

Anweshan

..... Research Newsletter 2020



AMRITA
VISHWA VIDYAPEETHAM
DEEMED TO BE UNIVERSITY

School of
Business



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Amritapuri | Bengaluru | Coimbatore | Kochi



* Coimbatore campus

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Amma's message

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Today, universities and their researchers are ranked mainly based on the amount of funding they receive, the number of papers they publish, and their intellectual caliber. But along with this, we should take into consideration how much we have been able to use their research to **SERVE THE LOWEST AND MOST VULNERABLE STRATA OF SOCIETY**. If we could transform compassion from a mere word into a path of action, we would be able to solve 90 percent of the world's humanitarian problems.

”

Satguru Sri Mata Amritanandamayi Devi
Chancellor - Amrita Vishwa Vidyapeetham

Research Philosophy



Inspired by our Chancellor, compassion-driven research with a strong societal impact is the dominant theme underlying the University's vision and priorities. This theme runs through our thrust areas of research in Science, Technology, Medicine, Humanities and Social Sciences, and aligns with several of the United Nations Sustainable Development Goals (UN-SDGs). In addition to having a strong societal benefit through real-world deployments that are saving lives and improving the quality of living, research at Amrita has also resulted in high-impact publications and patents. Amrita is ranked #1 in Research Funding by the Ministry of Human Resource Development (MHRD), Government of India. The University has over 800 research scholars, more than 30 research centers - 20 of which have been identified as Centers of Excellence



Funding Agency

All India Council for Technical Education (AICTE) | CPIR | CSIR | DBT | DietY | Government of India | DRDO | DST | DST-SERB | GoI | HP Global Social Innovation | ICMR | ISRO | MHRD | MNRE | Naval Research Board (NRB) | NMEICT | TIFAC | Bio Con | Media Asia Lab.



Dr. Kishore G. Pillai
ASSOCIATE DEAN

Welcome to ASB Coimbatore and DoMs Amritapuri, Bengaluru and Kochi. We are amongst the top private B-Schools in the country and part of a globally ranked institution which has been recognised as an Institution of Eminence by the Government of India.

Research is central to who we are, and our school boasts of an excellent research environment characterised by rigorous, engaged scholarship, high productivity of research output and a flourishing Ph.D. programme. The year 2020 witnessed a quantum leap in the quality of our research output, with publications in top tier journals such as Research Policy, International Journal of Research in Marketing, European Journal of Marketing, Production Planning and Control, Journal of Marketing Management, Journal of Services Marketing, International Journal of Tourism Research, Benchmarking - An International Journal etc. You will find further details of the output in the newsletter. I am confident that we will compare favourably with several leading B-Schools in India in our research performance in 2020.

A noteworthy feature of the year was the several Ph.D. completions and the commendable output of Ph.D. students in terms of publications in quality journals. The latter attracted favourable comments from visiting academicians such as the panel for the IoE recognition. We plan to be a centre of excellence in Ph.D. training in business and management.

The school is well networked globally, with dual degree programmes and student exchange programmes with leading business schools abroad and adjunct professors from several prestigious foreign universities. Our global intellectual capital adds value to our research and learning and teaching activities. For instance, the online orientation for the MBA batch 2020-22 featured lectures by professors in the US, the Netherlands and Australia. The newsletter will inform you about the school's recent internationalization activities.

With the launch of the online MBA programme and the plans to strengthen our offering of FDP/MDP, the School is poised to climb heights in the future.

The Newsletter provides a snapshot of our achievements in the past year and showcases some watershed moments.

We welcome you take a close look at the contents featured in this newsletter.



Dr. Shyam A V

CHAIRMAN - ASB, Coimbatore campus

Amrita School of Business, Coimbatore is an AACSB accredited business school that has endeavoured to offer the best quality business education right from its inception in 1996. We have a highly qualified and experienced set of faculty who constantly strives to maintain high quality in teaching and research. They are supported by outstanding library resources, top-class infrastructure, and strong international collaborations. We have a green, clean and serene campus that helps in refreshing body and mind. The calm environment and the facilities offered by ASB helps the faculty members and students to put focussed attention on their work. We are happy to bring out this newsletter highlighting the research and international connect of the School.





Dr. Rajiv Nair

CHAIRMAN - Department of Management, Amritapuri campus

As the corona virus spread around, the business schools suddenly found themselves in real-life case studies of crisis management leadership. We had to respond to multiple challenges that seemed to unfold simultaneously. I feel very proud of this team of faculty and staff who have coped with this paradigm shift innovatively thus allowing us to continue serving our students seamlessly. Despite the unprecedented disruptions, the Department's focus on producing quality research output has not faltered and has in fact expanded to investigation of the myriad effects of the pandemic. While technological and infrastructural challenges remain significant, the resilience, adaptability and creative spirit of the faculty and students have been incomparably inspiring. Never before have the U, C and A in VUCA been so stark; but in our B-school at Amritapuri, we view this as the perfect theatre to impart some lessons in educating students for life.

Our alumni have been active as individuals and groups in reaching out to their communities and providing some form of assistance to those affected by the crisis. The graduating batch have been getting to grips with working from home regardless of their job profiles. Our placement cell has been monitoring the situation closely and I am glad to say that employers have consistently appreciated the work ethic of the placed students and their ability to cope with the "new normal".

As healthcare professionals, national and local governments increasingly bring the situation under control we hope to see the campus return to its vibrant self soon. In the meanwhile, our best wishes to all of you. Stay safe and stay well.



MESSAGE

Prof. Sunanda Muralidharan

CHAIRPERSON - Department of Management, Kochi campus

I am happy that we are bringing out an All-campus Newsletter covering the research and academic activities of our campuses at Amritapuri, Bangalore, Coimbatore and Kochi.

Located in Kochi, the commercial capital of Kerala, the Department of Management, Kochi (DoMK) offers a two-year full time Master of Business Administration (MBA) programme to help build future managers and leaders guiding them on best practices for their career growth and development. We offer specializations in functional areas like Business Analytics, Finance, Human Resource Management, Marketing and Operations.

