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Theme - Fostering an Innovation Ecosystem

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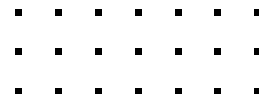
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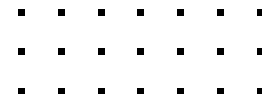


SMEs digitalization, national culture and default during COVID-19: a cross-country examination

Jagriti Srivastava

Abstract

This study explores the impact of digitalization on small and medium sized enterprises (SMEs) likelihood of default during the COVID-19 period. Using a cross-country sample of 4,147 firms from 31 countries, we find that SMEs adaptation to work from home (WFH) and online sales model reduces their likelihood of default during the pandemic period. The author also finds the moderating role of national culture (collectivism) on the relationship between digitalization and likelihood of default.



Identifying factors that influence ONDC adoption amongst consumers and sellers

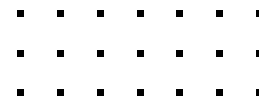
Satwinder Singh and Prashant Anand

Abstract

The E-commerce market has grown drastically over the past decade and is predicted to reach a market size of 350 billion Dollars by the year 2030 in India. The present market is majorly led by Amazon and Flipkart in India, which makes the sector behave in a duopolistic environment. The operations at the leading firms focus primarily on inventory-based models to minimize costs, targeted promotions to maximize sales, and maintain an upper hand in the industry through keeping cutting-edge technologies, deep discounting, enhanced search algorithms apart from another analytical process, and high capacity, which limits the smaller players to penetrate the sector and make an impact. Against this backdrop, under the Indian Government's preview, an Open Network for Digital Commerce (ONDC) platform is striving to create opportunities for small and medium suppliers to enter into the e-commerce mode with minimal barriers. The ONDC platform envisions reducing costs for the overall logistics, easier access to suppliers and consumers, and increasing transparency in order fulfillment. This study is focused on identifying the key characteristics that would influence consumers and sellers in adopting the ONDC platform using statistical analysis.

Keywords

ONDC, E-Commerce, Market Efficiency, Market Place Model



Digitization in MSMEs and growth-oriented outcomes: Integrating the literature

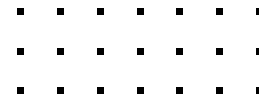
Sanket Vatawala

Abstract

Technological evolution in the form of digitization is creating many changes in how small and large businesses operate. Digital natives and their buying patterns affect not only their behaviors in their personal life but also their behaviors in organizational settings. For instance, in various tasks such as vendor/offering-specific information search, organizational buying behavior, service recovery and delivery, and marketing communications, to name a few. While studies have discussed the importance of digitization in business markets, the research majorly focuses on multinational companies. Recent literature has highlighted the need to examine digitization in the Micro, Small & Medium Enterprises (MSMEs) context in light of -- the cost-effectiveness of digitization in certain areas and the tight budgets on which MSMEs operate. This study aims to understand the digitization mechanism in MSMEs context and create a comprehensive conceptual framework. The digitization framework for MSMEs will highlight the consequences of digitization and the moderators in the framework. While the conceptualization of the phenomenon will improve based on data-based findings, the initial findings based on extant literature integration point towards some critical factors, such as suppliers' opportunities on different fronts, brand-related benefits, and the firm's growth. The study will also find the factors that enhance or diminish the relationship. The study highlights practical and theoretical implications and future research directions.

Keywords

MSMEs, Digitization, Brand-related benefits, Supplier growth



Empirical research on the success criteria for MSME'S and sustainability in karnataka

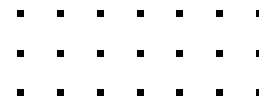
Dr Coral B

Abstract

A significant factor in the socioeconomic development of the nation is the MSME sector. Micro, Small, and Medium-Sized businesses/enterprises (MSMEs) in India are falling behind their competitive companies as the process of globalisation gets underway. The MSME's from neighbouring countries compete with one another in terms of export competitiveness. This is ascribed to a number of important factors, including product quality, HR practices and policies, Government initiatives and modern technology. This necessitates taking immediate action.

Keywords

The potential of MSME, innovation, resources of enterprise, Government initiatives.



Working paper on Perception of Gen Z population in India towards Khadi Fashion Wear : An empirical Study

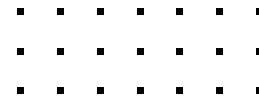
Varun Goyal, Hina Mishra, and Subhojit Sengupta

Abstract

Generation Z (Gen Z) forms approximately 37% of the Indian population and so is the most dominant market for the apparel industry. Comprising about 40 percent of the market, Gen Z is going to be the future profitable customer segment and it is imperative to understand their perception towards brands. Khadi being a prominent sector of the Indian MSME sector requires Gen Z to look at it. This study aims to understand the perception of Gen Z Indian population towards Khadi fashion wear. To get the perception, we conducted questionnaire-based surveys on a 5-point Likert scale and the sample was selected from a management institute selected using purposive and snowball techniques. The findings of the study suggest that Gen Z population has a negative impression of Khadi fashion wear in comparison to modern synthetic fashion wear in terms of comfort, style, variety and prices those were found to be the most dominating factor of their purchase decisions. While on the other hand, Khadi has a positive perception over modern synthetic apparels in terms of material used, ecological impact of production, country of origin and economic impact but these factors were rated lowest in terms of impact on purchasing decision. This study provides insights for theoretical and practical implications that could be helpful for business like Khadi in MSME industry to understand the Generation Z in their thinking and preferences in a better way. They will be able to target better their potential customers and will get ideas to reposition their marketing and sales activities.

Keywords

TGenZ, Khadi, MSME, Consumer Perception



Measuring minimum variance hedging effectiveness: Traditional Vs. Sophisticated models

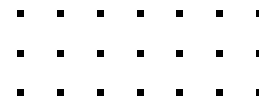
Udayan Sharma and Madhusudan Karmakar

Abstract

This study compares the performance of traditional and complex hedging models across stock, commodity and currency markets. The complex model, that are generally subjected to biases in the form of large estimation error and model misspecification perform significantly poor compared to simple traditional models used for hedging. We establish the findings using the simulated data to confirm the presence of biases. The results are of significance to practitioners, researchers and investors who actively use futures to construct hedged portfolios.

Keywords

Minimum variance hedging, Traditional models, Sophisticated models
Extended Abstract



Linking 5-R approach to Sustainable Development Goals: A conceptual framework for Green Marketing in Cottage Industries in India

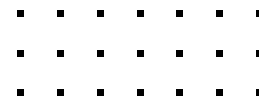
Sushmit Bagchi and Falguni Tailor

Abstract

There is an increased need to modify processes and marketing approaches, specifically in the cottage and small-scale industries, to integrate sustainability to better impact the economy, environment, and society. The role of green marketing is crucial for enhancing consumer engagement and demand. The cottage industry sector of MSMEs has comparatively explored less on leveraging sustainability in its products and subsequent marketing than in other sectors. Various stakeholders involved in the cottage industry sector should be sensitized to understand the promising role of the sector in contributing to sustainable development and its applicability to green marketing. The paper focuses on the existing and potential linkages between the 5Rs of green marketing and the United Nations Sustainable Development Goals (SDGs) in the context of cottage industries in India. The paper attempts to identify and analyze linkages between 5Rs and SDGs through decision analysis methods using available secondary sources. As a result, the authors detail one Rs that illustrates its relation with a maximum number of SDGs and provide a conceptual framework for implementation that the relevant stakeholders may take forward. The final result will enable the cottage industries to formulate new green marketing strategies for better profit generation and innovation standards.

