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**The ICFAI Foundation for Higher Education (IFHE),
Hyderabad**

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**Proceedings of National Conference
on
“Recent Trends in Operations Management”**

Organized by:

DEPARTMENT OF OPERATIONS & IT

On

Dec 10-11- 2021

IBS
ICFAI BUSINESS SCHOOL
Hyderabad

A constituent of the ICFAI Foundation for Higher Education (Deemed to be University u/s 3 of the UGC Act, 1956)

Message from the Vice Chancellor

Greetings!

It gives me immense pleasure to inform you that the Department of operations & IT is organizing its **conference on recent trends in operations management (Virtual)** on **December 10-11- 2021** at IBS Hyderabad on the theme “**changing the context of operations then, now and hereafter**”



The conference aims at bringing together academics and scholars to discuss deliberate and analyze the changing face of **Operations function** and the **execution strategies**. The distinctive Covid-19 pandemic has unfurled new-fangled approaches for businesses and how they operate, manage their supplies and deliver the products to the communities. While 2021 was a year of reinventing operations strategy and solidifying its new role, 2022 & the years ahead are going to be all about pushing the boundaries of how core operations can add capabilities and creates value. The shift to remote work means that strategic and operational leaders will be responsible for regularization of their internal capabilities along with external resources.

The contributions came from a diverse spectrum of representatives encompassing faculty members, research scholars and students from India and abroad. The submissions have captured diverse issues in the Field of Information technology and Operations Management. The Department of operations & IT is **releasing the Book of Proceedings with ISBN containing 42 abstracts.**

Prof. J. Mahender Reddy

The ICFAI Foundation for Higher Education, Hyderabad.

Message from the Dean-Academics, IBS Hyderabad

Greetings!

ICFAI Business School, Hyderabad is proud to organize its conference on recent trends in operations management on **December 10-11-2021**. IBS Hyderabad is one of the most prominent and premier B Schools in India accredited with AACSB. Espoused to its three-pronged mission: To provide 'Right Knowledge', develop 'Right Skills', and build 'Right Attitude', the school's research orientation coupled with industry focused pedagogy and courses provide students, faculties and practitioners with a rich learning experience.



Organizations today are undergoing a paradigm shift in the way it is functioning and the role of operations has become more pertinent. These changes include a higher dependency on technology, transformation to work-from-home and hybrid work models, to name a few. These changes further impact community well-being and company performance. The conference aims to explore the changing role of operations and its processes in helping organizations transition during and beyond the pandemic. We, at IBS Hyderabad, have a vibrant department of operations & IT, which constantly strives to bridge the gap between practice and academia. This conference is another such attempt at opening the thinking minds around operations, supply chain and IT and bringing forth numerous potential solutions to the future operations issues, and challenges.

The conference on recent trends in operations management has been organized around the theme “changing context of operations, then, now and hereafter”. Academic research and practitioners' insights have been collated into this conference Proceedings.

I take immense pride and pleasure in inviting all of you to the conference on recent trends in operations management, 2021 and hope each participant will reap the maximum from the event.

Prof. C.S. Shylajan

ICFAI Business School (IBS)-Hyderabad

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Industry 4.0 digital Transformation Journey

Ved Prakash Gulati

(Dept. Of Operations & IT, ICFAI Business School, Hyderabad, IFHE)

Abstract:

Industrial Revolution has begun at the end of the 18th century and today we are in the 4th Digital Industrial evolution and moving forward with Information and Communication Technologies components being integrated into almost all the walk of humane work known as Digital Transformation. In today's seminar, we will try to understand this journey and prospect for Education and Research in this Digital Transformation.

Keywords: Industry 4.0; Industry Transformation

Factors Affecting Post-Harvest Wastage of Food

P Sashikala

(Dept. Of Operations & IT, ICFAI Business School, Hyderabad, IFHE)

Abstract:

Despite the advent of technologically advanced mechanisms to reduce the wastage of fresh fruits and vegetables, farmers are concerned about the wastage of products during the post-harvest supply stage. The study analyses the factor affecting food wastage in the post-harvesting of fruits and vegetables at three stages. When the fruits and vegetable items are with farmers, procurement and storage phase and with wholesaler/retailer. The study empirically analyzes the impact of productivity and quality standards, awareness linked knowledge, Quantity related aspects, efficiency and wastage related aspects and transportation linked aspects on the post-harvest loss of fruits and vegetables in the state of Telangana agricultural supply chain.

Keywords: Agriculture; Food Wastage; Post harvesting technique

Performance Evaluation of Trucking Industry Using BSC and DEA Approach

Krishna Kumar Dadsena

(Dept. Of Operations & IT, ICFAI Business School, Hyderabad, IFHE)

Abstract:

Successful human resource management is always one of the key units in organizational success. One of the main issues facing the trucking industry at present is the shortage of efficient truck drivers. This study aims to identify the performance measurement criteria and the factors that may influence truck drivers' efficiency. In doing so, we have focused on their job satisfaction criteria and strategies that may encourage them to stay with their job. An integrated approach using the Balance Score Card (BSC) and Data Envelopment Analysis (DEA) model is developed to measure efficiency. BSC is used to extract the inputs, and the outputs and efficiency are measured by the DEA model. Integration of the BSC and the DEA helps to identify where there is an opportunity for improving organizational performance and points out the reciprocal learning considering internal process factors. This approach is applied in the Indian trucking industry to evaluate truck drivers' efficiency. The findings could be used in assessment processes and strategic implementation to improve the overall performance of the Indian trucking industry.

Keywords: Trucking Industry; Performance Evaluation; Balanced Score Card; Data Envelopment Analysis

An Integrated Supply Chain with Uncertain Demand and Random Defect Rate Under Carbon Cap Trade Policy

Arindam Ghosh

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Abstract:

In this work, a vendor-buyer integrated supply chain with uncertain demand and random defect rate under carbon cap-and-trade policy has been studied. It is assumed that the lot sent by the vendor to the buyer in each shipment contains a random fraction of defective items, and a fraction of those defective items can be repaired. The defective items get screened by the buyer and sent back to the vendor, and the vendor sorts out the repairable items. At the end of each production cycle, the accumulated repairable items at the vendor are repaired in a single lot. We have taken into account the carbon emissions from all the major sources, i.e. production, inventory, transportation, repairing, and scrapping. Shortages at the buyer are partially back-ordered. A mathematical model is formulated to minimize the total expected cost of the supply chain by optimizing the order quantity, reorder point, and the number of shipments between the vendor and buyer under carbon cap-and-trade policy. An algorithm is proposed to solve the model. A numerical example and sensitivity analysis are presented to get some managerial insights.