The Department also offers the Ph.D. programme in Management.

The DoMK is staffed with expert faculty across domains, such as Finance & Economics, Marketing, Human Resources Management and Analytics. The Faculty also are engaged in academic research leading to good quality peer-reviewed publications on a range of diverse topics like healthcare service quality, Lean Six Sigma implementation, synergising Lean Six Sigma with human resource practices, career choice decisions, cognitive complexity and risk aversion in online herd behaviour, bequest intentions, board characteristics and foreign institutional investor ownership, forecasting power of equity investors, consumers' purchase intention for organic products, promotion of resource efficient technologies in Indian agriculture and assessment of Fairtrade's labour rights commitments, to name a few. The Faculty are also actively involved in sponsored cross-functional research and consultancy assignments related to climate resilient agricultural practices, drought-proofing induced natural resources management interventions, export competitiveness of agricultural commodities in Kerala, etc.

The DoMK regularly holds an annual flagship event, called Asthra, as an international symposium. The theme of the 9th Edition of Asthra conducted on 17th January, 2020 was "CSR and Sustainability: Decoding the CSR Ecosystem in India". The international symposium was quite unique in terms of inviting experts from the academia, the corporate and the NGO sectors and offering a platform for discussions and deliberations on: (a) the best practices in the domain areas of CSR and sustainability; (b) initiation of networking between aspiring management professionals, business leaders, academia and civil society organisations.

The DoMK is thus highly committed to producing quality research and creating avenues for meaningful dialogue on making research useful for the society.

We hope you enjoy going through the newsletter and we welcome your continued association and patronage.



Dr. Manoj

CHAIRMAN - Department of Management, Bengaluru campus

Amrita Vishwa Vidyapeetham is one of the best research universities in India undertaking world-class research and innovation, through interdisciplinary research across different research areas including Medical Sciences, Engineering, Biotechnology, Cyber Security, Nano Sciences, Humanitarian Robotics, Green Technologies, Wireless Technologies, Learning Technologies, Social Sciences, Women Empowerment, and of course Management. At Amrita, the research emphasis has always been on the societal benefit by tackling the real-life challenges faced by the people. Embedding this research culture, the Faculty of Management encourages its faculty members and the students to undertake research of excellent quality in different sectors of management. Our faculty members have produced high quality publications in several top journals and conferences and also guide our students in their Independent Study Course, in which each student is encouraged to submit a research paper to a high-quality journal. This process of research helps to provide a deeper understanding of the subjects they study and enriches their education. We aim to create world class managers who can bring a meaningful change for the betterment of the world.

Journal Publications - 2020

(Amritapuri, Bengaluru, Coimbatore and Kochi campuses)

| Author | Title | Journal | Scopus percentile |
|--|---|--|--------------------------------|
| Golossenko A, Kishore Gopalakrishna Pillai, L Aroean | <i>"Seeing Brands as Humans: Development and Validation of a Brand Anthropomorphism Scale"</i> | International Journal of Research in Marketing | Q1 ABDC A*/ABS 4 |
| Hofacker C, I Golgeci, Kishore Gopalakrishna Pillai | <i>"Digital Marketing and Business to Business Relationships: A Close Look at the Interface and a Road Map for the Future".</i> | European Journal of Marketing | Q1 ABDC A* |
| Ovuakporie OD, Kishore Gopalakrishna Pillai, C Wang, Y Wei | <i>"Differential Moderating Effects of Strategic and Operational Reconfiguration on the Relationship between Open Innovation Practices and Innovation Performance".</i> | Research Policy | Q1 ABDC A*/ABS 4 (world elite) |
| Pillai, K.G., Hofacker, C.F. | <i>"Comparing the measures of consumer knowledge calibration".</i> | European Journal of Marketing | Q1 ABDC A* |
| Kumar D.S., Purani, K. and Shyam. A. Viswanathan | <i>"The indirect experience of nature: biomorphic design forms in servicescapes"</i> | Journal of Services Marketing | Q1 ABDC A |
| Nair, S.R., Pillai, K.G. and Demirbag, M. | <i>"Reaping benefits from knowledge transfer – the role of confidence in knowledge",</i> | Journal of Knowledge Management | Q1 ABDC A |
| Ghosh T., Mandal S. | <i>"Webcare quality: conceptualization, scale development and validation".</i> | Journal of Marketing Management | Q1 ABDC A |
| Mandal, S., & Dubey, R. K. | <i>"Role of tourism IT adoption and risk management orientation on tourism agility and resilience: Impact on sustainable tourism supply chain performance".</i> | International Journal of Tourism Research. | Q1 ABDC A |
| D.Jinil Persis, Anjali S, Vijaya Sunder M, Rejikumar G, V. Raja Sreedharan | <i>"Improving patient care at a multi-specialty hospital using lean six sigma."</i> | Production Planning & Control. | Q1 ABDC A |
| Peter Holzschuh, Ankita Mishra, Jayant Misra, Imad A. Moosa, Shyam Nath & George B. Tawadros | <i>"An augmented P-star model of Indian inflation"</i> | Applied Economics | Q1 ABDC A |