Keywords

Green Marketing, Sustainable Development Goals, Cottage industries, MSMEs



Impact of Covid-19 on Micro, Small and Medium Enterprises: Effect on Production, Market Adjustments and Coping Strategies

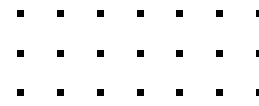
Susmita Das

Abstract

The micro, small and medium enterprises (MSMEs) are the growth engines of the Indian economy. With around 63.4 million units throughout the country, they contribute about 30 per cent of the country's GDP. MSMEs play an important role in employment generation as they employ about 110 million people across the country. West Bengal has one of the highest numbers of MSMEs in the country with 88.67 lakh units. It accounts for 14 per cent of India's total MSMEs. But during the Covid-19 pandemic, the nationwide lockdown was in place. Because of this, the MSME owners, employers, stakeholders were all dragged into unexpected situations. They faced critical issues relating to the procurement of raw materials, supply of finished goods, workforce demand, quality, price and many more. This paper aims to find out the impact that Covid-19 had on the MSMEs, especially in relation to production and supply of goods. This paper also focuses on the resilient behaviour of the MSMEs in relation to market adjustments and coping strategies implied by the MSMEs. The findings of this study are derived from the in-depth interviews conducted with the MSME owners/managers in West Bengal and further by non-parametric analysis of the same.

Keywords

MSMEs, impact on production, market adjustments, access to finance, worker adjustments, resilient behaviour, coping mechanism, protective measures



Political Alignment and Fiscal Transfers in the Indian States

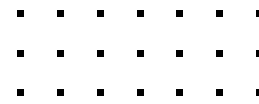
Pavneet Singh and Jitender Swami

Abstract

Political economy theories suggest that political alignment between different levels of the government should positively impact economic outcomes. In this paper, we hypothesize that political alignment leads to increased discretionary fiscal transfers from the higher to the lower level of government, which could positively impact economic outcomes. Over the period 1970-2022, we have collected data from over 140 State legislative assembly elections in India to generate our political alignment indicators. Using fixed-effects panel data regressions and a difference-in-differences (DID) approach, our main results suggest that if the State government in a particular State is politically aligned to the Central government, this leads to higher fiscal transfers to the respective State government in India. While part of the total Centre-State fiscal transfers is rule-based, our results show that the discretionary fiscal transfers to the respective State governments specifically increase with political alignment. Further, this effect is enhanced when the government at the Centre is a coalition government, and the government at the State is an important coalition partner for the Central government. We also find that States which exert a higher tax effort in collecting their own tax revenues get higher fiscal transfers from the Centre in general. Our results are robust to a variety of model specifications and controls. Lastly, using a 2SLS model, we further show that the increased discretionary spending on the politically aligned State government has a positive impact on economic outcomes in the Indian States. Thus, increased discretionary spending acts as a mediator for economic growth in West Bengal and further by non-parametric analysis of the same.

Keywords

Fiscal Transfers; Political Economy; Tax devolution; Economic Growth

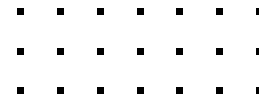


The Role of Industrial Revolution 4.0 (IR 4.0) in Consumer/Societal Well-being and Poverty Alleviation

Abhijit Roy

Abstract

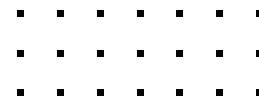
This paper focuses on the rise of the machines and the 4th Industrial Revolution (IR4.0 Technologies) with a focus on the transformational aspects it may have on consumer and societal well-being and poverty alleviation. With the advent of the IR4.0, we see the rise of several phenomena such as Artificial Intelligence (AI), Machine Learning (ML), Intelligent Agents, Internet of things (IoT), Block chain, 3D printing, and Robotics, amongst others. According to experts, innovations and technologies continue to change our world. Cyber-physical systems, autonomous vehicles, genetic engineering are just a few examples. The overarching goal of the article is to address how the IR4.0 Technologies influence macro-consumer behaviour, specifically identifying relevant public policy considerations, and ethics to ensure consumer well-being. We explore how such dramatic changes are going to change both macro consumer behavior. Specifically, we will explore the following research questions: There are several challenges that our world is facing within this century –such as global warming, biodiversity, that disproportionately impact poorer nations. Will the rise of the machines be shaping up to be less about machines and more about empowering people? How can IR4.0 Technologies support sustainable consumer behavior? Especially when it comes to consumer disposal logistics. How IR4.0 Technologies that provide workers with information and resources in real time, improve productivity via more efficient work practice? Will Block chain technologies improve transparency, trust, and disintermediation in marketing systems? How will end consumers be affected by this new technology? We begin by examining the blurring spheres of the physical, digital and biological domains in the 4th industrial revolution by examining the intersectional ties of newer technologies across the three domains of IR 4.0.



We then examine how these newer technologies are likely to operate within the context of in the context of five major sectors of society: community engagement, ecosystem, education, financial and health and influence the three critical dimensions of wellbeing, namely individual, social and environmental. Finally, the transformative outcome potentials for wellbeing in the context of the three domains of I4.0 are examined in terms of the promises and perils that they offer. The public policy implications and directions for future research are also offered.

Keywords

Industrial Revolution 4.0; Consumer Well-Being; Poverty Alleviation; Physical, Biological and Digital Technologies



MCDM approach for Performance Evaluation of Professional Services Supply Network: Case of a Dental Clinic

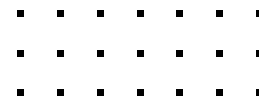
Omkarprasad S Vaidya

Abstract

Professional services supply chains are dedicated to provide service/s on products. They address the supply of parts, materials, personnel and services needed to provide timely and effective product service, such as repair and maintenance etc. Such supply chains are mostly seen in various domains such as health care, judiciary, real estate, social work sector, tourism, financial services, and humanitarian logistics and to a large extent in the area of after services provided by the product manufacturer. With the availability of the information and ease in information flow the professional services supply chains, often operate as a service network. While professional service networks are classified into three categories: a) the after sales services, b) professional service outsourcing and c) sector specific professional services. For this category of sector specific professional services, all the services are managed by the owner of the supply network. In this present work, we look into specific characteristics of the professional service network and provide a generic approach to evaluate its performance. This work focuses on the process based performance of the service supply chain network. In order to obtain a holistic view of the performance evaluation, multiple criteria needs to be considered. Here, we present a multi-criteria decision making based approach for performance evaluation. An example, resembling the operations in a speciality dental clinic is illustrated. We hope that this approach would help better understanding of the professional service supply network and help improve its performance.

Keywords

Professional Services supply network, Performance Evaluation, MCDM



Decision making under risk – Effect of market and social norms on decision biases.