Keywords: Integrated Supply Chain; Carbon Cap; Trade Policy; Environment

Testing Market Efficiency with Non-Linear Methods

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Abstract:

Market efficiency has been analyzed through many studies using different linear methods. However, studies on financial econometrics reveal that financial time series exhibit nonlinear patterns because of various reasons. This paper examines market efficiency at Borsa Istanbul using a smooth transition autoregressive (STAR) type nonlinear model. I develop nonlinear ARCH and STAR models, a linear AR model and a random walk model for 10 years' weekly data and then an out-of-sample forecast next 12 weeks' return. Comparing forecast performance powers, I find that the STAR model outperforms random walk, that is Borsa Istanbul returns are predictable at the given period. The results show that the shareholders may earn abnormal returns and identify the direction of the return change for the next week with at least 66% accuracy. Contrary to the linear level studies, these findings show that the Borsa Istanbul is not weak form efficient at a nonlinear level within the studied period.

Keywords: non-linear methods; Smooth transition autoregressive

High Performance Human Resource Management Operations and Organizational Performance

Mr. GRK Prasad

Department of Hyderabad Business School, GITAM

Abstract

Recently, significant attention has been given to high performing universities — those Universities that consistently out-perform their competitors — in an attempt to determine what factors, contribute to their success. The challenges of market saturation, changing mindset of students, and the economic downturn of India may require Universities to adopt human resource management practices capable of improving the Effectiveness of Universities. Adopting the validated scale of Sun et al., (2007) and an adapted scale of Chand and Katau, (2007), a sample of 100 employees from a state of India were surveyed to ascertain the best HR practices capable of high performance of the university. The result of the survey suggested that clear and transparent job description, incentive-based reward, promoting internal mobility, encouraging team work, and assuring employment security can enhance effectiveness of the university. However, the bureaucratic organizational culture along with the expected role of a ‘model employer’ for both faculties and students will make the journey of the universities towards designing a HPHRP more difficult and challenging.

Keywords: High Performing Human Resource Practices; Organizational Effectiveness; Higher Education Industry; Clear Job Description; Incentive Based Reward

Capacity Management, Sourcing and Location Decisions

Prince Vijai

(Dept. Of Operations & IT, ICFAI Business School, Hyderabad, IFHE)

Abstract:

In this seminar, I will present a mathematical model to examine the capacity investment, sourcing and location decisions for a multi-market manufacturing firm concerning Lu & Van Mieghem (2009). We analyze a firm that manufactures two products to serve two geographically separated markets using a common component and two localized final assemblies. We examine a key strategic question for the firm that has to decide the location of its component manufacturing facility in the multi-market production network. Based on the location of a component manufacturing facility, we develop four possible production network configurations such as hybrid, market-focused, and centralization (onshore and offshore). We show under deterministic demand situation that it is optimal to centralize the component manufacturing facility in the low-cost market (i.e., offshore) when manufacturing cost outweighs the transportation cost of centralization. However, under a stochastic demand situation, it depends on price and cost differentials, demand size and uncertainty.

Keywords: Capacity Management; Sourcing; Decision Support Systems

Goal Disbursement in Management School

Siva Gabbita

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Abstract

Goal displacement is a term used to describe the tendency of organizations to be diverted (displaced) from the goals the organization was established to serve. In line with the vision-mission statements of an organization, organization goals provide direction and serve as a reference point for organizational activities. Why and how would an organization involve in activities that cause it to deviate from its stated objectives? Counter-intuitive though it might seem, excessive pursuit of the original goals and values itself can result in an organization losing sight of its goals. Over the period, employees are provided incentives for such behaviour and/or penalized for not doing so. In some organizations, it is deliberate, either due to a principal/agent problem or because of organization leaders lacking, losing or not having the focussed vision required to stay on track. A focus on local optima rather than on global optima, i.e. not having a systems view is often the cause.

Keywords: Goal disbursement; Management Education

Development and Ageing Population: An Evaluation of Financial Autonomy

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Abstract

Increased life expectancy is not only our greatest conquests but also one of the greatest challenges. It is a demographic phenomenon that has socioeconomic and political consequences across the globe. Economies are globalising, technology is evolving rapidly and people are more likely to live in cities. Of late, developing countries, like India, are experiencing the challenge of these developmental discourses, in the form of changes in the demographic scenario and family structure, leaving older people alone with/without financial support. Hence, the real issue is how older people can sustain themselves, remain healthy, be an integral part of society and enjoy a good quality of life, without impeding the pace of development. The study makes sincere efforts to find out sustainable ways of taking care of financial obligations in the darker phase of life.

Keywords: Financial Autonomy; Aging Population

A Needs Analysis Based ESP Syllabus Design for Architecture Students in ESL Context

Dr. Swathi Mulinti

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Abstract

Needs Analysis is one of the essential elements for any type of syllabus design. Need Analysis is carried out by all the syllabus designers so that the syllabus design meets the requirements of students for both academic and professional purposes in terms of language use. The current study is carried out with this perspective of Needs Analysis. The study aimed to understand the English language skills requisites of the architecture learners at ICFAI School of Architecture - Hyderabad, with respect to the Target Situation Analysis and Present Situation Analysis. The data for the current study was collected using the tools of questionnaires, semi-structured interviews with the students and the faculty members at the institute along standardized English language tests for the students. The analysis of the data revealed that the receptive skills of English, reading, and listening were important in academic fields and the productive skills of writing and speaking in English were important in both academic and professional fields of architecture. Based on these findings the study outlined certain parameters for the designing of English for Specific Purposes syllabus for the architecture students and a syllabus was designed.

Keywords: ESP, Needs analysis, Productive skills, Receptive Skills.

Supply Chain Integration and Performance

Nikhath Afshan

(Dept. Of Operations & IT, ICFAI Business School, Hyderabad, IFHE)

Abstract

The importance of supply chain integration has been well documented in the literature. Some of the studies have shown that supply chain integration helps in improving accuracy, operational effectiveness, cost efficiency, technical innovation and overall business performance (Leuschner et al, 2013; Zsidisin et al, 2015; Skipworth et al, 2015; Lii and Kuo, 2016; Kim and Chai, 2016; Yuen and Thai, 2017; Ayoub, et al. 2017). While other studies have found that supply chain integration does not directly lead to improved financial performance but the relationship is mediated through some immediate performance outcomes such as customer Service or manufacturing capabilities or inter-organizational learning (Vickery et al., 2003; Rosenzweig et al., 2003; Zhu et al., 2018). These two streams of research, one advocating direct linkage between supply chain integration and firm performance and the other stream advocating the indirect linkages between these constructs highlights the need to analyze the literature and understand the reasons behind such inconsistent findings and contribute to theory building.