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| Sefa Awaworyi Churchill, Yeti Nisha Madhoo & Shyam Nath | <i>"Ethnic diversity and human capital development in India: A disaggregated analysis at the state and district levels."</i> | Applied Economics | Q1 ABDC A |
| Yeti Nisha Madoo, Shyam Nath | <i>"State Fragility: Colonial Incidence vs. Contemporary Institutions."</i> | International Journal of Development and Conflict | ABDC B |
| Dubey, V, Dr. Joseph Matthes, Amit Saini, | <i>"Performance Implications of Marketing Agreement, Cooperation, and Control in Franchising"</i> | International Co-authored, Journal of Marketing Theory and Practice | ABDC B |
| Gupta, P., Sengupta, A. | <i>"A qualitative analysis of social scientists' opinions on socioeconomic and demographic implications of the lockdown during COVID-19 in India".</i> | Journal of Public Affairs. | ABDC B |
| Kaur, N., Kaur, P. | <i>"Ownership structure, size, and interest income substitution by banks: An exploratory study in the Indian context".</i> | Australian Economic Papers. | ABDC B |
| Kaur, N., Kaur, P. | <i>"What drives innovation in micro, small, and medium enterprises?"</i> | Journal of Public Affairs. | ABDC B |
| Mandal S. | <i>"Impact of supplier innovativeness, top management support and strategic sourcing on supply chain resilience".</i> | International Journal of Productivity and Performance Management | ABDC B |
| Mandal S., Kavala H.B., Potlapally G.D. | <i>"Does Organizational Culture Matter for Shaping up Hotel's Responsiveness to Customer's Demand? An Empirical Investigation".</i> | International Journal of Hospitality and Tourism Administration | ABDC B |
| Mathew, S., Jose, A., G, Rejikumar and Chacko, D.P. | <i>"Examining the relationship between e-service recovery quality and e-service recovery satisfaction moderated by perceived justice in the banking context"</i> | Benchmarking: An International Journal. | ABDC B |
| Menon S., Suresh M. | <i>"Factors influencing organizational agility in higher education".</i> | Benchmarking | ABDC B |
| Nair, S., Gopikumar, V., Viswanathan, P. K., Gopakumar, S., & Gil, M. T. | <i>"A contingency model of board characteristics and foreign institutional investor ownership: the moderating role of firm size and market valuation".</i> | Cogent Economics & Finance. | ABDC B |

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| Sengupta, A. | <i>"Perception and purchase behavior of young Indian consumers towards Chinese products under the backdrop of their economic and political rivalry. "</i> | Article in Press, Journal of Public Affairs. | ABDC B |
| Sudhakar S., Gunasekar S. | <i>"Examining online ratings and customer satisfaction in airlines".</i> | Anatolia | ABDC B |
| Suresh M., Arun Ram Nathan R.B. | <i>"Readiness for lean procurement in construction projects".</i> | Construction Innovation | ABDC B |
| Suresh M., Vaishnavi V., Pai R.D. | <i>"Leanness evaluation in health-care organizations using fuzzy logic approach".</i> | International Journal of Organizational Analysis | ABDC B |
| Jain, B, Gunasekar, S. and Balasubramanian, P. | <i>"Capital Contribution, Insider Ownership and Firm Performance: Evidence from Indian IPO "</i> | International Journal of Corporate Governance | ABDC B |
| Baidya, M.K., Maity, B., Srinivasan, P. | <i>"Forecasting butyl price: A case of India's tire industry"</i> | Article, Indian Journal of Marketing. | ABDC C |
| Iyer, S. G., Pillai, V. K., & Mandal, S. (2020) | <i>Research avenues in ensuring safety of healthcare operations: a perspective through logistics/supply chain, technology, quality and waste management. International</i> | Journal of Indian Culture and Business Management. | ABDC C |
| Lakshmi Priyadarsini S., Suresh M. | <i>"Factors influencing the epidemiological characteristics of pandemic COVID 19: A TISM approach".</i> | International Journal of Healthcare Management | ABDC C |
| Mandal, S. | <i>Exploring the impact of healthcare agility and resilience on sustainable healthcare performance: moderating role of technology orientation.</i> | International Journal of Sustainable Strategic Management. | ABDC C |
| Raja Sreedharan, V., Balagopalan, A., Murale Venugopalan, & Arunprasad, P. | <i>"Synergising Lean Six Sigma with human resource practices: evidence from literature arena".</i> | Total Quality Management & Business Excellence. | ABDC C |
| Rejikumar, G., and Asokan- Ajitha, A. | <i>"Role of impulsiveness in online purchase completion intentions: an empirical study among Indian customers",</i> | Journal of Indian Business Research. | ABDC C |
| Roy S., Mandal S. | <i>"Antecedents and consequences to app engagement among young consumers in India".</i> | International Journal of Business Information Systems | ABDC C |

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| Manoj, M., Das, A. R., Chandran, A., & Mandal, S. | <i>"Antecedents of environmental engagement and environmental learning behaviour"</i> | Journal of Hospitality and Tourism Insights. | ABDC C |
| Gopikumar, V., Smitha Nair & Krishnan, V. A. | <i>A comparison of the return forecasting power of domestic and international equity investors: evidence from India.</i> | International Journal of Management Concepts and Philosophy. | |
| Menon S., Suresh M. | <i>Synergizing education, research, campus operations, and community engagements towards sustainability in higher education: a literature review.</i> | International Journal of Sustainability in Higher Education | |
| Pai, M., S. M. S. & Dhanya, M. | <i>"Analysis of Soil Parameters for Proper Fertilizer Recommendation to Increase the Productivity of Paddy Field Cultivation".</i> | International Journal of Advanced Science and Technology. | |
| Radhakrishnan,S., Palakkeel. P., Raja Sreedharan, V. | <i>"Disruptive emerging technologies: Change in service operating model".</i> | International Journal of Advanced Trends in Computer Science and Engineering. | |
| Sreedharan, V. R., Kek, V., Dhanya, M., Anjali, S., & Arunprasad, P. | <i>"Understanding the role of logistics in humanitarian operations: key findings and analysis from literatures".</i> | International Journal of Logistics Systems and Management. | |
| Sreedharan, V. R., Trehan, R., Dhanya, M., & Arunprasad, P. | <i>"Lean Six Sigma implementation in an OEM: a case-based approach".</i> | International Journal of Process Management and Benchmarking. | |
| V. Manohar, Biplab Bhattacharjee, and Maheshwar Pratap, | <i>"Preventing misuse of discount promotions in e-commerce websites: An application of rule-based systems".</i> | International Journal of Services Operations and Informatics. | |
| Vaishnavi V., Suresh M. | <i>Modelling of readiness factors for the implementation of Lean Six Sigma in healthcare organizations.</i> | International Journal of Lean Six Sigma | |
| Vaishnavi V., Suresh M. | <i>"Assessment of readiness level for implementing lean six sigma in healthcare organization using fuzzy logic approach".</i> | International Journal of Lean Six Sigma | |
| Manoj Pokkiyarath, Bishu, R. | <i>"A preliminary model to evaluate disaster management efforts"</i> | International Co-authored, Journal of Emergency Management, | |