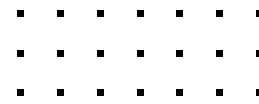
Ananth Krishna S and Pavneet Singh

Abstract

The main sources of decision bias in people are loss aversion and subjective weighting of probability. Experiments show that people willingly accept losses for the sake of common good like altruistically punishing free riders in public goods games. Giving donation to charities is a clear demonstration of altruism overcoming loss aversion. Also, people are more objective in evaluating probabilities while making decisions for others. The common theme of social norms displays the potential to effectively address both the sources of decision bias separately. Our research examines whether social norms can be primed to directly reduce decision biases compared to making decisions under market norms. Experiments show that the level of effort exerted by people varies directly in proportion to the magnitude of the reward offered when the reward is monetary in nature and a transactional contract is created. It is consistent irrespective of the magnitude of the reward offered when rewards are non-monetary in nature and resembles gifts, evoking relationship based contract. The common thread of commitment and consistency observed under social norms could be leveraged to reduce decision bias since the core of irrationality or bias is inconsistency in preferences. Biased decisions are observed in a variety of financial environments such as investing in high return and high risk start-up firms and trading of shares in the stock market. Research shows that a number of decisions made by individuals are subject to biases and lead to suboptimal outcomes. Our research uses probabilistic lotteries which resemble real life financial decisions and hence attempts to reduce bias in individual financial decisions.

Keywords

Loss aversion, subjective probability, bias, market norms, social norms, altruism.



A conceptual study on Digitalization in MSMEs in Developing and Developed Nations

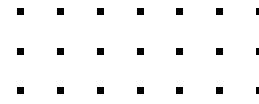
Preksha Mehra, Abheeti Kochhar, Savita Bhumbla and Babita Kumar

Abstract

Digitalization is widely accepted as a principal technological strategy and is expected to transform industry. Digitalization of MSMEs is important, considering the many associated benefits. When digital technology and micro, small, and medium-sized enterprises (MSMEs) come together, they will become unstoppable forces in the economy. Digitalization is a solution by which MSMEs can become transparent, time-bound and result oriented. The digital transformation in MSMEs produces an elite impact on the overall growth and value. The technology tools are boon, especially for eCommerce and service-based businesses. Implementation of digitalization requires these firms to be digitally literate. To promote digital transformation, equal emphasis needs to be placed on digital skills and to preserve competitive advantage in a more and more digitalized environment, today's organizations seek to assess their level of digital maturity. The purpose of this conceptual paper is to explain how digitalization in MSMEs is taking place in the developed and developing nations. This research paper also focuses on explaining the concept of digital literacy and digital maturity. Finally this paper emphasizes the need for MSMEs to adopt digital technology and how important is it for the MSMEs to be digitally literate and realize at what stage of digital maturity they are.

Keywords

Digitalization, Digital technology ,Digital Literacy and Digital Maturity



Organizations & Triple Bottom Line: Leveraging Micro-Foundations to Achieve Sustainable Development

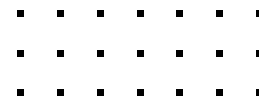
Divya Tripathi

Abstract

Organizations play a significant role in contributing towards sustainable development. Sustainability strategies inherently involve organizational changes that can be disruptive, complex, and uncertain. For small enterprises, it becomes difficult to introduce such changes due to limited resources and inexperience; thus, they have little incentive to voluntarily make sustainable growth a goal. The current research aims to add value to the literature on sustainability, which has, to date, focused on MNCs and developed countries, by understanding the sustainable behaviors of MSMEs in India. The study aims to identify the micro-foundations, organizational processes, structures, and individual-level behaviors that positively impact the triple bottom line. In addition, the research aims to study the interactions of such organizational factors that, consequently, help build organizational capabilities that can act as drivers of sustainable growth. The study will help advance our understanding of the relationship between the organizational factors and the socio-economic and environmental goals of the organization.

Keywords

Sustainable development; MSMEs; micro-foundations



Does MSME Growth of Baroda city affected by Financial Attributes?: Smart PLS Model

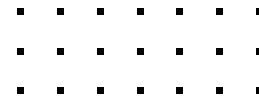
Rahul Chauhan and Harishchandra Singh Rathod

Abstract

Purpose: MSME plays major role in the development of economic growth and entrepreneurship development of country. The purpose of this paper is to explore the importance of financial performance or MSME and attributes of Finance in MSME. **Design/Methodology/Approach:** for the study simple random sampling techniques used for collecting data from MSME of Baroda City. Total 250 MSME targeted for study and researcher sent questionnaire by online mode. For studying variable researchers used 5-point scale for collecting data. The conceptual framework was developed and tested using the structural equation model (SEM). **Finding:** Results show that firm attributes, financial obstacles and the life cycle of an MSME have a significant positive impact on its access to finance, whereas access to finance have a positive impact that prevents the growth of MSME and affects the economic growth of the nation (MSME performance). **Research limitation/implementation:** Samples size for this study is 212 MSME located in Baroda city. The study has covered MSMEs located in urban areas only, whereas the situation of access to finance in rural areas may significantly vary from urban areas. **Practical Implication:** for access of finance firm can solve problems related to financial obstacles and focused more on life cycle stage. Further financial attributes is also important for finance. For getting good financial performance MSME need to focus on above three issues.

Keywords

MSME, Firm Attributes, Source of Finance, Financial Attributes



Designing branding strategies for MSMEs in an era of digitization

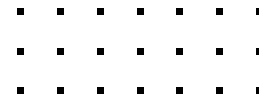
Sanket Vatawala

Abstract

Brands play a decisive role in the success of organizations. In industrial markets, the focus is on corporate brands, and there is a plethora of literature on the importance of branding for large organizations. However, the same is not true for Micro, Small, and Medium Enterprises (MSMEs), despite their colossal contributions to the country's economy. Extant literature highlights the lack of understanding, ignorance, or even resistance among MSMEs toward branding their businesses. This study aims to develop a comprehensive framework highlighting how MSMEs should design their branding strategies in the era of digitization. The study also aims to delve into challenges and opportunities in the process; and explore the role of the proprietor, customer-facing employees, and supplier's customer associations in designing branding strategies for MSMEs relevant in the digitized world. The study offers practical implications and theoretical implications along with future research directions.

Keywords

MSMEs, Branding, Digitization, Brand awareness, Internationalization



Boundarylessness of careers in the civil service: An Optimal Matching Analysis

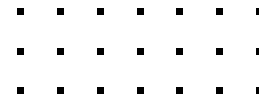
Ravishankar Venkata Kommu

Abstract

The paper attempts to bring to the fore patterns in the careers of civil servants in the Indian Administrative Service using a cluster analysis technique known as optimal matching analysis. The paper uses publicly available data on career histories of IAS officers to achieve the same. The study is unique in its attempt to find patterns in career histories of individuals who have all lived through their entire careers, thus avoiding speculation on at least some aspects of career success. Secondly, careers that last entire working lifetimes are likely to be influenced by changing social, economic and technological factors. Studying careers in their entirety provides with the hindsight and information necessary to draw meaningful conclusions about the nature of work lives.

Keywords

Careers, Career Success, Optimal Matching Analysis, Boundaryless Career



The assumption of perfect correlation between liquidity and price in Liquidity adjusted-VaR models: A myth or reality?

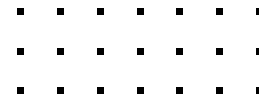
Ravi Khadotra

Abstract

While some researchers such as Bangia et al., (1999) incorporate liquidity risk in the standard VaR framework where price and liquidity are assumed to be perfectly correlated, others such as Weib and Supper (2013) circumvent the problem of liquidity-return correlation by applying the VaR concept to liquidity adjusted returns. In this paper, we estimate two L-VaR measures based on the above two models and then compare the two measures to investigate whether the perfect correlation assumption by Bangia et al., (1999) is correct. Our findings reveal otherwise, that is the perfect correlation assumption is not correct.

