

Entrepreneurship and Management for Sustainable Business Growth in the Age of **Web 4.0** and Beyond Challenges and Opportunities

Editors

Dr. Bala Subramanian R
Dr. Lakshmi Jayaprakash



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Contents

<i>Principal's Message</i>	ix
<i>RMC 2023 – Rajagiri Management Conference</i>	xi
<i>About the Rajagiri Group of Institutions</i>	xiii
<i>The Johannesburg Business School (JBS)</i>	xv
 ECONOMICS	
1. Stock Market and Uncertainties: A Study on India using VAR Analysis <i>Devika Dileepkumar</i>	1
2. Cryptocurrencies Generational Coupling and Characteristics: An Empirical Evaluation <i>Aparna AS, Moni M, Silpa Krishnan MP & Biju AV</i>	1
 FINANCE AND ACCOUNTING	
3. An Empirical Evaluation of Symmetric and Asymmetric Volatility of FOREX Returns <i>Sreeraj V, Sneha Sajan & Moni M</i>	2
4. Bilateral Partnerships for Sustainable Development: Case Illustrations of Korean Entities in India <i>Jaedong Kang & Boseong Ko</i>	2
5. Growth of UPI and Its Impact on Indian Economy After Inception: A New Wave of Digital Era <i>Dr Gunjan Bhatia & Dr Mohd Amir</i>	3
6. Enhancing Portfolio Stability through Financial Profile Analysis of Stocks <i>Nagendra BV, Joseph Durai Selvam J, K Niharika Reddy, Rakshantha A, Sakshi Sharma, Arjun Muralisharan, Arsha Narayan, Rakesh Tigadi & Abhay Krishnan</i>	3
7. A Study on Application of NRN Concept in Indian Capital Markets during FY 2020-21 <i>Srinu Madem & D Suryachandra Rao</i>	4
8. Causation and Co-integration of Select Stock Market Indices and Mutual Fund Investments <i>Heera S Kumar & Dr D Geetha</i>	5
9. Green Banking Practices – A Study with Special Reference to Selective Banks in Select District of Tamil Nadu <i>S Umamaheswari & Dr A Elangovan</i>	5
10. Unpacking the Psychology of Investment Decision-Making: The Role of Emotional Intelligence, Personality Traits and Risk Behaviour <i>Arun James & Dr Kavitha Desai</i>	6
 GENERAL MANAGEMENT (ENTREPRENEURSHIP, COMMUNICATION)	
11. Employee Engagement and Organizational Performance in IT Industries, Bangalore <i>Dr M Kamaraj, Raghavendra R & Dr Waseeha Firdose</i>	7
12. Exploring UPI and Entrepreneurship Relationship: Case Study of Thomson Bakers <i>Meghana Sushi Abraham & Dr Deepthi Sankar</i>	7
13. Evidence from Indian SMEs Supporting the Use of Digitalization as an Emerging Business Strategy in Web 4.0 <i>Dr Latha K, Dr E Sulaiman & Siby M Yohannan</i>	8
14. Significance of Resource Management Strategies for Micro and Small Enterprises in the Post-COVID Period: An Entrepreneurial Experience <i>Bhavya KR & Dr Abraham Varughese</i>	8
15. Corporate Social Responsibility: Does It Address the Rights of All Stakeholders?: A Case Study of Indian Cement Companies <i>Aryadevi MR & Dr Anitha Yadav</i>	9