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| Dubey, V, Sovan Samanta, Biswajit Sarkar | <i>"Measure of influences in social networks."</i> | International Co-authored; Journal of Soft computing - Elsevier | |
| Vaishnavi V., Suresh M. | <i>"Assessing the Readiness Level of Healthcare for Implementing Agility Using Fuzzy Logic Approach".</i> | Global Journal of Flexible Systems Management | |
| Abhishek P. G. and Maheshwar Pratap, | <i>"Achieving Lean Warehousing Through Value Stream Mapping".</i> | South Asian Journal of Business and Management Cases. | |
| Menon S., Suresh M. | <i>"Enablers of workforce agility in engineering educational institutions".</i> | Journal of Applied Research in Higher Education | |
| Menon S., Suresh M., Lakshmi Priyadarsini S. | <i>"ICT in Education for Sustainable Development in Higher Education".</i> | Advances in Intelligent Systems and Computing | |
| Viswanathan P.K. and Kavya, K ,Sunil Mani (Ed.), | <i>The Saga of Deepening Crisis in Kerala's Plantation Economy: Opportunities or Challenges in the Era of Global Market Integration?</i> | Kerala and the World Economy, Centre for Development Studies, Thiruvananthapuram, Kerala, India (E-book). | |
| Viswanathan, P.K., Kavya K, Bahinipati CS. | <i>"Global Patterns of Climate-resilient Agriculture: A Review of Studies and Imperatives for Empirical Research in India".</i> | Review of Development and Change. | |
| Dr. Saswat Barpannda and Neena Sreekumar, | <i>"Performance Analysis of Hospitals in Kerala Using DEA Model".</i> | Journal Of Health management. | |
| Dr. Saswat Barpannda and Susmita Mukhopadhyay | <i>"Does Firmography Patterns Human Resource Practice? Evidence from Microfinance Industry of India"</i> | Asian Journal of Empirical Research, | |
| Gupta, P., Sengupta, A. | <i>"A qualitative analysis of social scientists' opinions on socioeconomic and demographic implications of the lockdown during COVID-19 in India"</i> | Article in Press -Open access | |
| Avinash Shivdas, Dileep G. Menon, and Chitra S. Nair, | <i>"Antecedents of Acceptance and Use of a Digital Library System: Experience from a Tier 3 Indian City".</i> | The Electronic Library. | |
| Deepika, M.G., Sarika, P. | <i>"A Comparative Analysis of MFIs in India Using ANOVA and Logistic Regression Model".</i> | Conference Paper, Advances in Intelligent Systems and Computing. | |

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| Jyotishi A., Viswanathan G. , Madhavan S., Parthasarathy R. | <i>"State, private or cooperatives? The governance of Tawa reservoir fisheries, India".</i> | Fisheries Management and Ecology | |
| Menon S., Suresh M. | <i>"Total interpretive structural modelling: Evolution and applications".</i> | Lecture Notes on Data Engineering and Communications Technologies | |
| Suresh, M, Yuvaprasanth, R., Arun Ram Nathan, R.B., Amarnath, K. | <i>"Employees stress level assessment: A case of apparel industry".</i> | IOP Conference Series: Materials Science and Engineering | |
| Suresh, M., Vaisnavi V | <i>"Applications of Leagility in Manufacturing and Service Industries".</i> | IOP Conference Series: Materials Science and Engineering | |
| Suresh, M., Anil, M., | <i>"Assessment of Service Agility in Power Distribution Company".</i> | IOP Conference Series: Materials Science and Engineering | |
| Suresh, M., Gopakumar K | <i>"Applications of marketing flexibility in manufacturing and service sectors".</i> | IOP Conference Series: Materials Science and Engineering | |
| Suresh, M., Sreekala P, Lakshmi Priyadarsini, S. | <i>"3D organ printing: Review on operational challenges and constraints".</i> | Materials Today: Proceedings | |

Abstracts of a few PUBLICATIONS



**Dr. Kishore
Gopalakrishna Pillai**

'Differential Moderating Effects of Strategic and Operational Reconfiguration on the Relationship between Open Innovation Practices and Innovation Performance'.

Research Policy

Associate Dean, Dr. Kishore Gopalakrishna Pillai, co-authored an article published in *Research Policy* titled 'Differential Moderating Effects of Strategic and Operational Reconfiguration on the Relationship between Open Innovation Practices and Innovation Performance'.

The paper examines the relationship between open innovation practices and innovation performance in service firms in the UK. The findings underscore the need to assess the boundary conditions within which open innovation positively impacts innovation outcomes and offer insights to managers on the importance of strategic and operational reconfiguration. The paper is co-authored by colleagues from De Montfort University, University of Bradford and University of Leeds. *Research Policy* is an ABDC A* journal and an ABS 4* star (World Elite) Journal. It is also FT 50 Journal.

'Seeing Brands as Humans: Development and Validation of a Brand Anthropomorphism Scale'.

International Journal of Research in Marketing

A paper titled 'Seeing Brands as Humans: Development and Validation of a Brand Anthropomorphism Scale', co-authored by Dr. Kishore Gopalakrishna Pillai was published in the *International Journal of Research in Marketing*. Brand anthropomorphism is an important construct in marketing. It is the phenomenon by which the brand is imbued with human like features. Recently marketers have been trying to employ brand anthropomorphism in communications to enhance the effectiveness of their messages. The paper proposes a scale to measure brand anthropomorphism. *IJRM* is an ABDC A* Journal and an ABS 4 Journal. It is the flagship journal of the prestigious European Marketing Academy.

'Digital Marketing and Business to Business Relationships: A Close Look at the Interface and a Road Map for the Future'.