Keywords

Liquidity adjusted VaR; liquidity; EVT; copula; perfect correlation



A Study on India Unincorporate

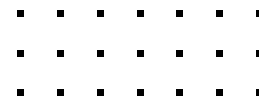
Nabendu Paul and Rouhin Deb

Abstract

This paper intends to look at the unincorporated entities in three cities in India (in the States of Assam, Uttar Pradesh and Madhya Pradesh) and analyze their source of financing, their choice of location for business activity, adoption of digital channels, impact of Covid-19 and financing frictions. First, we would like to understand the prime sources of financing for these micro enterprises. We would also try to analyze the factors that drive their choice of location for business activity. We also examine the adoption rate of digital channels by these micro entities. Further, we test the impact of Covid-19 on these micro enterprises. We also intend to examine the extent of financing frictions faced by these micro firms.

Keywords

Financing, Location Choice, Digital channels, Impact of Covid-19, Financing Frictions and Micro firms.



Covid-19 pandemic, Indian Micro, Small and Medium Enterprises and Global Value Chains-Rethinking a new path.

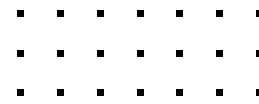
Sonia Mukherjee

Abstract

Indian MSMEs are said to be the backbone of the Indian Economy. The MSMEs contribute to around 40% of the GDP and exports. With the onset of the Covid-19 pandemic, the sector has been rattled. The performance of the MSMEs have been dismal as production had declined to a very low level due to closure of the units. Furthermore, the pandemic has also exposed vulnerabilities associated with the global trade. Against this backdrop, the study aims to analyze the impact of the Covid-19 pandemic on the Indian MSMEs and how has the Global Value Chain (GVCs) linkages been affected. Earlier studies conducted have not explicitly mentioned all the challenges associated with the integration of GVC and MSME after the pandemic and further appropriate measures taken in the long run. The study is an improvement and is based on the data Annual Reports provided by the Ministry of MSME. Based on the insights of the reports, a dummy regression including a trend analysis have been used. The findings conclude that MSME and their interlinkage with the GVCs have been disrupted as a result of the Covid-19 pandemic and there is a need for urgent measures. The study has suggested some specific measures such as greater access to capital in the MSMEs located in the informal sector, higher investment from the private players through joint ventures, higher internationalization of MSMEs through promotion of entrepreneurship and support from the government schemes, conducive business environment and greater digital tools in addition to usage of different forms of services.

Keywords

Global Value Chains, Micro, Small and Medium Enterprises, Indian Economy, Covid-19 pandemic, Digital platforms, and Services



Building Organizational Capabilities for Humanitarian Operations: A Study on Select MSME units of West Bengal during COVID-19 Outbreaks

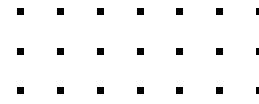
Amit Kundu and Rabindranath Roy

Abstract

The COVID-19 outbreak is a sharp reminder that pandemics, like other rarely occurring catastrophes, have happened in the past and will continue to happen in the future. The West Bengal State Handloom Weavers' Cooperative Society Limited, popularly known by the brand name 'Tantuja', under the administrative control of the Department of Micro, Small and Medium Enterprises and Textiles (MSME&T), Government of West Bengal, has its planned initiatives to mobilize the existing MSME units to diversify from existing line of product to manufacture Personal Protective Equipment (PPE) kits to meet the unprecedented demand created to save the human life and also, playing a significant role for the survival of the units as they were forced to shut down their operations for their financial solvency.

Keywords

Capacity Development; Agility; Sustainability of MSMEs; Humanitarian operations; COVID 19



Peer Influence and Adoption of Digital Finance in Micro Business in India: An Empirical Analysis using PLS-SEM

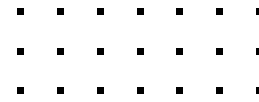
Renuka Lenka, Sushma Verma and Samik Shome

Abstract

Present study primarily aims to identify and address the issues which can increase the digital finance adoption in micro units in India leading to the increased financial inclusion. This paper empirically investigates factors having a bearing on digital finance adoption amongst micro units in India by applying a robust and well-known model, Unified Theory of Acceptance and use of Technology (UTAUT). Study identifies peer influence as the significant moderator having a bearing on the acceptance and adoption of digital finance, a major contributor to the financial inclusion amongst micro units in India.

Keywords

Digital Finance, Financial inclusion, Micro units, Peer Influence, SEM



Servant Leaders and Business Model Innovation in Micro Small and Medium Enterprises

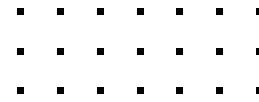
Ananya Syal

Abstract

Innovation is sought after by organizations. Scholars have elaborated on conditions facilitating and hindering innovation. This article reviews past literature and proposes a model that integrates the role of servant leaders and trust to lead to business model innovation. I propose looking at how servant leadership impacts business model innovation in MSMEs. I argue that servant leadership impacts business model innovation through trust. The study has significant theoretical contributions and practical implications for professionals working in MSMEs.

Keywords

Business model innovation, MSMEs, servant leaders, trust



Role of multiple intelligence in leadership, the frosting of an innovative ecosystem

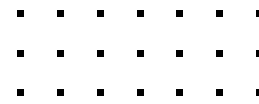
Mehnaz Manzoor, Shivani Dhand and Irtiza Ayoub

Abstract

In this era of de-globalization, localization, rigorous privatization, and uncertainties. There various turmoil throughout the world and to save the world from adversities whether it is economic, financial, or social every economy say Asian, European, or American needs Great leaders. There is a huge scarcity of visionary leaders all over the world definitions This paper is an attempt to understand the role of Multiple Intelligence in leadership through thematic analysis and develop a framework of Multiple intelligence with leadership.

Keywords

Leadership, multiple intelligence, innovation.



Financial performance evaluation of banks post Mergers and Acquisitions: An evidence from contemporary cases of India

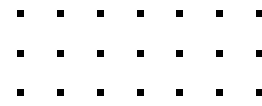
Arshi and Vaishali

Abstract

The banking system is the backbone of the Indian economy as more than half of the financial system relies upon the Indian banking sector. The objective of this research is to analyze the impact of M&A on the financial performance of selected merged banks of India. Most appropriate financial ratios have been filtered through literature and employed for the purpose of analysis; these are Return on Equity (ROE), Operating profit Margin (OPM), Return on Asset (ROA). The most recent round of consolidations of 10 public sector banks (PSBs) to turn them into four huge banks along with the merger of Bank of Baroda merger have been taken for study. Various literatures is available on this topic; however, in the knowledge of the researcher, there is a lack of complete systematic research which has used the data sets of contemporary mergers of 2020, 2021, along with identifying the factors behind M&A deals. Exploratory research design has been adopted in this research, where hypothesis is tested for getting relevant results. Various statistical tools such as paired t-test and Kolmogorov- Smirnov have been employed on the secondary data for getting generalized outcome. Predominantly, an attempt has been made to provide a complete overview on the concept of M&A. conclusively; evidence has been presented to state that there is no significant impact of M&A deals on their financial performances post acquisition. This research also identifies few factors affecting M&A where the most common ones are achieving synergy, competitive advantage, technological advancement, improving profitability and efficiency.