Keywords: Supply Chain; Performance; Supply chain Integration

Assessing Management Students' Employability Using Fuzzy

C L Devasena

(Dept. Of Operations & IT, ICFAI Business School, Hyderabad, IFHE)

Abstract

Assessing the accurate employability of the student is a critical task. The research on competitiveness analysis and employability assessment is more popular in many industries. In the Educational Industry, placements of the students after the completion of their studies have become the most essential criteria. Placements become the judging means for these institutions to attract more students for admission. In earlier days, academic performance was the only criteria for evaluating the employability of the student. At present, the trend has changed, due to globalization and liberalization, the work environment had become a more dynamic duo, in which the workforce is selected using multiple selection criteria wherein the students are expected to be equipped with multiple skills. As of now, no research work is carried out to reveal the employability of the management student. This gap insists the researchers measure the employability of the management student considering his or her multiple skills into account. This research work proposes a model for assessing Management Students' employability (based on the general skills required) based on Fuzzy based approach using Triangular Fuzzy Numbers.

Keywords: Fuzzy; Employability; Assessment

Supplier Selection Using Multi-Criteria Decision-Making Methods

Santosh Kumar Yadav

(Dept. Of Operations & IT, ICFAI Business School, Hyderabad, IFHE)

Abstract

Supplier selection is one of the important strategic decision-making problems for purchasing managers. It includes both quantitative and qualitative factors. We propose a model for supplier selection using Multi-Criteria Decision Making in two phases. In phase one, we identify the criteria and sub-criteria based on the previous literature, then calculate criteria weight values and give priorities. Whereas, in phase two, we evaluate alternatives (List of suppliers) by Technique for Order Preference by Similarity to Ideal Solution (TOPSIS) method.

Keywords: Supplier Selection; TOPSIS Method; Multicriteria Decision Making

Challenges in Conducting Online Examinations

N Siva Prasad

(Dept. Of Operations & IT, ICFAI Business School, Hyderabad, IFHE)

Abstract

During pre-COVID times, online examinations used to be a preferred option for certain reasons specific to the situation or the individual. Even at this time, the option is to appear for the examination at a central place, which has the facilities and infrastructure to examine as per required standards. During the COVID times, which is continuing, it became the ONLY option that too to conduct online examinations at the place of the student, using the local infrastructure of the student. How effective is it concerning standards expected of an examination is a million-dollar question? There are various factors, circumstances, practices, technology which influence the effectiveness in such cases. They may be broadly classified into concerns of students, challenges of the organization, issues expected to be faced by faculty while setting the paper, invigilating the examination and then evaluating the papers. Technology has a major role to play in making the whole process feasible and acceptable or treating it as a colossal waste. The process of re-engineering is a must to present ways of conducting online examinations at a central controlled place to make them effective at the place of students with infrastructure having limitations or constraints. It is important to know and appreciate all the loopholes in the planned new process to even attempt to think of corrections. In the present discussion, the effort is made to present the possible loopholes in the complete process and suggest some remedial measures to reduce the unwanted effects of these loopholes. The risk could be through intended means and practices or/and from limitations of technology and infrastructure. Recognizing and analyzing these is important to plan, implement and improve the process of conducting online examinations to award degrees or certifications.

Keywords: Covid-19; online examinations; education

Exploring Antecedents of Wearable Activity Trackers Adoption Among Youth in India: Extending TAM Model

Nishit Srivastava

(Dept. Of Operations & IT, ICFAI Business School, Hyderabad, IFHE)

Abstract

The sedentary lifestyle has led to an increase in several health hazards across the globe. The World Health Organization reports state that physical immobility is exposing people to a higher risk of developing obesity, diabetes, cardiovascular diseases, etc thus resulting in around 3.2 million death rates annually worldwide. Studies have projected that in India, around 34.4 percent of the population is constantly under the threat of sedentary lifestyle diseases. Such conditions have led to an increase in the adoption of fitness wearable activity trackers among people who are keen to monitor their self-physical activity level and maintain a healthy lifestyle. Wearable activity trackers are devices that help users to track quantitatively, their daily fitness activity status in real-time such as counting the number of steps, distance covered, calories burnt, pulse rate, and intensity of the workout. Such trackers help a person to set and adjust their personal health goals standards that keep them motivated to achieve better results. Several academic researchers in the global context have attempted to understand the outcomes and functionality of using wearable health devices such as the accuracy and reliability level, benefits and impacts of usage, post-adoption behaviour, trust, and safety issues of wearable activity trackers. Remarkably, academic research into understanding the intention to use wearable activity trackers is still in the exploratory stage and has been openly demanded, especially in the context of emerging markets for wearable activity trackers like India. Hence, this study proposes to examine critical factors from technological, health, and security perspectives that can be used to explain the adoption-intention behavior of users of wearable activity trackers. The conceptual model of the present study examines the technology acceptance model and extends it with the health behavior variable and privacy concern variable as additional constructs. Past studies have claimed that extending the TAM with additional factors help the study to fit into a particular context and enhances its specificity and generalizability. The study contributes to the existing literature in the healthcare sector and information technology and the human behavior area. Also, the study gives insight into the wearable activity tracker producers and marketers in the healthcare technology sector about the users' attitudes and behavior for adopting wearable activity trackers precisely.

Keywords: Technology Acceptance Model (TAM); IoT Devices; Wearable Trackers

Reinventing ICTM for Sustainability and Growth- An Interdisciplinary Approach

Sumant Tewari

(Dept. Of Operations & IT, ICFAI Business School, Hyderabad, IFHE)

Abstract

Abstract. In dynamic business environment sustainability and growth of the manufacturing industry is highly dependent on the integration of various disciplines of business. This research identifies three important constructs and their items or variables which belong to three different disciplines namely marketing, operations and ICT. Later hierarchical relationships among the interdisciplinary items have been established with the help of the ISM technique. After this items are classified into various classes based on their driving and dependence power by using MICMAC analysis. This research identifies ICTM variables as a critical variable in the integration process because of their higher driving power.

