties compared to strong ties. Collaborating with weak ties can be challenging due to lack of a strong foundation of trust.

Information Overload: Engaging with a wide network of weak ties can result in information overload making it difficult to filter and prioritize relevant information.



Technology-driven Collaborative Transformation of Public Sector Technical Project

Vivek Gupta and Anuj Kumar

Abstract

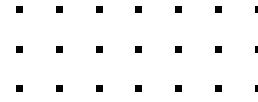
With ongoing technological development, we create an external view of potential improvements in public procurement processes. Public procurement processes are complex because several factors often do not align with the project goal, and in some cases, the process becomes more important than the goal. For an MSME, getting the payment due is often more difficult than actually doing the work. This is due to multiple compliance requirements and the need to interface with various departmental units for filings and payments.

It is to be noted that the so-called General and Special Conditions of Contract (GTC/SCC) in most government tender documents can run into hundreds of pages. At the same time, the actual work is described very briefly. It should be emphasised that the real success of the tender system lies in achieving the long-term objectives of investing in a project. For example, the goal of a new road is not only to build the road but to serve the public for its design life. If the road deteriorates within a rainy season, the project will fail.

The tender process is divided into four closely related areas: supplier selection, project implementation, material and service management and work acceptance, followed by invoice approval/ bill clearance and operations. The government focuses on modernising the tender system for paperless submissions through various IT initiatives, e.g., high data security with digital signature and procurement portals like extenders, GEM, etc. However, it is essential to use IT appropriately from concept to completion to use state treasury funds efficiently.

This paper proposes an overview of an accountability-based system focusing on long-term project success and total cost of ownership (TCO). We use publicly available data and focus on significantly reducing human intervention in tender processes through paperless workflows. We propose a feedback mechanism for continuously improving public procurement systems that leverages current technologies, creating a data lake for future developments. It emphasises the need for a standard system with appropriate automation that integrates task management, inventory, performance reviews, monitoring and governance, creating chains of responsibility and accountability.

The quantification of expected benefits and a cost-benefit analysis for public procurement is illustrated through a relevant use case - How to improve the prospects of deploying optical fibre for Digital India. The authors have worked extensively in government, public sector, private sector, academia and as entrepreneurs in India.



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