Keywords

Mergers, Acquisitions, Profitability, Financial performance

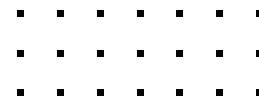


The role of the STEP-(Support to Training and Employment Programme) in creating Sustainable Economic Empowerment of Women In Slum Areas of Delhi NCT Region

Neha Tomar and Shweta Sagar

Abstract

Women are an important aspect of the country and play an important role in its growth. According to the 2011 Census, women account for nearly half of India's population, or 48.5 percent. Females account for 48.1 percent of the population in cities and 48.6 percent in rural areas. Without a doubt, women are a powerful labour force that must be organised and encouraged to contribute effectively to the development process. Perhaps one of the most important catalysts in making the populace employable is skill development. In the current situation, the central and state governments are putting a renewed emphasis on existing skill development programmes. As a result, the study focuses on women's economic empowerment, which refers to earning power, collective bargaining for economic gains, and skill development in women of Delhi/ NCT slums. The study focused on women who received STEP (Support to Training and Employment Program) benefits in the 2016-17 fiscal year. A sample of 200 women beneficiaries was selected for this study from the Delhi NCT region of India, with a special focus on slum regions. East Delhi, West Delhi, North Delhi, South Delhi, and Central Delhi are the five major regions of Delhi. Slum areas in each zone were chosen at random to encompass the entire city of Delhi. Primary information collected through a structured questionnaire, collection of experiences through both self-reporting as well as inferential observations, discussion along with in-depth interviews with the respondents. The data was analysed by frequency, percentage, mean, standard deviation, Spearman's rho correlation, Empowerment Index, Kruskal Wallis Test, and Chi-Square test. The women who benefited from the STEP programme were mostly highly and medium empowered. Women who have benefited from the STEP programme have been able to find work and earn money. As a result, government-sponsored skill development programmes are critical to women's empowerment. The findings will have significant ramifications for the development of new policies as well as the revision of existing ones.



Family business and longevity: Does Singara house survive its long sixty years journey through family succession?

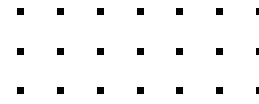
Sayed Alam and Salma Akter

Abstract

This is a qualitative case study on Singara House, a successful business of 60 years. This humble shop opened in Rangpur district of Bangladesh. Now Singara House is run by Bhavatosh Sarkar, the oldest son of the founder Kanai Lal Sarkar. Customers of all ages still flock to this enterprise, owing to the unwavering quality of its items. It not only is a testimony of the area's history; it also never fails to leave the loyal customers happy. Singara House has had a long history of success, however in recent times, the question of who will carry this legacy on waits to be answered. The current owner has two daughters, the elder of them is settled abroad. Either one of his daughters will take over, or his brother who already runs a high-end sweet shop in Rangpur, will. An interview was conducted with the manager, which was the main source of information. The in-depth interview took place at Singara House itself. Before commencing the interview, the objective of the case study was disclosed to him. The entrepreneurship approach has looked at how small businesses are growing. This case study is about the Singara House family business and the dilemma its facing regarding "continuity" and "succession." This case study will add to what is known about small businesses and starting your own business. The research can be used as an example and guide for entrepreneurs who want attain success in the ever-changing business world.

Keywords

Singara House, Family business, longevity, small business



Impact of employee engagement on retention of employees - A study of selected MSME's in Delhi NCR

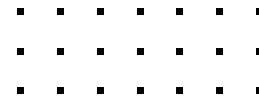
Alka Kumari and Nilambara Shrivastav

Abstract

The level of employee involvement may determine an organization's success. When workers are inspired, content, and productive, they are engaged. Thus, both small and large businesses are turning to employee engagement to boost productivity and keep the finest employees on board in order to gain a competitive edge. Due to globalization, the main difficulty Indian MSMEs are currently experiencing is not just keeping bright employees, but also fully engrossing them, winning their hearts, and capturing their thoughts at every step of their professional life. This study focuses on the effect of employee engagement on staff retention in MSMEs.

Keywords

Economic policy uncertainty, irreversible investments, small- and medium-sized firms.



Corporate investments under policy uncertainty: Are small- and medium-sized firms different?

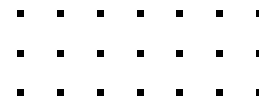
Abraham Mathews T and Surender Rao Komera

Abstract

We investigate the impact of policy uncertainty on the corporate investment activities of Indian listed firms. The findings of our multivariate analysis indicate, as in earlier studies, that the sample firms reduce their capital expenditure when policy uncertainty is high, which is more prevalent for the firms with greater irreversible investments. Then, we argue that the effect of policy uncertainty on the investment activities of the firms whose investments are irreversible may not be homogeneous across the sample firms with different financial constraints. We report that small- and medium-sized firms with a more irreversible nature of investments expend more on investment activities than their larger counterparts. We attribute these findings to the reliance of small- and medium-sized sample firms on internal capital and their preferential access to external institutional financing to support their expansionary endeavours.

Keywords

Economic policy uncertainty, irreversible investments, small- and medium-sized firms



The inclusive role of gender in Indian MSMEs

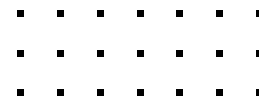
Rashida Salmani and Meghna Chaudhary

Abstract

The purpose of this study is to examine how gender influences MSMEs' performance, their ability to obtain financing, and their entrepreneurial behaviour. A structured questionnaire was used to gather data from MSME women entrepreneurs. Five - point Likert scale with anchors ranging from Strongly disagree (1) and strongly agree (5) were included in the questionnaire. Out of 300 questionnaires circulated only 213 responses were received indicating response rate of 71%. The respondents were selected by convenience non-Probabilistic sampling method. The collected data will be analysed using SMART PLS 4.0 which is a complete SEM tool, developed by Christian Ringle and his team. In the final step, to examine the proposed hypothesis, SEM analysis will be conducted following the step given by (Wong, 2016). This is still a working paper and concrete findings can only be found once the author is through with the analysis.

Keywords

MSME, women entrepreneur, patriarchy, gender, performance



Ease of Doing Business and Industrial Investment in India

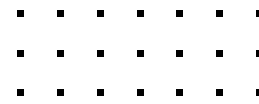
Pavneet Singh

Abstract

The quality of institutions is an important determinant of the growth of new enterprises, especially in a developing country context. Specifically, the regulatory environment in a country can be crucial in determining the (dis)incentives faced by investors deciding to invest in new industrial projects, especially the micro, small and medium enterprises. Regulatory barriers may often lead to the stalling of such MSME investment projects, thus imposing huge post-facto opportunity costs on the investors. In this study, we use a difference-in-differences (DID) approach to analyze the causal impact of sub-national business reforms on the level of stalled investment in industrial projects in the Indian States. We have built a unique panel dataset of sub-national business reforms undertaken by the Indian States over three waves since 2015. Our main results suggest a causal relationship from the implementation of business reforms to a reduction in stalled investment in the Indian States. We supplement the main results with various model specifications, and find that our results are robust to these specifications. Further, we find that the States which performed better at implementing these reforms, also witnessed a larger increase in investment and a reduction in stalled projects compared to other States. We have extended our analysis in two directions. First, using the Annual Survey of Industries data, we develop indicators of capital formation and productivity, and analyze the linkage between these indicators and the Ease of Doing Business in India. Second, we break the Ease of Doing Business reforms into their various components, and attempt to understand the impact of each component on investment decisions.