Keywords: ICTM; Sustainability; Interdisciplinary Approach

Adoption of Mobile Payment Services by Millennials: Role of Smartphone Addiction, Compatibility and Relative Advantage

Bijeta Shaw

(Dept. Of Operations & IT, ICFAI Business School, Hyderabad, IFHE)

Abstract

Today, there is an app available for each service, and the payment industry is not an exception. Though the adoption of mobile payment service (MPS) has become a ubiquitous payment option in all point-of-sale, theoretical and empirical evidence shows that compatibility and relative advantage exert a critical role in its actual usage behavior. Moreover, given the increase in non-substance engagement (e.g. smartphone addiction), the popularity of mobile apps augmented enormously. The study highlights the role of smartphone addiction influencing compatibility and further on behavioral intention through relative advantage in the context of MPS. The findings of the study would enable the marketers to capitalize on the, potentially, smartphone addiction driven MPS adoption behavior to sustain long-term usage behavior by appropriately understanding the context which drives the MPS to user behavior.

Keywords: mobile payment; smartphone addiction; compatibility

BlockChain Theories and their Applications

Jaipal Dhobale

(Dept. Of Operations & IT, ICFAI Business School, Hyderabad, IFHE)

Abstract

Stuart Haber and W. Scott Stornetta introduced blockchain in 1991 but real utilization of this technology came into view during the year 2008 in the form of cryptocurrency application by Santoshi Nakamoto. To foster digital trust, blockchain technology plays a vital role. At the early stage, this technology was used for financial transactions only. In application areas where we found the need for data storage, blockchain will add value. Blockchain technology adds verified data by the user in the form of uneditable blocks. These blocks are of fixed size structures that keep on adding in chronological order to form a public ledger in the network. Decentralized, distributed working, robustness, and auditable registry of all the transactions make this technology trustworthy and popular. This encourages the utilization of blockchain technology worldwide. It supports improving the performance and reliability of various business transactions. This chapter focuses on the working of blockchain technology along with its applications. Financial applications –blockchain provides traceability and transparency to financial transactions, which makes it a unique technology to take care of financial applications. Financial applications in the area of banking services, insurance sectors such as health insurance, economic business applications, financial auditing, cryptocurrency payment and exchange are part of the discussion. Non-financial applications like healthcare – in which blockchain technology helps stakeholders to maintain and share patient records with stakeholders in a secure way. Governance –blockchain technology can be turned into a path changer for the local and central governments to take care of governance. This will help in fixing accountability, for providing automation, and safety to the various governance transactions, which ultimately support overcoming corruption. Business and industrial applications – in the area of business and industry applications, blockchain will improve the credibility of business transactions. Blockchain technology will provide visibility, optimization, and demand across the supply chain management effectively. These are the certain areas under consideration to discuss as part of blockchain applications.

Keywords: BlockChain; Applications

Assimilation in Missing: An Optimality Theoretic Perspective

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Abstract

This abstract outlines the establishment of the framework Optimality Theory. An investigation and demonstration have been made of the relevant positional markedness and positional faithfulness constraints considered throughout the work to show the positional asymmetry through the process of assimilation. This paper further investigates the direction of assimilation and discusses regressive assimilation and progressive assimilation as repair strategies. Nasal assimilation is shown as a trigger of progressive assimilation in the paper. Onsets are stronger and privileged by nature and resist assimilation. Onsets trigger the process of assimilation in regressive assimilation. Progressive assimilation is cross-linguistically rare as stated by researchers. Mising is one of those languages which prefer progressive assimilation in the language. During progressive assimilation, the coda resists a change and triggers the assimilation, while the onset of the following syllable gets triggered by the assimilation. Nasal assimilation in Mising shows opposite characteristics of the universal process of nasal assimilation. Universally, nasals undergo the process of assimilation by acquiring the place or manner feature of the neighboring consonant. But in Mising, nasals play the role of assimilator rather than an assimilee. Even the universal concept of nasal-obstruent cluster preferring regressive assimilation and marked cluster, obstruent-nasal preferring progressive assimilation in nasal assimilation is also reversed in Mising. AGREE constraint plays a pivotal role in analyzing the process of assimilation in Mising in the light of Optimality Theory.

Keywords: Optimality Theory, Assimilation, Markedness, Faithfulness, Repair Strategy.

Consumer Intentions to Buy Counterfeit Products

Vaibhav Mishra

(Dept. Of Operations & IT, ICFAI Business School, Hyderabad, IFHE)

Abstract

According to Webster's New World Dictionary, Original has been defined as initial, earliest and something which has never existed before and something which is never copied, while Counterfeits has been defined as the products that are the imitation of the original products that have a significant brand value and has a large market share. Counterfeiting causes a massive loss of revenue to the manufacturers worldwide. It distorts brand loyalty and destroys brand equity. It develops a black market and impacts thousands of jobs. This has become a global phenomenon. Several factors lead to the general tendency of people to buy counterfeit products. Some of the factors could be lack of purchasing power, brand attachment, past purchase experiences and perceptions of personal or hedonic benefits. Fake products give an illusion as if the consumer is buying an authentic product. From its labelling to the core product, the counterfeit product resembles the original product to a large extent. (Grossman & Shapiro 1988a; Grossman & Shapiro 1988b; Bush et al., 1989) The "Global Brand Counterfeiting Report, 2018 " report states that "The amount of total counterfeiting globally has reached to 1.2 Trillion USD in 2017 and is bound to reach 1.82 Trillion USD by the year 2020 which includes counterfeiting of all equipment/products from defence equipment's to counterfeiting of watches." According to business standard, 2019, Counterfeit products cause over Rs 1 trillion loss annually in India. The study identified the consumer intentions to buy the counterfeit products as against their originals in context with the Indian market. Counterfeits have been flooding the Indian markets exponentially; the study started with the introduction of the difference between counterfeits and the original products and analyzed the intention of the consumers to buy the counterfeit products. Research also focused on examining the monetary and non-monetary benefits associated with the purchase of counterfeit products and also their impact on different personality traits or characteristics of consumers such as social status perception and self-image. As people do not want their non-affordability of the prime products to be a reason that they are considered inferior in society. This phenomenon leads to the buying of fake products. The study analyzed the effect of characteristics either positively or negatively on the buying behaviour of people to buy counterfeit products later. How do various measures affect the intention of buyers? Does it affect positively or negatively?