European Journal of Marketing

An article titled 'Digital Marketing and Business to Business Relationships: A Close Look at the Interface and a Road Map for the Future', co-authored by Dr. Kishore Gopalakrishna Pillai was published in the European Journal of Marketing. The paper identifies several areas such as Value Cocreation, B2B Branding, Innovation Networks, Relationship Dynamics and Power & Trust etc. as critically important to understanding future trends in the Digital Marketing and B2B Relationships. The paper is co-authored with colleagues from Florida State University, Aarhus University in Denmark, and University of Mississippi, USA. European Journal of Marketing is an ABDC A* Journal.

'The indirect experience of nature: biomorphic design forms in servicescapes'.

Journal of Services Marketing, Vol. 34



Dr. A.V. Shyam

This study conceptualises the role of biomorphism - elements that mimic natural forms – in servicescape designs and validates its impact on consumer responses. Extending the idea of biophilia, this research adopts the concept of biomorphism from architecture and environmental psychology domains and introduces biomorphic servicescape designs, which could be more practical at times compared to biophilic servicescapes. It establishes the influences of biomorphic servicescape designs on consumer preferences. Further, it explains how biomorphic designs can help users to get better connected with the servicescapes by introducing the mediating role of attention restoration and place identity (emotional and cognitive), as explained by attention restoration theory. Two empirical studies were carried out to test the hypothesised relationships. It was found that akin to natural elements, the indirect experience of nature in servicescapes also has a positive influence on attention restoration, perceived place identity and servicescape preference of the consumers. This implies that the effects similar to that of a biophilic servicescape can be achieved through servicescape elements that mimic natural forms.



'Adapting aspirations: Negative life events, Resource Scarcity and Extreme Poverty'.

Annual Meeting of Academy of Management, Vancouver, Canada,



Maheshwar Pratap

Maheshwar Pratap, Madhavan, S., and Dr. Deepak Gupta, "Adapting aspirations: Negative life events, Resource Scarcity and Extreme Poverty (Accepted)", in Annual Meeting of Academy of Management, Vancouver, Canada, August, 2020.

Prior research has documented many benefits associated with team-level psychological safety. However, we know little about the boundary conditions of these findings, particularly how psychological safety operates at the organization level and if and when it is helpful over time. Here, we explore how organization-level psychological safety and another aspect of workplace climate, felt accountability, impacts organizational performance over time. Our study is situated in the New York City public school system, a context rife with uncertainty and calls for change, including immense pressure on teachers to improve student outcomes. Drawing on over 170,000 survey responses from teachers in 545 schools across three years, our multilevel analyses unexpectedly show that psychological safety is not, on its own, "helpful" with regards to organizational performance over time. Indeed, the best combination occurred when psychological safety was relatively low and felt accountability was relatively high. Thus, these two dimensions of workplace climate appear to be interrelated in critical ways over time, albeit unexpectedly. We conclude with implications of our discoveries for future theory-building and research on psychological safety and felt accountability, and we propose new lines of research on the roles of interdependence and attention for studying psychological safety at the organization level.





Viswanathan P.K.

'The Saga of Deepening Crisis in Kerala's Plantation Economy: Opportunities or Challenges in the Era of Global Market Integration'.

Kerala and the World Economy

About this paper: This paper was an invitation from the Centre for Development Studies (CDS), Thiruvananthapuram, a premier social science research Institute affiliated to the Jawaharlal Nehru University, to include the same in a volume published by the CDS in commemoration of its 50th Anniversary. The book was released by Dr Manmohan Singh, former PM India. The invitation to write this paper from the CDS was a recognition of Dr Viswanathan's expertise and continued research on the area of India's Plantation sector over the past two and a half decades.




Shivdas, A.

'Antecedents of acceptance and use of a digital library system: Experience from a Tier 3 Indian city'.

The Electronic Library, Vol. 38

This paper aims at examining the critical factors that drive the adoption of digital library system (DLS) in institutes located in a Tier 3 location (Kollam, Kerala state) in India. An integrated model of the unified theory of acceptance and use of technology model-2 (UTAUT2) and information systems success model (ISSM) is used to evaluate the critical factors. The model was analysed based on data collected from a sample of 241 respondents. The findings indicate that performance expectancy, facilitating conditions and habit were the only constructs that influenced the intention to use DLS. The findings differ from developed nations, thus, answering the call to advance UTAUT model.

An illustration of a conference presentation. A male presenter in a white shirt and dark tie stands on a stage, gesturing towards a large screen displaying a world map. An audience of stylized figures is seated in rows of chairs, facing the stage. The background features a network of nodes and lines, suggesting a digital or global theme.

Top CONFERENCE PRESENTATIONS by the faculty of Amrita School of Business - 2020

Anju Kamal and Dr. Rajiv Prasad, *"The Chinese whisper - "Do employees really hear what management says?" - An exploration into the organizational communication of platform sourcing organizations"* in INDAM2020 Indian Academy of Management Sixth Biennial Conference, Indian Institute of Management Tiruchirappalli, Tiruchirappalli, 2020.

Maheshwar Pratap, Madhavan, S., and Dr. Deepak Gupta, *"Adapting aspirations: Negative life events, Resource Scarcity and Extreme Poverty"*, was presented by Maheshwar in the Annual Meeting of Academy of Management, Vancouver, Canada, August, 2020.

Sandhya G., (co-authored with Dr Deepak Gupta & Dr Shobhana Madhavan) *"Investigating the Willingness to Pay for Organic Apparel in an Emerging Market"*, Society for Marketing Advances 2020, Fort Worth, TX, United States, November 4-7, 2020.

Sriram Ramshanker, Guruprasad Muthusesan and Sougata Ray, *"Performance in MBA Education: Does Students Previous Performance and Degree Matters?"* in proceedings of the 13th Annual Conference of the EuroMed Academy of Business "EuroMed 2020".

Vinitha ,V .U., Kumar, Deepak .S, Viswanathan, Shyam. A (2020, December 7-9) **When logos seem human: Influence of dynamism and product types on anthropomorphised logos.** 4thIIMK International Conference on Marketing, Technology and Society, Kozhikode, India.

Sowmyanaryanan, Gowtham Krishna & Dr Deepak Gupta *"Beyond Kirana Stores: A Study on Consumer Purchase Intention for Buying Grocery Online"* presented virtually in May 2020 at the 4th International Conference on Information and Communication Technology for Intelligent Systems (ICTIS) by Springer.