Keywords

Ease of Doing Business; Investment; Innovation; Institutions; Regulation



Impact of Environment, Social and Governance performance on firm value: An empirical study using quantile regression.

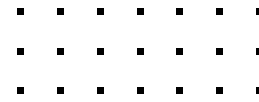
Aanchal Lumb and Raveendra Saradhi

Abstract

The research intends to identify the impact of non-financial performance on the firm's value. Non-financial performance has been measured as ESG (Environment, Social, Governance) ratings. Various theories have been identified which support our argument, including the Signalling theory, Stakeholder theory, Legitimacy, Agency, and Resource-based view theories. They all support that ESG contributes to firm performance and value in the long run. Here we are analyzing the impact of ESG on firm performance using quantile regression on panel data. Earlier researchers have used panel data regression which averages out the total impact, but here we are using quantile regression on panel data to identify how the results vary for different quantiles. Our research extends the existing literature to identify the impact on high-value and low-value firms. Under this research, we have taken a sample of the S&P 500 for seven years (2014-2021). All the data, including financial variables and ESG ratings, have been extracted from Bloomberg.

Keywords

ESG, financial performance, quantile regression, sustainability



Career consequences of work pressure and the buffering role of work-family supportive supervisor and work engagement

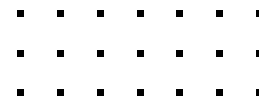
Sweta Singh

Abstract

Excessive workload pressure (WP) has been found to have a negative influence on work productivity, and in turn, on career-related outcomes, such as career satisfaction (CS). Drawing upon the conservation of resources theory and its application in the work-family interface, the paper proposes that workload pressure (independent variable) can deplete the level of career satisfaction (mediating variable), in turn enhancing career networking and exploration behaviors (dependent variables). The paper further proposes that work-family supportive supervisor (WSS) and work engagement serves as moderator of WP and CS. The indirect of WP on Career exploration behavior via career satisfaction will be weaker for those with high as opposed to low levels of WSS and work engagement.

Keywords

Work pressure, career satisfaction, work-family supportive supervisor, work engagement



Knowledge Management, Innovations and Entrepreneurship in MSMEs of Healthcare Industry

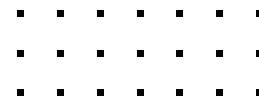
Kartikay Mahajan, Dharamveer Narwal and Sham Lal Mahajan

Abstract

The Micro, Small and Medium Enterprises (MSMEs) in India are some of the most important parts of the country's growing industrial sector. In addition to offering job opportunities to millions of people throughout the country, it makes a sizeable contribution to India's Gross Domestic Product (GDP) and earnings from exports. The country's MSMEs have been instrumental in the country's socioeconomic development over the past half century and this sector has made significant contributions to the country's overall growth in terms of GDP, employment creation, and exports. The problem is that the product life cycle has been drastically compressed, and as a result, sustainability has become exceedingly challenging in almost all businesses across all industries. In this regard, organizations strive toward structural and process innovations by creation, acquisition, and deployment of both tacit and explicit knowledge. In order for businesses to remain competitive and sustainable, entrepreneurs put a significant amount of effort into innovating their products and services. Knowledge Management and Innovation in MSMEs MSMEs in healthcare industry in Punjab.

Keywords

Knowledge Management, Innovation Model, Micro, Small and Medium Enterprises, Punjab state healthcare industry.



An Approach to Automate Vulnerability Assessment and Penetration Testing for Start-ups

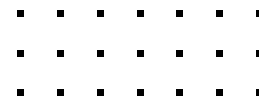
Soham Vaidya, Tanmay Dighe and Yash Vyas

Abstract

Vulnerability Assessment and Penetration Testing (VAPT) describes a broad range of security assessment services designed to identify and address cyber security exposures across an organisation's IT estate. Cyber-attacks and threats are real-world problems today with thousands of networks and websites and being compromised every day. Some of the normal reasons we see for carrying out a VAPT are: a) Customer needs, specifically for security of their information, b) Compliance of Industry standards, c) Validation of security controls, d) Proactive security audits to protect their data and systems from new threats. Even for start-ups, to understand and tackle each vulnerability manually, is not easy. It involves lot of manual efforts and time. Also, since each start-up might have different requirements, (i.e features from various stake-holders on its application), therefore, customizing the VAPT process exclusively for a start-up makes the task of the process developer complex and at times difficult to achieve in real time. An attempt is made to automate the VAPT process for start-ups. The process consists of identification of vulnerability and penetration, and automate the process using various tools or by bash scripting. In this work, we present the automated VAPT process, developed specifically for the start-ups.

Keywords

Vulnerability Assessment and Penetration Testing, Cyber security, start-ups



Evaluating Cyber security risks in MSME Supply chains: A case of growing Ecommerce in India

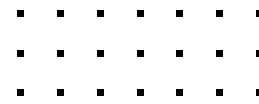
Harpreet Kaur

Abstract

Government of India has launched many initiatives to digitally transform the MSME sector of the country. In last few years, MSME sector has gained its E-commerce presence, which has further increased during the pandemic. Many companies use third-party e commerce platforms for buying and selling which exposes them to the various kinds of cyber risks. Hence, it is important to evaluate the cyber security risk from both upstream and downstream channels to develop the cyber security policies and strategies for managing supply chain partnerships. There is a need to identify the factors for evaluating the cyber risks on Ecommerce platforms and the inter-relationships among these factors. The paper studies the case of Indian MSMEs using digital platforms or E commerce to reach out to either suppliers or customers. This paper proposes a hybrid multi criteria decision making model to identify the factors for cyber security assessment in MSME supply chains under various scenarios. The proposed model can help companies to understand the inter relationships and causality between various factors which can help them to develop the cyber security programs, carefully select the digital platforms and ensure business continuity.

Keywords

Cyber risks, MSME Supply chains, E commerce, Multi Criteria Decision Making

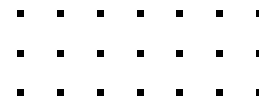


Digitalization, entry mode and SMEs speed of internationalization during COVID-19: A cross-country examination

Jagriti Srivastava

Abstract

This study explores the changes adopted by exporting SMEs to increase the speed of internationalization during COVID-19. Various countries imposed strict lockdowns to reduce the spread of the COVID-19 virus, which has adversely impacted the global value chain. This study argues that firms that adopt digitalization are able to accelerate cross-border operations. The author finds that SMEs adopting work from home practices and online sales models have a higher internationalization speed. The author further argues that the importance of digitalization is more important in SMEs using indirect export mode. The indirect export mode requires more interaction with the intermediaries and increases the transaction cost during COVID-19. The author finds that the relationship between digitalization adaptation and speed of internationalization is strengthened for SMEs using indirect export mode. The author tests the proposed hypotheses on a sample of 3735 SMEs from 31 countries. The findings have important implications for SMEs manager aiming to accelerate the pace of internationalization during crisis times.



Did the Competition Act achieve its objective?

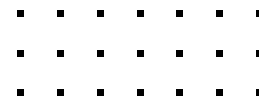
Nabendu Paul

Abstract

In this paper, I aim to achieve multiple objectives. First, I intend to examine how various measures of competition (used in academic literature) has changed over time of two decades for Indian firms using firm level data. Second, I intend to examine how some of these important measures vary for various types of firms (or industry they belong to). Third, I intend to look at the Competition Act of 2002 prevalent in India and examine its impact on increasing competition for an average firm in India. Fourth, I aim to examine who are the firms which are most affected by this competition Act. My hunch is that the less competitive firms are the most affected by the competition Act. I also intend to examine investments, financing and dividend decision for the firms in high competitive and low competitive environments.