34.	Role of Digital Innovations in Marketing of Tribal Products <i>P Kalpana & Dr A Elangovan</i>	20
35.	Determinants of Purchase Decisions towards Green Products: A Study of FMCG Sector <i>Dr Roy Mathew & Rishika Palriwal</i>	21
OB AND HRM		
36.	The Impact of Organisational Culture on Innovative Work Behaviour: The Role of Transformational Leadership and Job Autonomy <i>Thansila MM & Dr Shafeer PS</i>	22
37.	The Quality of Work Life among Employees in Private Sector Commercial Banks <i>Sumina Susan Kochitty, Dr Babu Michael, Shino Abraham & Sandhya S</i>	22
38.	Moonlighting in the Gig Economy: The Z Generation Perspectives Towards it to Rule the World <i>Chithra Vimal & Dr Elgin Alexander</i>	23
39.	Workplace Spirituality and Job Involvement: A Bibliometric Analysis and Systematic Review using TCCM <i>Priyadarshini Panda & Dr Archana Choudhary</i>	23
40.	Integration of Analytics in Performance Management in IT Organisations <i>Lekshmi Chithra R & Dr Prakash Pillai R</i>	24
41.	Virtuous Organizational Practices and Pride in Work: A Deeper Understanding on Retention of Hotel Frontline Employees <i>Dr Kerwin Savio Nigli & Soniya HJ</i>	24
42.	The Impact of Courage on Flourishing: Investigating the 5-Star Hotel Sector <i>Dr Kerwin Savio Nigli & Aashna Shalin Thakker</i>	25
43.	Social Awareness and Pursuit of Knowledge: Examining Young Budding Chefs in Institutes in Bengaluru <i>Dr Kerwin Savio Nigli & Dharani D</i>	26
44.	A Study of E-Learning Effectiveness and Its Impact over Career Development with Specific Reference to Indian IT Employees <i>M Krishna Mohan & Dr Leena James</i>	26
45.	The Impact of Psychological Capital Dimension and Psychological Empowerment in Employees on Employee Engagement Mediated by Innovative Behavior <i>Saranya J & Dr A Anbu</i>	27
46.	Women in Workplace – 2022: Women Continue to be Significantly Underrepresented in Positions of Leadership: Global Perspective <i>Dr G Kumar, Dr S Jahira Parveen & S Nagarajan</i>	27
47.	Managing Talent Deficiency in Small Enterprises: A Need to Enhance Quality in Talent Acquisition <i>Kavitha SR & Keerthan Raj</i>	28
48.	Exploring the Role of Spirituality in the Development of Individuals and Organizations <i>Dr Neena PC & Dr Abraham Varughese</i>	28
49.	Self-Efficacy: Does It Really Important for Adapting with Banking 5.0 Working environment? – A Case of Indian Banking Sector <i>Isani Gazalabanu Abdul Gafar & Dr Irshad Nazeer</i>	29
Author Index		31

OB AND HRM

The Impact of Organisational Culture on Innovative Work Behaviour: The Role of Transformational Leadership and Job Autonomy

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Purpose: The purpose of the research is to study the impact of organizational culture and on innovative work behaviour. It also analyses the mediating role of transformational leadership and job autonomy in relation with OC and IWB.

Design/methodology/approach: The study is based on quantitative research approach which is based on positivism philosophy. The data is collected through online surveys by distributing questionnaires. The respondents are selected by simple random sampling technique. The collected data will be analysed regression and structural equation modelling. SPSS 26 is used for data analysis.

Findings: The results of the research suggest that organisational culture positively influences innovative work behaviour and transformational leadership and job autonomy mediates this relationship. The findings emphasise the significance of organisational culture and transformational leadership as well as their impact on workers' innovative work behaviour among millennial employees in the IT sector

Implications: The results enable managers develop an organisational culture and leadership style that fosters innovative work behaviour, which in turn will aid businesses in achieving their objectives. This study gives fresh perspectives on the connections between organisational culture, transformational leadership, job autonomy and employees' innovative work practises.

Keywords: *Organisational Culture, Transformational Leadership, Innovative Work Behaviour, Job Autonomy, Structural Equation Modeling.*

The Quality of Work Life among Employees in Private Sector Commercial Banks

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In today's competitive banking industry, attracting and retaining the best talent is critical for maintaining a competitive edge. A positive Quality of Work Life (QWL) can significantly impact employee satisfaction, motivation, productivity, and commitment, thereby leading to improved customer service and business outcomes. The aim of this study was to understand the various factors influencing the QWL of employees working in the private sector commercial banks of Kerala. In addition, the study also aimed to assess the difference in QWL across several demographic variables. Through extensive literature review, the major factors influencing QWL were determined and questionnaires were