Keywords: Intention to purchase; Counterfeit Products.

Assessing the firm's performance through IT-business alignment in a cloud computing environment

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Abstract

Strategic Business-IT alignment is gaining popularity among researchers and practitioners because of its potential impact on organizational performance. Currently, large numbers of enterprises are moving to cloud computing as they do not want to implement significant parts of their information systems (IS) in-house. The objective of this study is to analyze the firm performance concerning the processes and operations supported by cloud computing through its alignment to the business. Therefore, this study used the Strategic Alignment Maturity (SAM) model as a framework to validate the evolution of IT-business alignment in a cloud computing environment. A questionnaire-based survey method was employed for data collection. The respondents are IT and non-IT executives of cloud computing adopter firms in India. Simple random sampling was used to select the sample from the sampling frame of 2500 adopter firms of India. The structural equation modelling technique is used to statistically validate the model. From the results, it is found that all the constructs contribute significantly to business alignment with cloud computing except partnering and skill maturity. The contribution of this study is the application of the SAM model as a tool to leverage the alignment of cloud computing with business effectively. IT Consultants can make use of this study to help a client in strategic alignment with cloud computing and its subsequent consequences.

Keywords: IT Business Alignment; Cloud Computing; IT Capabilities; Firm Performance

Artificial Intelligence for Knowledge Management: A Bibliometric Study

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Abstract

This study will utilize two bibliometric analysis methods and a text mining method to provide a systematic and holistic review of artificial intelligence for knowledge management related academic literature. A variety of publications related to artificial intelligence for knowledge management would be identified from various sources including the Scopus database. Google Scholar, Web of Science and other sources would also be considered. Citation analysis would be used to identify the foundations of this area of research. The study would then employ keyword analysis to identify themes in this area of research. Different themes would be identified. The emerging trends in the area of artificial intelligence for knowledge management would be identified. Text mining would be employed to identify additional themes. The additional themes would be analysed and reported. Cluster analysis would be employed to group themes. This would lead to a better definition of themes. Finally, the study would call for a future research agenda on artificial intelligence in the knowledge management area.

Keywords: Bibliometric analysis; Artificial Intelligence; Knowledge Management

Factors Influencing Consumer Adoption of Internet of Things and its Application: Empirical Evidence

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Abstract

Today, the network connection and information system have become a platform for evolving innovations. In the digital era, one such innovation is the 'Internet of Things also known as IoT. It is a complex system of interconnected devices which constitute sensors for the transfer of information through the internet. The purpose of the study is to identify the factors impacting behavioral intention to use IoT for personal purposes. To perform the research, among various adoption models, the unified theory of acceptance and use of technology 2 (UTAUT 2) model has been identified. The factors identified are performance expectancy, effort expectancy, social influence, facilitating condition, hedonic motivation, price value, habit, behavioral intention to use and actual usage. Structural equation modeling will be used to perform data analysis. The contributions of IoT have several underpinnings in academics as well as in business. This would open numerous research areas which are still unexplored such as the scope of IoT and its application in various fields, its acceptance among people, in what ways the maximum benefits be reaped, and its impact on society. Further, these would help the administrative bodies to frame guidelines for the effective functioning of IoT and its implementation.

Keywords: UTAUT; Internet of Things; Adoption

A Review Study On Consumer Perception Towards E-Shopping

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Abstract

Recent research has shown an interest in investigating consumer motivations that affect the online shopping behaviour. It is yet to understand what factors influence online shopping decision process. The objective of this study is to provide an overview of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate online customers to decide or not to decide to buy online. It is found that marketing communication process differs between offline and online consumer decision. Managerial implications are developed for online stores to improve their website. A quantitative method is used in this research in order to investigate the impact of consumer perception in E-shopping on buying behaviour. The data of 111 respondents is collected through questionnaire and results were analysed through the SPSS. The students of different universities as respondents has been taken to know their perception regarding the E-shopping and its attributes and the impact of online on their buying behavior . It is concluded that consumer of online are more attractive than their retail outlets. Moreover, the tested attributes of online show positive

Keywords: Online Shopping, Perception, decision making process

Understanding the Need for Long-Term Care Insurance In India

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Abstract

Some recent theoretical works suggest that Indian parents are willing to purchase long-term care insurance and do not want to depend on relying on child-provided care in old age. This conceptual framework explains the need for long term care insurance products with special reference to 'geriatric care' in the Indian insurance market. Our study is based on a panel discussion among retired people, young professionals and insurance company representatives. Age is not always a determining factor in needing long-term care. About 70 percent of individuals over 65 will require at least some type of long-term care service during their lifetime. About 40 percent of those receiving long-term care today are between 18 and 64. Once a change of health occurs, long-term care insurance may not be available.

Keywords: Insurance; Long term care; need analysis

A Conceptual Model for Assessing the Antecedents Influencing Degree of Servitization in Product-Centric and Service-Centric Organizations

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Abstract

“Servitization” has been the major focus of product-centric organizations since the term was first coined by Vandermerwe and Rada (1988), due to issues related to the easy imitation of the manufacturing processes, the commoditization of specialized products, the changing customer profile and demand and the advanced information dissemination and communication mechanisms. Prior studies in servitization have focused on disjointedly analyzing challenges and determinants involved in the process of servitization. However, this paper has focused on proposing an exhaustive conceptual model based on the majority of the previous research done in the domain and has attempted to identify and extract the major determinants influencing the degree of servitization. The model might serve as the basic framework for future empirical analysis related to the assessment of the validity of the constructs identified.

Keywords: Servitization; Service-Centric Organization

Presentation of Power BI: Introduction and Analysis of the data

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Abstract

Power BI is a simple and fast Business Intelligence platform for business users with tools such as collecting, analyzing, visualizing and sharing the data. It has the capability of creating quick insights from an Excel spreadsheet or a data warehouse. It is strong and enterprise ready for widespread modeling. It can also be widely used as real-time analytics for decision making for organizations.