Piyush Kumar Mallik & **Dr Deepak Gupta** *"A Study on Factors Influencing Consumer Intention to Use UPI-Based Payment Apps in Indian Perspective"* was presented virtually in May 2020 at the 4th International Conference on Information and Communication Technology for Intelligent Systems (ICTIS) by Springer.

Rajaraman S, Jeeva Bharati & **Dr Deepak Gupta** *"Influencer Versus Peer: The Effect of Product Involvement on Credibility of Endorsers"* was presented in May 2020 at the 4th International Conference on Information and Communication Technology for Intelligent Systems (ICTIS) by Springer.

Naman Shroff, Shreyaas G & **Dr Deepak Gupta** *"Viral Internet Challenges: A Study on the Motivations Behind Social Media User Participation"* was presented in May 2020 at the 4th International Conference on Information and Communication Technology for Intelligent Systems (ICTIS) by Springer.

Santhana Lakshmi & **Dr Deepak Gupta** *"The Smart Set: A Study on the Factors that Affect the Adoption of Smart Home Technology"* was presented in May 2020 at the 4th International Conference on Information and Communication Technology for Intelligent Systems (ICTIS) by Springer.

Sreekanth N & **Dr Deepak Gupta** *"Token Money: A Study on Purchase and Spending Propensities in E-Commerce and Mobile Games"* was presented in May 2020 at the 4th International Conference on Information and Communication Technology for Intelligent Systems (ICTIS) by Springer.

Akhilraj, Aditya & **Dr Deepak Gupta** *"Impact of Influencer Credibility & Content on the Influencer Follower Relationships in India."* Was presented in May 2020 at the 4th International Conference on Information and Communication Technology for Intelligent Systems (ICTIS) by Springer.

Anand Vardhan, Arjun N, **Dr Shobhana Madhavan & Dr Deepak Gupta** *'The Influence of Fan Behavior on the Purchase Intention of Authentic Sports Team Merchandise'* was presented virtually in May 2020 at the 4th International Conference on Information and Communication Technology for Intelligent Systems (ICTIS) by Springer.

Dhanush Vardhan, **Dr Shobhana Madhavan & Dr Deepak Gupta** *"Purchase Decisions of Brand Followers on Instagram"* was presented virtually in May 2020 at the 4th International Conference on Information and Communication Technology for Intelligent Systems (ICTIS) by Springer.

Anu Lizbeth Varghese & **Dr. Shyam A V** *"G-readiness of an Organisation and Green Brand Equity : Exploring through consumer lens for eco sustainability"* at the 4th International Conference on Marketing, Technology and Society held at IIMK on Dec 7-9, 2020

Shikhar Bhargava & **Dr. Shyam A V** *"Effects of Violent & Nonviolent games -A Lesson for Marketers?"* at the 4th International Conference on Marketing, Technology and Society held at IIMK on Dec 7-9, 2020

Nithin S Kumar, Nithin Kumar K & **Dr. Shyam A V** *"Effect of Brand Names in Choice Set and Time Pressure on Measures of Choice Overload"* at the 4th International Conference on Marketing, Technology and Society held at IIMK on Dec 7-9, 2020

Sabareesh K., Vignesh, B., & **Dr. Shyam A V** *"Determining the helpfulness of e-commerce reviews of active reviewers"* at the 4th International Conference on Marketing, Technology and Society held at IIMK on Dec 7-9, 2020

Abhishek Nair and **Rahul Sukumaran (2020)**. ISDSI, IIM Raipur. *"Reinstating digital eco-systems for competitive advantage" The role of HRIS during the pandemic.*

Kesavadas T. and **Rahul Sukumaran (2020)**. ISDSI, IIM Raipur. *"Workplace solitude, cognitive disparity, and mental health of millennials in digital eco-system: A COVID19 model."*

Sreelakshmi C., Swetha Venugopal and **Rahul Sukumaran (2020)**. ISDSI, IIM Raipur. *Learning eco-systems, digital stakeholders and psychological distress: The emergence of virtual university amidst the pandemic.*

Aditi K, Yamuna Krishnan and **Rahul Sukumaran (2020)**. ISDSI, IIM Raipur. *Co-constructing a sense of community amongst virtual teams: Unfolding remote working practices during the pandemic.*

Abhishek Nair and **Rahul Sukumaran (2020)**. ISDSI, IIM Raipur. *Building organizational agility and resilience during the pandemic: The role of HRIS.*

Adharsh R, Jyothish Rajan and **Rahul Sukumaran (2020)**. ISDSI, IIM Raipur. *The impact of Augmented Reality on Hedonic and Utilitarian buying motivation among online shoppers: An Exploration during COVID19.*

Jain, B. and Gunasekar, S, International Conference on Economics and Finance - II. *"Board characteristics, business groups and firm performance: Evidence from Indian IPO".*

Ashok Sreehari, Satish Poornima and **Gunasekar Sangeetha**, *"IPO and Capital Structure"*, presented at 17th AIMS International Conference on Management (AIMS-17) at IIM Kozhikode, Jan 2nd - 4th 2020

Nair Adarsh, Lal Anna and **Gunasekar Sangeetha**, *"Social Media Impact on Tourist Destination Consideration"*, presented at 17th AIMS International Conference on Management (AIMS-17) at IIM Kozhikode, Jan 2nd- 4th 2020

Gunasekar Sangeetha, Prem Anagha and Dileep Divya, *"Wine Tourism Experience in India"*, presented at 17th AIMS International Conference on Management (AIMS-17) at IIM Kozhikode, Jan 2nd- 4th 2020

Dinesh Aishwarya, Madhav Akshay and **Gunasekar Sangeetha**, *"Shopping Experience Impact on Tourist Destination Decision"*, presented at 17th AIMS International Conference on Management (AIMS-17) at IIM Kozhikode, Jan 2nd- 4th 2020

Nair Akhila, T V Arjun and **Gunasekar Sangeetha**, *"Mobile Icon Aesthetics and User Perception"*, presented at 17th AIMS International Conference on Management (AIMS-17) at IIM Kozhikode, Jan 2nd- 4th 2020



FUNDED PROJECTS

(Ongoing and completed)

Dr P.K. Viswanathan has an ongoing research study (since 2018), titled *“Role of Institutions, Incentives and Information in Enhancing Climate Resilient Agricultural Interventions and their Impacts Across states in India”*, supported by Indian Council of Social Science Research (ICSSR), New Delhi [project in collaboration with Indian Institute of Technology, Tirupati]. The total research grant for 2 years is Rs. 30 lakhs.