Keywords

Market competition, switching costs, exit barriers, competition law, degree of differentiation.



Experience with e-Learning services by the government: A text analytics approach

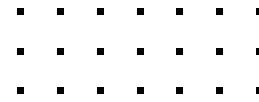
Abhishek Kumar Jha and Mahima Lalwani

Abstract

The study aims to identify the critical factors influencing the user experience of SWAYAM, an online learning application provides as an e-Learning tool by the government of India. We use multiple text-processing techniques to access students' experiences from the product's inception in 2016 to 2022, accounting for over 12200 reviews for the online learning service. We have used unsupervised linguistics techniques for sentiment analysis, aspect-based modelling of the review, and topic modelling techniques to extract useful information of interest from student reviews. We group the various aspects into functional groups under factors identified by the subject matter experts. Finally, the paper analyses the longitudinal changes in the factors and use of online learning applications pre-pandemic, during the pandemic and post-pandemic. The finding of the research show high involvement of the students during the pandemic but a dramatic reduction in the numbers post the pandemic period. Further, the key topics from the students were to help enhance the quality of application services, request the government for additional courses and address the technical issues with the application, like login and error on the video player, among others. The findings of this study are essential for the development team and the government to improve the application and increase the adoption of online learning.

Keywords

E-learning, mobile learning, text analytics, user experience, learning app



DIY Digital Marketing for SME's: A Model for Success

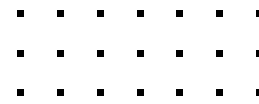
Uday Sharma and Sonam Goel

Abstract

The aim of this paper is to examine the digital marketing involvement and participation by SMEs and to integrate the Do-it-Yourself (DIY) model with the Technology Acceptance model (TAM) to discover the expected outcomes and motivations of such participation. For the purpose of this study, a structured questionnaire was constructed and data from 150 small business enterprises was collected via online mode, the business owners so considered are the ones who handle their digital promotion themselves. Use of Structural Equation Modeling is done to analyze relationships between the two models. The results of this study contribute to the understanding of small business enterprises' digital marketing behavior by finding evidence that factors other than technological benefits also act as a motivator for such enterprises to undertake digital marketing practices. And more importantly, the authors have been able to find that although digital marketing requires a specialized array of knowledge, DIY behavior model still applies to small business owners/ managers. Through this study, the authors have been able to provide empirical evidence supporting that the DIY behavior model can be applied to SMEs and also extends the understanding on the difference of digital footprint between a large and a small business.

Keywords

Digital marketing, TAM, DIY, Motivation.



Accessibility of credit to women-owned enterprises: A literature review

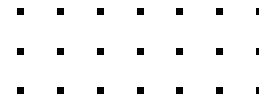
**Nidhin M and Dr Vijayalakshmi
Balasubramanian**

Abstract

The focus of the study is to identify, analyze and summarize existing empirical work on how access to finance by women-owned micro, small, and medium enterprises (MSME). Particularly, the study examines the gender discrepancy in credit access and attempts to explain credit constraints faced by women-owned businesses. In addition, the study examines the role of credit in women-owned businesses, whether access to credit is influenced by an entrepreneur's gender, how debt financing affects the performance of women-owned businesses, the effects of credit on women's empowerment, and government support programs for women-owned businesses. In this research, four keywords—women enterprises and credit, microcredit for SMEs, women enterprises and credit, and microcredit for small enterprises—were used to retrieve publications from Web of Science, EBSCO, and JSTOR. The overall result shows that access to credit has a significant role in improving women-owned enterprises. The studies report that getting credit from formal financial institutions will improve the performance of women-owned enterprises. However, studies show mixed evidence on the role of the gender of applicants on the probability of accessing formal credit. Several studies have reported fear among female applicants to apply for formal sources of credit, thereby, indicating the direction for future research. Further research is required to understand the behavioral aspects of accessing credit and policy implications for soft skills training for more women entrepreneurs to access credit.

Keywords

Micro, small and medium enterprises, women-owned enterprises, credit access, credit for MSMEs.



Adoption of Construction and Demolition Waste Management Practices

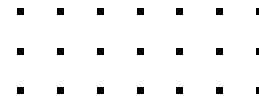
Abhijeet Tewary and Vaishali Jadon

Abstract

Rapid urbanization in developing economies lead to a much higher consumption rate than anticipated. Due to this, massive amount of construction and demolition waste (CDW) is accumulated. As the individual's attitude and behaviour are shaped over time, it is assumed by the contractors that CDW management is of minor importance. CDW management credits are believed to involve high capital investment and are tough to achieve compared to others, eventually leading to open dumping and increasing the frequency of floods in areas prone to illegal dumping. In this investigation, we focus on the attitude and behaviour of the construction and demolition workforce in implementing waste management practices for the proper disposal and recycling of demolition waste in India by the extended theory of planned behaviour approach.

Keywords

Construction and Demolition Waste Management, Attitude, Behavioural approach, Extended theory of planned behaviour



The relationship between Job Satisfaction and Employee Engagement: Mediating Effect of Learning Culture in MSME

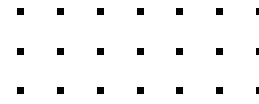
Manissha Khanna and Neeti Rana

Abstract

The MSME sector is an important pillar of the Indian Economy. Technological advancements and globalization have opened the scope of development. Entrepreneurs are focused on learning and development activities to accelerate the growth process to keep their employees upskilled with the current trends. The purpose of the study is to determine the mediating effect on the relationship between job satisfaction (JS) and employee engagement (EE) in MSMEs based in Delhi / NCR region. The empirical study utilizes Smart-PLS 3. Measurement Model Analysis, Confirmatory Factor Analysis, Structural Model Analysis, and Mediation Analysis were the tools employed to attain the objectives of the study. The 106 respondents from manufacturing units filled out the questionnaire, and the researcher analyzed a direct and indirect effect relationship between Job satisfaction and Employee Engagement. To measure Job satisfaction, Employee Engagement and Learning Culture the standard scales used are MSQ – twenty indicators, UWES – nine indicators, and DLOQ – twenty-one indicators respectively. The analyzed data is reported path coefficient, Cronbach alpha, AVE, FL, HTMT, and cross-loadings in the study. The result achieves full mediation of the Learning Culture on the relationship between the correlated variables i.e. Job Satisfaction and Employee Engagement. This implies that LC mediated fully the relationship between JS and EE. The result signifies the indirect effect, the impact of JS (independent variable) on EE (dependent variable) in presence of LC(mediating variable). The study help entrepreneurs foster the organizational learning environment which improves performance and efficiency in the workplace.

Keywords

Learning culture, job satisfaction, employee engagement, MSME



Asymptotic Dependence and Hedged Portfolio Risk: Why are Commodity and Currency Futures riskier than Stock Futures?