Keywords: Business Intelligence; Power BI; Analytics

Devops – Scaling Ideas and Implementing Cloud Automation

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Abstract

The automation and cloud have independently taken things in a very fluent and smooth way like never before. Employing cloud platform has changed the outlook on the utilization of data in everything. The number of individuals who are employed to perform a single task is now reduced with the help of automation getting implemented. In order to achieve cloud automation, DevOps is the new methodology that the software circle is adapting to. DevOps enables speed along with quality and risk management in cloud. Only knowing the programming or only working on the operational knowledge base will not accomplish today's need of automating the cloud procedures but a bit more dwelling up and integrating the development and operational pools will make it and that's what the DevOps will be radiating. This culture of DevOps is an approach to introduce new methods and bring all the ideas and different wings of work under one roof. Cloud technology is the revolutionary phase the industry is going through and many major organizations have seen profits as well as fast growth adapting to this. The various industries like Genetic, manufacturing, construction, service, and many more but, these are using automation in and out by deploying cloud at some end in it. DevOps uses various tools and technologies like Git, Jenkins, Docker, and many more, improving the security concerns thus giving the best result. In the perspective of companies offering cloud as a service, they really have a lot that can be automated. Though we have taken the services up to the cloud, the ratio of the dedicated employees and the manpower needed to maintain it has increased very much and thus become very expensive. Therefore, automating the workflow in cloud will result in better cloud architecture and service to be delivered promptly.

Keywords: Devops, Cloud, Automation, Git, Docker, Jenkins

Adoption of eSCM and TOE framework: Impact of firm size

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Abstract

eSCM refers to “IT enabled support in implementing SCM process” (Wu and change,2010). Adoption of eSCM promises improvement in performance by enabling collaboration and flexibility in the supply chain. eSCM helps the firms to serve the markets faster i.e. to attain agility in the supply chain. It is important to understand the factors that influence the adoption of eSCM by both large enterprises (LEs) and SMEs as both groups have unique characteristics. For example, SMEs are more flexible and LEs have more resources. There exists a need in this area to conduct holistic research on the factors affecting the adoption of eSCM in the agile supply chain besides examining the moderating effect of firm size. An extensive literature review is conducted and a theoretical model is proposed based on the transaction cost theory, institutional theory and TOE framework to examine the adoption of eSCM in agile supply chain and to analyze how those effects are moderated by firm size, SMEs (vs) LEs. Propositions are formulated and future research directions are discussed.

Keywords: eSCM; TOE Framework; Information Technology

Influence of social capital on knowledge sharing

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Abstract

Social capital is put forward as a suitable theoretical framework to explain knowledge sharing in organizations and communities. This paper aims to summarize the different contexts where social capital dimensions have been used to explain information and knowledge sharing. A literature review is done for social capital in the contexts of business organizations, virtual worlds, and higher education institutions. The dimensions of social capital have been found useful when exploring knowledge sharing practices. The studies illuminate important aspects of how the combination of structures, relations and contents support sharing of knowledge. They also underline the importance of the contextual dimension. The role of the social capital dimensions is focused differently depending on the context.

Keywords: Knowledge Sharing; Social Capital

Basics of Digital Image Processing

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Abstract

Digital Image processing is having a very vast scope from biometrics, medical applications, Database indexing, traffic monitoring to target recognition. This topic explores the basics of digital image processing which is the foundation for all above mentioned applications.

Keywords: Image Processing; Data Analysis; biometric

Advertising Impact in Students Choosing a Private Deemed Universities in Telangana and A.P.

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Abstract

Publicizing is a type of advertising correspondence utilized by organizations to advance or sell items and administrations. Generally, promoting is one of the parts or subsets of showcasing. The essential objective of publicizing is to impact the purchasing conduct by advancing an item, administration or organization. Advertisements are important for students to enroll/enrolled in AP private deemed universities. Most of the students are influenced by recommendation by family/friends/campus visits. Advertisements are playing a crucial role to enroll the students in private deemed universities.

Keywords: Advertising, Private Deemed Universities in A.P, Primary survey.

Identical image retrieval using DCTLIM image signature verification

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Abstract

Image retrieval and mining is an energetic research area due to rapid enrichment in the volume of digital image databases. Currently, huge information is stored in image form and there is a necessity to search the images using its content. Image mining has diverse applications in biology, remote sensing, medical diagnosis, space research, forensic, etc. This research work is to retrieve identical images from an image database by proposing a unique approach for mining images using DCTLIM based image signature verification. This process is autonomous and no need for many parameters setting to generate a healthy solution. It is designed and tested with images of various collected image databases. Suitable measures were devised to evaluate the performance of the algorithm. The performances were noteworthy and comparable. The expected system performance level will be appropriate for several simple days today image mining and multimedia database applications.

Keywords: Image retrieval; Identical Images; Signature Verification

Mobile Service Economics in India- user and service provider perceptions

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Abstract

Mobile communication has become an essential component of everybody's life, be it professional front or personal front. The two parties directly involved are the Mobile service provider (MSP) and the mobile user. It is a service provided at a cost. The service provider looks at return on investment which is through the payments done by users. Users want the service at the lowest possible rate. In the present paper the factors considered and the other influencing factors which determine the mobile service charges are discussed. An insight is attempted to appreciate the network planning as such and the influencing parameters of planning by the service provider. Also, the role of TRAI (Telecom Regulatory Authority of India) is briefly discussed in deciding the charges to be levied on mobile services provided to the users.

Keywords: Mobile Services; Mobile Service Providers

Application of Analytic Hierarchy Process in Project Management

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Abstract

This paper presents the Analytical Hierarchy Process (AHP) as a potential decision making method for use in project management. The contractor prequalification problem is used as an example. A hierarchical structure is constructed for the prequalification criteria and the contractors wishing to prequalify for a project. By applying the AHP, the prequalification criteria can be prioritized and a descending-order list of contractors can be made to select the best contractors to perform the project. A sensitivity analysis can be performed to check the sensitivity of the final decisions to minor changes in judgements. The paper presents group decision-making using the AHP. The AHP implementation steps will be simplified by using the 'Expert Choice' professional software that is available commercially and designed for implementing AHP. It is hoped that this will encourage the application of the AHP by project management professionals

Keywords: AHP; Project management

Understanding the challenges of Serialization in the Indian Pharmaceutical Industry

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Abstract

Typically, pharmaceutical supply chains connect the laboratories to the marketplace. One of the major challenges they face is to ensure the integrity of the products in transit at different points in the value chain from suppliers to manufacturers to wholesalers to pharmacies/dispensaries and finally to the end consumer. This becomes even more critical as products move across international borders. Preventing theft and counterfeiting has therefore become a key focus of the industry. Early approaches included tamper-proof packaging and 3-D holograms, but these are now considered too easy to manipulate, so these methods are no longer considered sufficient. These days, Serialization is considered to be an effective mechanism to counter theft and counterfeiting of drugs. Serialization is governed by regulatory mechanisms which differ from one country to another. This paper is an attempt to explore the challenges of serialization in the Indian Pharmaceutical Industry.