About this project: This research project supported by the Indian Council of Social Research (ICSSR) is a two-year research study undertaken in collaboration with the Indian Institute of Technology, Tirupati.

Dr P.K. Viswanathan and Mr. Suresh A (DoM Amritapuri Campus) completed a research consultancy study supported by World Vision, Chennai titled, *“Assessment of Drought-proofing cum Water Conservation Interventions by Non-State Development Agencies in India: A case study”* 30 October 2020. The funding support was Rs. 2 Lakhs.

About this project: This project came as an invitation to undertake an independent evaluation of the drought-proofing and watershed development and management interventions by a no-profit, no loss INGO, called World Vision, Chennai. The entire research starting from designing the study, till completing the report writing was completed during the Covid-19 lockdowns and used the remote research methodology (RRM), which gained popularity.



International PROJECTS/COLLABORATIONS

Dried Fish Matters project details

Amrita University is partnering in a multi country collaborative research project on social economy of dried fish titled as Dried Fish Matters. This project is funded by Social Sciences and Humanities Research Council of Canada, headed by Dr. Derek Johnson of University of Manitoba. This project is for seven years (2018-2025) with a budget of 2.5 million Canadian dollars. Apart from India the countries involved in this study include Myanmar, Bangladesh, Sri Lanka, Cambodia and Thailand. Dr. Priya Gupta of Amrita University is a collaborator in this project engaged in studying demand and supply drivers in dried fish in Karnataka and gender dimension of fish value chain in Kerala. <https://driedfishmatters.org/extensions-of-the-scoping-research-in-india/> <https://driedfishmatters.org/592-2>

Fish4food project details

Amrita University is collaborating in a project titled as Fish for food security in city regions (Fish4food) involving two countries Ghana and India. This project is funded by Netherlands organisation for scientific research (NWO) for the period 2016 to 2021, having a budget of 750 thousand euros. This project is headed by Dr. Maarten Bavinck, University of Amsterdam. Amrita University is the nodal partner in conducting research in India. Dr. Priya Gupta of Amrita University is a collaborator in this project researching on fish consumption behaviour among low-income households in Chennai and Bangalore. As part of this project Amrita University is organising

an international webinar on 21st December 2020 to disseminate research findings of the project. <https://knowledge4food.net/research-project/gcp3-fish4food-india-ghana/>

MBA-MS, Collaborative programme at Bengaluru

The Amrita - UB MBA - MS collaborative dual-degree program was launched in June 2009 and has taken great strides over the last few years. On successful completion, the graduand is conferred an MBA degree by Amrita Vishwa Vidyapeetham and MS degree in Management Sciences: Business Analytics and Systems by University at Buffalo. High Quality faculty from University at Buffalo fly in physically to the campus in Bangalore to offer the best of the teaching pedagogy and deliver world class content to the participants in this one-of-a-kind collaboration.

MBA-MS, Collaborative Optional dual degree programme at ASB, Coimbatore

ASB, Coimbatore offers a dual degree programme with MBA from Amrita School of Business and an optional MS in International Management from Ecole De Management (TEM*) France. The student gets to spend a full semester in Paris and there is an opportunity to earn while the student learns. It is a distinct experience for the student, and it changes the student's perspective of the International Management perspective.

RESEARCH RECOGNITIONS

-FACULTY

Dr Rejikumar, G. was selected for the 2020 Emerald Literati Awards, in recognition for his research article titled, *"Healthcare Service Quality: A Methodology for Servicescape Redesign using Taguchi Approach"*, published in the TQM Journal. According to the Editorial Team, it is one of the most exceptional pieces of work being published in the Journal in 2019.

The project titled *"To Trust or Not: Impact of Deviant Strategies on Organizational Trustworthiness"* by Professor **Viswanathan Venkateswaran** from ASB was awarded the Mitacs-Globlink research award (Canada) in December 2019. He was supposed to intern with Prof Rajiv Krishnan Kozhikode of Simon Fraser University during the summer of 2020. The travel could not take place due to the pandemic.

Dr. Santanu Mandal was awarded the Literati Highly Commended award 2020, by Emerald Publishing for his paper titled, *"The influence of Big Data Analytics Management Capabilities on supply chain preparedness, alertness and agility; an empirical investigation."* Published in Information Technology and people.

Vinitha V U and Dr. Shyam A Viswanathan were honored with the best Research paper award in the 4th International conference on Marketing, Technology and Society held at IIM Kozhikode for the paper *"When logos seem human: Moderating role of dynamic imagery and product types on evaluation of anthropomorphized logos."*

A few webinars at ASB

Prof. Charles Hofacker



Professor Charles Hofacker, Carl DeSantis Professor of Business Administration, Florida State University, gave a Webinar on Trends in Digital Marketing in June 2020. The webinar was attended by over 120 academicians in India, mainly faculty and doctoral students from leading Business Schools such as the IIMs, IITs, IMT Ghaziabad, KJ Somaiya, VIT etc. The webinar was very well received by the audience. Prof. Hofacker discussed the current trends in Digital Marketing and offered very useful insights to academicians and practitioners. Prof. Hofacker is a leading authority in Digital Marketing and is a former editor of the Journal of Interactive Marketing, the premier Journal on Digital and Interactive Marketing.