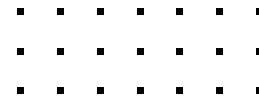
Udayan Sharma

Abstract

In this study, we investigate asymptotic dependence in spot-futures pairs for several asset classes and its impact on the risk profile of the hedged portfolio. We focus on numerous generic downside and tail risk measures since asymptotic dependence deals with high spot and futures market losses. The findings confirm that stock, currency and commodity markets have different dependence structures between spot and futures and hence the impact on downside risk of the hedged portfolio varies across markets

Keywords

Hedging, Dependence, Asymptotic Dependence, Hedged Portfolio Risk

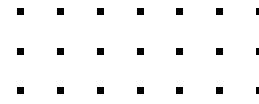


Productivity In Indian Industry: A Comparison Across States

Chetan Chitre

Abstract

We look at the differential change in total factor productivity among the micro, small, medium and large industries in India during the period 2011-12 to 2018-19. From 2014 onwards the government has introduced a series of measures to encourage MSMEs. Our study finds that during the post 2014 period, productivity among MSMEs has increased, though we do not intend to make any causal claims. The data from Annual Survey of Industries is used. We use the Data Envelopment Analysis and the Malmquist approach to measure change in total factor productivity.



Does corporate cash holding and its speed of adjustment impact firm performance ? An empirical investigation of firms in an emerging market

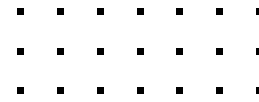
Neetu Gupta and Jacqueline Symss

Abstract

The present paper intends to investigate the relationship between the adjustment speed of corporate cash holding and its impact on firms' financial performance in the context of listed firms in India. The present paper uses the PRISMA framework to identify research articles in the area of corporate cash holding. The study is based on 707 Indian listed firms using data for the period 2008 – 2021. Authors use a panel data approach to examine the impact of cash holding and the speed of adjustment of cash holdings on firm performance (risk, profitability, and business valuation). Based on prior findings in the literature, there is a markedly inverse link between cash holding adjustment speed and firm performance (risk, profitability, and business valuation). The findings imply that business managers must compromise with speed of adjustment and cash holding while dealing with risk management. Firm performance is crucial for businesses with limited access to cash and businesses that are increasing their investments during economic recovery times. This paper makes significant contributions to the body of literature. First, it offers the most thorough analysis of the connection between the speed of adjustment of corporate cash holding management and business value, profitability, and risk in a developing market. Second, this research provides the presence of desirable cash holding in a developing market. Third, the speed of corporate cash holding management and adjustment may boost a company's success as measured by market value and accounting value. Finally, the impact of the economic cycle is also considered in the study's research by comparing how the speed of adjustment of corporate cash holding management affects firm performance. Implications, the present paper will help corporations utilise cash holding behaviour to understand its impact on firms' performance and collaboration, compassion and co-creation in society.

Keywords

Cash Holding, Speed of Adjustment, Firm Performance, Firm Value



MSMEs and Their Ecosystem – A Growth Story of Gujarat Model

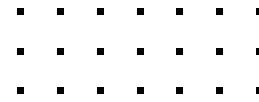
Kirti Makwana

Abstract

Gujarat continues to be the pride of India for its vibrancy and entrepreneurial spirit. It is one of India's leading industrialized States and assumes a pivotal role in the fast changing business dynamics of India to meet the globalization drive. Gujarat has become the place of choice for the world's investors in Infrastructure, Ease of doing Business and Ease of Living. While, Gujarat has become the most preferred investment destination as a result of logistics facilities, proactive policy making and conducive environment for investors. This case study provides insights about the status of MSMEs in Gujarat and various initiatives undertaken by the Government of Gujrat.

Keywords

Ease of Doing Business, MSMEs, Gujarat, Gujarat Industry Policy-2020



Is AI technology even useful to us? - Moderated Medtation Model

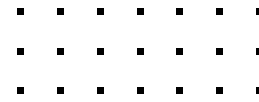
Abhishek Kumar Jha and Mahima Lalwani

Abstract

Transformative work in the field of artificial intelligence is disrupting most businesses. It is rapidly diffusing in most workplaces as support or an alternative to conventional methods. Using Lab experiments, our study evaluated the impact of working knowledge of the AI technology om the perceived usefulness of the AI technology. A moderated mediation is tested and presented to better understand the user's mindset regarding the technology and its variation along with the type of task in hand. Results have show a positive impact of consumers knowledge on acceptance of the technologies usefulness for objective tasks, but the knowledge of technology doesn't show a significant impact on adoption of the technology with subjective tasks. The contribution of this study is to reveal the important factors needed to understand the perceived usefulness of AI-enabled technology. We extend the impact of knowledge on the perceived usefulness of the technology, illustrating the impact of potential training of employees and its positive effect on the appreciation of the technology.

Keywords

Artificial intelligence, Adoption, Algorithms, Algorithm Resistance, Usefulness



Institutional Voids, Account Aggregators and Bridging the MSME Finance Gap in India

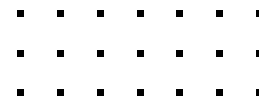
Sunil Reddy Kunduru

Abstract

Digital technologies have proved to be instrumental in fostering financial inclusion. Despite rapid advances, the MSME finance gap in emerging economies is alarmingly high. India is one of those countries with high MSME finance gap. The Reserve Bank of India has started an initiative called Account Aggregator Network (AAN) to use emerging digital technologies to improve accessibility of financial information to the formal lenders. It is believed that this would increase access to formal credit for individuals and MSMEs. This research investigates the institutional mechanisms that are being put in place to foster establishment and adoption of the Account Aggregator Network. The study uses discourse analysis to examine the AAN guidelines and extract the underlying themes. The themes are then compared for the extent to which guidelines are finalized or deliberated. More deliberation of guideline under specific theme is taken as indication of presence of institutional voids in that area. Accordingly, our research finds that while technology implementation guidelines are mostly finalized, guidelines on data management and adaption of financial regulation to the digital world are actively deliberated. The findings indicate that while the technology has the potential to address MSME finance gap, public policy needs to focus on filling the institutional voids in data management and financial regulations to ensure widespread adoption of AAN.

Keywords

Financial Inclusion, Account Aggregator, Institutional Voids, Consent Management



Fostering Innovation through Listening Managers in the post Covid workplace

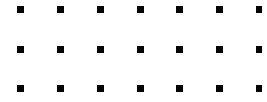
Shweta Sharma and Somraj Sarkar

Abstract

To strive in today's competitive landscape, MSMEs and large enterprises, offering technology, goods and services, in a better, cheaper, faster way, must constantly be evolving. This means being open to new and innovative ideas. Covid has changed employee perspectives on workplace necessities. Earlier winning a decent logo on the resume or a fat paycheck used to be the only target, but now the workforce prefers organizations that provide them an innovative work environment. Organizations prefer candidates who brings innovative ideas and perspectives, thereby creating competitive advantage. Firms need to cultivate an environment where creativity is encouraged without biases. The current study establishes how 'Listening Leaders' can help foster an Innovative environment, and sustain it by reducing conflicts within teams. Quantitative approach used through an online survey, CFA and SEM for analysis. 220 valid responses were collected, our findings established that Constructive Listening Behaviour traits of a supervisor significantly influences workplace innovation and collaboration positively. Employee gender and manager's age were found to have a moderating effect. Senior Management showed lower constructive listening behaviour compared to mid managers. Managers of female employees displayed lower constructive listening behaviour, thereby confirming a gender bias effect. This is the first research to establish a framework to measure the impact of a supervisor's constructive listening behaviour on workplace innovation and conflict management, and add literature to existing gender bias studies. The industry impact would motivate firms to invest in developing Listening Leaders.

Keywords

Manager Listening Skills, Workplace Innovation, Conflict Management, Gender Bias



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