Keywords: Pharma Supply Chain; Serialization;

NIRF: A Study on Ranking of Management Institutes in India

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Abstract

The Indian education system is the third largest in the world only after China and United States. The education system is in the need of improvement of quality and direction in the path of building a world class education system. In this direction, new benchmarks have to be evolved to assess the research in educational institutions and rank them to provide an opportunity for the institutions to strengthen their quality at the institutional level and improve the education system at the national level per se. Though many ranking mechanisms are operational at the global level and national level by renowned media houses, a ranking framework developed by the state is the first of its kind in India through the National Institutional Ranking Framework (NIRF). NIRF aims at ranking universities using parameters designed and developed by the Ministry of Human Resource Development (MHRD). The present study attempts to explore the latest trends in the ranking system and compare the performance of private and government funded institutes imparting management education in India.

Keywords: NIRF Ranking; Management Education

Service Innovation using Systems Thinking

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Abstract

The service concept refers to the view of some authors as a new value proposition or a new service. Others address reorganizing afresh to provide solutions to hitherto unmet customer issues (as opposed to problems). Achieving intended outcomes using either existing, modified or new processes are often hampered by how the service delivery process is designed and the interaction between the service provider and client across the customer interaction interface. Service firm internal organizational arrangements which determine the rules for employee job performance can also have conflicting goals. The problem is therefore compounded in scale as well as complexity when service must be delivered by multiple firms functioning together. Van Ark et al. (2003)^[1] describes service innovation as a "new or considerably changed service concept, client interaction channel, service delivery system or technological concept that individually, but most likely in combination, leads to one or more (re)new(ed) service functions that are new to the firm and do change the service/good offered on the market and do require structurally new technological, human or organizational capabilities of the service organization.

Keywords: Service innovation; System Thinking

Developing Supply Chain Evaluation Framework Through Performance Assessment Approach

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Abstract

This paper is an effort to develop the supply chain evaluation framework by assessing the performance of the supply chain in its operational environment. This is a conceptual paper, which includes extensive literature review, environmental analysis and brainstorming with experts of this field. It gives an insight into various aspects of the supply chain and the issues associated with it which include: supply chain performance and its benefits, the need for a good evaluation system for the supply chain, existing frameworks/models and a framework for the evaluation of supply chain performance measurement systems. We propose a framework for supply chain evaluation in dynamic business settings. Our work is confined to the development of a framework for making a system to evaluate the supply chain. The development and execution of this system and its success will decide the adaptability of the framework proposed to meet the needs of the industry. The proposed framework is a noble approach to the development of a supply chain evaluation system that considers supply chain functional issues, issues associated with its partners and environmental issues in which it operates.

Keywords: Supply chain evaluation; Framework; Performance Assessment

System Dynamics Perspective for Adoption of Internet of Things: A Conceptual Framework

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Abstract

Internet of Things (IoT) is the group of interconnected computing devices over the internet and implanted in the objects used in daily life for sending and receiving data. IoT helps businesses and society in many ways such as it improves public safety, transportation and healthcare by providing better information and faster communications. The adoption of IoT is going to create a persistent impact on society and business. This paper develops a model based on system dynamics and identifies the factors influencing IoT adoption. The dominant factors of IoT adoption are communication, control and automation, efficient business processes, self-configuration and cost savings. IoT adoption is also affected by negative factors including privacy risks and security risks, interoperability, reliability, poor infrastructure, less skilled IT professionals etc. Businesses can reap the potential benefits of IoT by solving the issues related to its adoption. This study is, therefore, a significant contribution towards understanding the factors that influence the adoption of IoT in businesses. In addition, this paper attempts to derive a framework for the successful adoption of IoT in organizations.

Keywords: System Dynamics; Internet of Things; Conceptual Framework

Determinants of the Merchant's Adoption of Mobile Payments. A Study of Unorganized Retailers in India

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Abstract

Enabling payments using mobile devices is one of the key innovations in information and communication technologies. An overview of academic and popular literature shows that in addition to increased convenience, mobile payments result in greater efficiency and also contribute to financial inclusion. While great attention has been paid in the literature to individual adoption and usage of mobile payment, little is known about organizational adoption. The present study is an attempt to investigate this gap. We utilize grounded theory to study unorganized retailers in a large metropolitan city in India, a developing economy. Using semi-structured interviews of merchants, we propose a framework to explain the mobile payment ecosystem and factors that influence the adoption of mobile payment by these businesses.

Keywords: Mobile Payment; Merchant Adoption; unorganized Sector

Exploring the Effects of Social Media Overload on Academic Performance

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Abstract

Social media has deeply penetrated graduate students' daily lives, persuading excessive usage that can result in social media overload. However, only a few studies have explored the adverse consequences of social media use from a pedagogical perspective in different countries. This paper aims to investigate the effects of social media usage on students' academic performance and the underlying mechanism in the Indian context. The proposed model is built to investigate the direct effect of Excessive Social Media Usage, Communication, Overload, Social Overload and Social media exhaustion on the academic performance of the student. This study deepens social media literature by identifying a more inclusive classification of social media-related overload among graduate students and investigating the exact mechanism of excessive social media use in an educational environment.

Keywords: social media; Academic Performance

Human Competencies for Disaster Relief Management: A Study

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Abstract

The effectiveness of humanitarian assistance often depends on the effectiveness of the resources utilized such as predictive logic, relief partners, logistics technology and relief personnel. Analysis of the most recent yet more vulnerable disasters has pointed out that the relief workers often created a difference. Lack of appropriate access to standardized models to train the relief workers has created a need to develop a competency model which can further be validated with the relief organizations to create a standard. The current study aims to develop and test a hypothetical model that proposes a relationship between the competencies of the emergency relief workers, job performance and job satisfaction through empirical analysis of primary data. The study reveals a good relationship between competencies, job performance and job satisfaction and shows a significant impact of the three variables on each other. The study culminates in recommending the key findings of the personnel to be able to improve the efficiency of the relief operation.

