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# Psychological Antecedents of Engagement in Business Education: A Study of Indian B-School Students

MV Anuradha\*

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*Engagement in school refers to “constructive, focused, enthusiastic participation in the activities of classroom learning (Skinner, Kindermann and Furrer, 2009).” The intention of this study was to identify the psychological antecedents of engagement in class room learning among Indian Business School students. Using the concepts of Self Determination Theory (Deci and Ryan, 1985 and 2000), it was hypothesized that the satisfaction of the basic needs of relatedness, autonomy and competence through education will lead to higher level of autonomous (intrinsic, identified) motivation and lower levels of controlled (extrinsic, introjected) motivation, which will in turn affect the level of behavioral, cognitive and emotional engagement in learning activities among the students. Results suggest that the fulfilment of the need for competence significantly affected autonomous motivation, which in turn led to greater cognitive, emotional and behavioral engagement in learning activities. Relatedness and autonomy needs did not affect motivation and engagement among Business School students in India.*

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**Key Words:** Business education, Engagement, Motivation, Competence, Autonomy, Relatedness

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# Dynamic Inter-Linkages Among Emerging Stock Markets: An Empirical Analysis of Select Stock Market Indices of the BRICS Countries

Shylaja HN\* and Sathish Pachiyappan\*\*

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*With the BRICS countries representing the fastest growing economies amongst the emerging nations, they are attracting a lot of attention, especially in the context of changing dynamics of the world economy. Against this background, the present study attempts to analyze the extent of long and short run cointegration between the stock markets of the BRICS countries. Philips-Perron test is used to analyze the stationarity of the select indices. Johansen cointegration test and Pair-wise Granger Causality tests are applied to analyze the long run and short run cointegration. Impulse-response function and Variance decomposition tests are applied to assess the reaction of each index to the other. Daily closing data from April 1, 2011 to April 31, 2021 have been used to perform these analyses. The major finding of the study is that there exists both short run and long run cointegration of the BRICS economies. The stock market of China and Brazil are least affected by the shocks given by other stock markets and the FTSE index, whereas South Africa is the most affected.*

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**Key Words:** Granger Causality, Johansen's cointegration, Stock Market integration, BRICS

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# The Impact of Role Overload and Social Support on Work-Family Conflict in a Collectivist Culture

Anjni Anand\* and Veena Vohra\*\*

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*The present study was undertaken to understand the impact of role overload and social support on Work-family Conflict (WFC) experiences of employees in a collectivist culture. The study is especially relevant, as it explores the WFC phenomenon in a collectivist culture, while most of the prior studies were conducted in the individualist cultures. A quantitative study was undertaken to collect data from about 500 respondents working and manufacturing sector. Perceived supervisor support and perceived co-worker support (workplace sources of social support) significantly predicted WFC as did work role-overload. The results indicated a non-significant impact of perceived organizational support and family role-overload on WFC. The results were in contrast to the results obtained in a number of studies conducted in individualist cultures of the world. The study attempts to explain these differences based on cultural norms and suggests possible strategies for organisations and individuals in collectivist economies to manage their WFC experiences effectively.*

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**Key Words:** Family-role overload, Social support at work, Family, Work-family conflict

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# Cycling-to-Work (C2W): Exploring the Motives for an Eco-Sensitive Travel Style in a South Asian City

Barnabas Nattuwathuckal\* and Ramesh Narasimhan\*\*

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*This paper reports on the findings of an exploratory research about Cycling-to-Work (C2W) in a busy South Asian city. The paper describes an ecologically sustainable transportation lifestyle (C2W) and identifies the motives for its adoption. Following a qualitative research procedure, data collected using depth interviews of professionals and from a cycling blog were analyzed. The analysis revealed that C2W may be driven by anticipated benefits to self and the environment, passion for cycling and/or ideological convictions. Moreover, hedonic interest in re-living a nostalgic childhood was also found to be driving the adoption of C2W later as adults. The prevailing socio-technical context has hampered C2W from becoming the travel-style of the mainstream population. Adoption of the sustainable travel-style by a few enthusiasts was found to be primarily influenced by friendship groups. Our analysis reveals that those who have chosen sustainable transportation lifestyles, living in highly unfavorable socio-technical contexts, would need specific competence and commitment to continue in their lifestyle. The findings of the study are discussed in the light of extant literature leading to propositions for validation. The paper also points to the directions for future research, and makes a few suggestions to guide practice.*

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**Key Words:** *Cycling-to-work, Sustainable transportation lifestyle, Adoption, Socio-technical context, Nostalgia, Commitment*