Dr. Nemit Shroff, Massachusetts Institute of Technology



Dr. Nemit Shroff, Class of 1958 Career Development Professor and an Associate Professor of Accounting at the MIT Sloan School of Management, gave a webinar on Insights on Academic Research in Accounting in August 2020. The webinar was attended by over 220 people, mainly academicians and doctoral students from Business Schools in India. Dr. Shroff discussed current topics in Accounting Research and offered useful suggestions to researchers in Accounting. The webinar was very well received by the audience. Dr. Shroff earned his undergraduate degree from the University of Mumbai, MBA from Amrita School of Business, and Ph.D. from University of Michigan.

Mr. Jayadeva Ranade



Amrita School of Business organised a webinar by **Mr. Jayadeva Ranade**, former member of National Security Advisory Board and leading geopolitical strategist, which was titled the 'Elephant and the Dragon', in which Mr. Ranade discussed current issues between India and China. The talk offered insightful comments and critical analysis of the prevailing situation, which was timely and very relevant. The event was attended by over 120 people from various walks of life. Mr. Ranade's talk was followed by a very lively question and answer session.



Dr. A.V Shyam Chairman, ASB Coimbatore, lighting the lamp at the Inauguration of the Ph.D 2020 batch

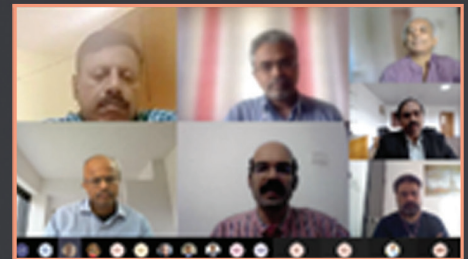
Ph. D. Batch INAUGURATION 2020

PhD programme 2020-21 : Inauguration at Amrita School of Business, Coimbatore In an era where knowledge creation and applied research is being acknowledged as the primary basis for the development and growth of society, Amrita School of Business (ASB) prides itself in aiming towards the same through its philosophy of "Education for Life, Education for a living".

In its decade-plus existence, the ASB has earned a reputation for being one of the country's top Management PhD programs. A recent validation for the program's quality was the AACSB accreditation for the ASB PhD program, making it one of the few PhD programs in the country to have earned this global gold standard. The program currently has more than 70 scholars pursuing a wide range of management and inter-disciplinary topics and making their mark in the top academic conferences and journals in their field globally.

The sessions for the new batch of PhD students for the year 2020-21 started on 26th Dec 2020. Dr Krishnashree Achuthan (Dean PGP), Dr Kishore G Pillai (Assoc. Dean, ASB & DoMs) and Dr A V Shyam (Chairman, ASB) addressed the PhD students during the inaugural function. The inaugural session was followed by an invited talk by Dr Suresh Ramanathan, Dean and Principal of Great lakes institute of management. Dr Suresh spoke on "Lessons of Love: How to cultivate and nurture your passion for research."

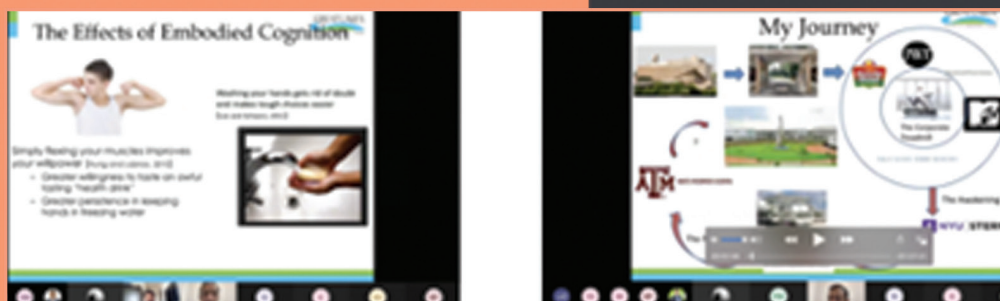
The ASB PhD program attracts prospective scholars from various walks of life, including academia and corporate. ASB offers both full-time and part-time PhD programs in management and has demonstrated capability in guiding scholars across multiple areas of specialization such as Marketing, Finance, Operations, Organizational Behaviour and Human Resources, Management Strategy, Information Technology and Economics.



Dr Kishore Pillai, Associate Dean, ASB and DOM campuses addressing students during the inaugural function



Dr Suresh Ramanathan, Dean and Principal, Great Lakes Institute of Management delivering the invited talk "Lessonsof Love: How to cultivate and nurture your passion for research." the PhD students.



Research topics of a few ASB/DOM's Ph.D students

| No. | Research topics/ title | Name of the Scholar |
|-----|--|---------------------------|
| 1 | Impact of Demonetisation on Firms: Returns, Liquidity and Risk | Varsha Suresh Kumar |
| 2 | The Dynamics of Trust in Contemporary Exchanges: The Sharing Economy Context | Viswanathan Venkateswaran |
| 3 | Household Attitudes and Behavior Towards Solid Waste Management In the Urban Context: A study in Chennai | N Sriram |
| 4 | Consumer Behavior towards Collaborative Consumption: Evidence from Carpooling | Sofi Dinesh |
| 5 | Motives and Consequences of Foreign Institutional Trading | Gopikumar V |
| 6 | Aspirations And Identity:Two Entwined Threads InThe Fabric Of PovertyAlleviation | Maheshwar Pratap |
| 7 | 'Fishmarket and its People' as Bricolage to Food and Nutrition Security in Urban Areas: A Study in Two Cities of SouthIndia | Gopakumar V |
| 8 | Comparative Advantage, Potential and Import Intensity of India's Exports to ASEAN-An Analysis with Firm Level Data | Amlan Ray |
| 9 | Challenges in the adoption of energy-efficient measures: Developing behaviourally informed intervention tools for SME industries | Jayaraman C |
| 10 | "Irrigation policy and farmer's perceptions on water management in Tamil Nadu: Behavioural Economics Aspects" | Suresh A |
| 11 | A study of operational excellence in higher education | Shalini Menon |
| 12 | Leannes and agility in healthcare: An exploration of interplay among the factors and assessment of leanness and agility in hospitals | Rojalin Patri |
| 13 | Social Innovation for community development: a qualitative study in Rural India | Souresh Cornet |
| 14 | A study of Agility in IoT Projects | Madhukar Patil |

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