Factors Influencing the Gold Prices: An Empirical Investigation in Indian Context

P Sashikala

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Abstract

The most precious metal is Gold, for a long and its value has been used as the standard for many currencies also known as the gold standard. The consumption of gold has increased drastically with strong economic growth and promising movements in gold prices in the 1990s during the liberalization of gold import policy. The gold prices in India are continuously increasing due to domestic demand based on security, liquidity and diversified portfolio. There would be various factors that influence the prices of gold. This study aims at understanding and analyze the various factors which influence gold prices in the Indian context.

Keywords: Gold Prices; Empirical Investigation;

Business Strategy and Dynamic Capabilities to Manage Pharmaceutical Projects – An Exploratory Study In India

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Abstract

Dynamic capability views extended resource-based views to examine the influences of dynamic markets. In a dynamic environment, along with other industries, the pharmaceutical industry has to update and upgrade capabilities to meet the demands and maintain a competitive advantage. A survey was performed in India to assess the influence of various factors on pharmaceutical projects. It was observed that both business strategy and dynamic capabilities are necessary to manage pharmaceutical projects successfully.

Keywords: Business Strategy; Dynamic Capabilities; Pharmaceutical Project

Mobile Technologies and Digital Social Media Platform as Major Enablers of Immunization Awareness: An Exploratory Study

Samyadip Chakraborty

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Abstract

Child immunization in the twentieth century remains a buzzword in India. According to UNICEF-India report 2015, approximately 62% of children received full immunization while 7.4 million remains un-immunized, the largest in the world. Even though India has achieved a considerable increase in child immunization rate since the year 2000, it remains far from achieving 100% immunization. Technologies and Digital social media since the last decade have played a pivotal role in spreading awareness for child immunization in India. This study conducted in the rural context across three Indian states aims at 1. investigating and identifying the major enablers of immunization awareness and further elaborates. 2. How communication technologies, digital media adoption and mobile penetration (Internet/telephony) in rural India and to what extent has helped in spreading immunization awareness. Uniqueness: Practical goal-oriented research, simple methodology and impactful managerial insight.

Keywords: mobile Technologies; Immunization; Social Media

Factors influencing Customer Satisfaction towards after Sales Service of Automobiles and the impact of Lockdown due to COVID- 19

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Abstract:

Automobiles speak to opportunity and financial development. Vehicles enable individuals to live, work and travel in manners that were unbelievable a century back. Cars give access to business sectors, to specialists, to occupations. Domestic automobile production increased by 9.84 percent during April 2018-January 2019 to reach 26.26 million vehicle units. There is a need to capture the customer satisfaction towards the after sales service provided by service centers. This is carried out to analyze current requirements and know customer expectations towards service centers and the various factors which affect satisfaction. In the automobile industry, after-sales service plays an important role. The main crucial evaluation criteria for customer satisfaction is the availability of after-sales service. The after-sales service quality can be measured by a customer satisfaction survey. The purpose of this paper is to study the impact of lockdown due to COVID 19 on after sales service and understand the problems faced by the customers and their loyalty towards their service provider.

Keywords: Customer satisfaction, after-sales service, loyalty

Progression towards Society 5.0: Internet of Things (IoT) based Wireless Sensor Network for Tracking & Monitoring Wetlands of Odisha

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ICFAI Foundation for Higher Education (Deemed to be University)

Abstract

Today we live in a world with increasingly complex societal problems and only sustainable development goals can be a trade-off which Society 5.0 talks about. Ageing society with huge industrial advancements, improper wealth distribution, increased carbon footprint, and inadequate Artificial intelligence-based approaches in the agriculture domain and urbanization accomplishments have hugely impacted the level and quality of natural groundwater resources around the globe. Here, we especially address - Odisha, an eastern state of India. It has about 78,000 wetlands which have a huge impact on the socio-economic activities in the region. Water from these wetlands is used for agriculture and domestic use as well. Wetlands are important for carbon sequestration, flood control, groundwater recharge, and biodiversity maintenance. They directly impact society in terms of employment and the quality of livelihood. The state of Odisha has two important wetlands, namely - Bhitarkanika Mangroves and Chilika Lake that are extensively monitored. However, there is no mechanism to monitor the entire wetland system as a whole. An Internet of Things (IoT) based heterogeneous wireless sensor network can be deployed in an economically viable manner for monitoring these water bodies. The huge amount of data generated by these sensors can be collated into a cloud system. A software system is modeled here, which can use the data collected by sensors and efficiently report the changes in the salinity, pollution levels, groundwater level, and the changes in biodiversity of the state. When the change in the values reaches a certain threshold as per the proposed system design, necessary alarms would be raised that could aid in taking effective decisions for agriculture-related activities.

Keywords- Society 5.0, Internet of Things (IoT), Wireless Sensor Network (WSN), Wetland Monitoring

Factors Affecting the Food Wastage in The Long-Distance Export of Perishable Products such as Fruits and Tomatoes and the Impact of COVID- 19

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Abstract:

The demand for fresh agricultural products is increasing and there is a worldwide socio economic development improving the shelf life of perishable products. The main challenge for the companies is to manage the supply chain of the perishable food whose value deteriorates significantly over time and is highly dependent on the environment and mostly temperature and humidity are the key factors in the process. Transportation is the important factor that influences the supply chain of these perishable products especially during the Pandemic COVID 19. Some of the categories of fresh food are fruits and tomatoes which are fragile, time-sensitive and are susceptible to deterioration and useless if the delivery is delayed. The cargo for these perishable products may require refrigerated warehousing and transportation to extend its commercial life. Another main concern in the food production and distribution system around the world is the supply chain of perishable food is susceptible to economic shocks, environmental change or even management errors. It is a major concern especially in the case of long distance export of perishable products. Air transportation is considered to be the best mode of transport for long distance export of perishable products. The purpose of this paper is to study the challenges in the transport of the long distance export of perishable products in response to the increasing demand for fresh food and further investigate the factors affecting the food wastage in the long-distance export of perishable products such as fruits and tomatoes during the Pandemic COVID 19.

Keywords: Perishable products, long distance export, transportation, refrigerated warehousing

Optimization of a Supply Chain Considering Uncertain Demand and Constraints on Emissions

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Abstract:

A strict carbon policy is one of the major carbon policies proposed by regulatory bodies. In this work, we have considered a strict carbon cap policy to determine the optimal order quantity, reorder point and number of shipments in a two-echelon supply chain under random demand considering partial backorders and loss of sales. All the major sources of emissions such as setup, production, inventory, and transportation have been considered. The objective is to optimize the total expected supply chain cost while satisfying the carbon emission constraint.

Keywords: Supply chain; Carbon Policy; Emission