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# Influence of Social Cues on Consumer Choices in Retailing: A Study on Food and Grocery Retail in Select Districts of India

Sriram R\*, S Arulsamy\*\* and Sriram Rajagopalan\*\*\*

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*In social science, retailing of food and grocery products are considered a “socio-cultural process” identified by social cues. These cues influence entail the consumers’ choice at retail shops to purchase products. In this paper, specific cues like size, taste, volume, colour, material composition, affordable prices, quality, reliability, and visual appeal are identified from relevant retailing literature, are tested among urban, semi-urban and rural consumers purchasing at retail shops in different districts of India through surveys for assessing their role of influence and mediation. The outcome of this research showed that quality, visual appeal, and affordable prices mediate other variables in all structural models constructed for each district separately. After testing their goodness of fit for use, revised structural models were also developed based on further review of literature to adjust the existing basic structural model to the observed effect of mediation.*

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**Key Words:** *Community, Consumer influence, Social influence, Product attributes, Social activity, Social cues, Social encounter, Mediation effect*

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# The Impact of Social Commerce Constructs on Online Engagement with the Mediating Effect of Trust: The Use and Gratification Perspective

Mahasweta Saha\* and Sanjeev Verma\*\*

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*The study aims to examine the influence of Social Commerce Constructs (SCCs) with mediating role of users' trust, and their influence on online engagement from the perspective of 'Use and Gratification theory' (U&G theory) in an emerging market like India. 200 responses were obtained using a questionnaire and analyzed using SEM. The results confirm that all the three SCCs-Recommendations and Referrals (RERE), Forums and Communities (FC), and Ratings and Reviews (RARE) have a significant effect on the users' trust with trust having a significant effect on online engagement. The direct effect of RARE on online engagement is found to be insignificant. The indirect effects of all the SCCs except RARE on the online customer engagement via trust were found to be significant. The study results provide empirical evidence to the social commerce adoption theoretical framework. The study uniquely extends the theoretical application of U&G theory.*

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**Key Words:** *Forums and communities, Online engagement, Ratings and reviews, Recommendations and referrals, Social Commerce Constructs (SCCs), Trust*

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# Human Values Scale (HVS): Development and Validation

Sreenu Telu\* and Yoginder S Verma\*\*

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*The significance of human values may be understood by examining their role in guiding the attitude and behavior of an individual in varied situations. There are some studies in the literature that attempted to measure human values. However, there is a felt need to have culture specific Human Values Scale (HVS) for specific reasons which were discussed in the paper. From the literature, twenty values were shortlisted, described and presented to a group of experts who worked in same or related field. Based on their opinions, twelve values were selected. However, to have parsimonious factor structure for further analysis, based on average ranking method top three values, i.e., caring, courage and justice were selected for developing item pool. By interviewing academic administrators of select academic institutions from India, item pool was developed. Further, Exploratory Factor Analysis and Confirmatory Factor Analysis were used to validate the scale. This process resulted in HVS with three human values or dimensions i.e. caring, courage and justice.*

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**Key Words:** *Caring, Confirmatory Factor Analysis, Courage, Justice, Exploratory Factor Analysis, Human Values*

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# SECMOL (A): Envisioning Radical Change in Ladakh

Raviteja Kancharla\* and Ramya Ranganathan\*\*

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*In a world where people are either chasing material success or succumbing to mediocrity and conformity, 'a life of significance' appears almost utopian. Yet there are those among us who strive beyond the necessary and sometimes, even beyond odds, to make changes that contribute to a larger good. Our case study revolves around the life of a man who was determined to change a system that was not working, no matter how deeply entrenched the systemic patterns were. This is a story of commitment, resilience, creativity, relationships, and above all, the strength of character. This case will be used to explore and teach principles from positive psychology and leadership literature to examine how this systemic change was initiated and achieved despite severe challenges. Sonam Wangchuk initiated the Students' Educational and Cultural Movement of Ladakh (SECMOL). Sonam, by qualification, is an engineer, and those close to him describe him as an activist and a scientist. After the first five years, SECMOL started playing the role of a monitoring agency. Although the changes brought in many positive results, which were generally appreciated, the public exposure of those who resorted to malpractices became a challenge for certain Government officials and those teachers who were holding two jobs. These people started fabricating conspiracy theories against Sonam Wangchuk. Can Sonam continue to pursue his vision with the same spirit.? This case provokes the target audience to examine the dimensions of responsible leadership and the hurdles in change management.*

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**Key Words:** Change Management, Leadership, Positive Emotions, Resiliency, Responsible leadership

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