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Values and Trading Ethics among Sri Lankan Entrepreneurs: A Historical Analysis

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The main objective of this paper is to explore the values, ethics and trading activities exercised by an ancient entrepreneurs and re-examine the existence of the same in the present practices within the Asian business context, with special focus on Sri Lanka. This paper also shows how the different past experiences have contributed to the current state in which the entrepreneurs perceive values and ethics. Both quantitative and qualitative data were used. Inscriptions, history related text books, archaeological evidence, and research papers were used as secondary data sources of the study. The result of the SEM showed that positive path coefficient exists among ethical concerns of the business in terms of egocentric ethical concern, utilitarian ethical concern and deontological ethical concern. Qualitative insights reveal that values viz., honesty, care, trust, fairness and self-confidence were incorporated into their business to promote ethical concerns in the business. Secondary data revealed that the application of business ethics in Sri Lankan society dates back to the 2nd century AD. Further the study found that culture, society and environment were the focal points in the lives of ancient entrepreneurs of the country. They were basically rooted in values and ethics. Moreover, historical facts reveal that the values helped maintain united society. Working for others, providing service for the smooth functioning of the society was considered honorable. This research study explores historical facts untouched by other researchers in the field of values and ethics and also opens a door for many further studies in this regard. Further these findings would help to expose our treasured knowledge of values and ethics to re-practice in the field of business in order to maximize the social well-being of the community while doing the right things for the society.

Key Words: *Ancient Society, Entrepreneurship, Ethics, Trading activities, Sri Lanka, Values*

Personal Effectiveness and Self-efficacy as Predictors of Individual Role Efficacy: An Analysis Based on PLS Path Modeling

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Changing and complex work environments are putting individual employees under tremendous pressure to perform well in their roles. Pareek defines role-efficacy associated with an individual in a role as the individual's potential effectiveness. Ever since the proposition of role theory by Katz and Kahn, there has been a series of research pertaining to concepts like role ambiguity, role-efficacy, and role conflict. Past research has attempted to study their interrelationships in the context of self-efficacy, however, the effect on role-efficacy by the hitherto not explored personal effectiveness types of Pareek lends to a new focus on how role-efficacy can be enhanced. This study of 187 working professionals establishes that individual role-efficacy is dependent not just on personal effectiveness but also critically on self-efficacy of the individual. Structural Equation Modeling (SEM) used for Partial Least Squares (PLS) path analysis of the research model indicates that personal effectiveness predicts role-efficacy and this relationship is mediated by self-efficacy.

Key Words: *Personal Effectiveness, PLS-SEM, Role, Role-Efficacy, Self-Efficacy*

Antecedents of Dyadic Group Formation Intention from a Networks' Perspective: An Exploratory Study on Management Students

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An individual forms a perception of the fellow members of organization or department based on several factors. In this paper we specifically deal with factors affecting dyadic (one to one) group formation intention of an individual. We derived various antecedents of dyadic group formation intention of an individual from inter-personal attraction literature, matching literature, group literature and social networks literature. Combining all the aspects from these literatures, we propose a model in this study which would broaden our understanding of group literature and networks literature. We have developed various hypotheses on the relationship between dyadic group formation intention and its antecedents. Using data collected from the MBA students who are in their last trimester, of a reputed Business school in India, the hypotheses were tested and results were analyzed using hierarchal regression modeling. In total, 111 responses from students, nested in 555 dyads were kept for final analysis. We found that relational factors like trust and tie-strength which developed over the time were predictors of dyadic group formation intention whereas similarity and task based factors which developed in very less time and were contextual were not predictors of dyadic group formation intention. Based on the findings, detailed implications of the results are discussed and the future scope and limitations are highlighted.

Key Words: Complementarity, Group Formation Intention, Social Networks, Similarity, Trust

Do Perceived Risk and Trust affect Consumer Adoption of Mobile Payments? A Study of Indian Consumers[†]

Roshny Unnikrishnan* and Lakshmi Jagannathan**

India has over one billion mobile users of mobile phones of which a very meagre proportion are active users of mobile payment services. As seen from technology adoption literature, trust issues and risk perception were probable hindrances in consumer adoption of mobile payments. To understand this further, the structural associations between predictor variables trust, perceived monetary risk, perceived privacy risk, perceived security risk on the dependent variables behavioral intention and attitude towards adoption of mobile payment services were explored. Exploratory factor analysis, confirmatory factor analysis and structural equation modeling was conducted using Lavaan package in R studio (version 0.99.879). The SEM output revealed that four out of twelve hypothesized associations were statistically significant. Trust emerged as a significant predictor with strong association on consumer attitude towards adoption of mobile payments.

Key Words: *Mobile Payment, Perceived Risk, Structural Equation Modeling, Trust*

Stock Market Portfolio Construction:
A Four-stage Model Based
on Fractal Analysis

Indranil Ghosh* and Tamal Datta Chaudhuri**

The paper exploits fractal characteristics of time series of stock returns of Indian companies and uses them for portfolio construction. To model the dynamics of return series of the respective stocks, we use single Fractal model based on Hurst Exponent and Multi Fractal Detrended Fluctuation Analysis. For simulations, daily stock returns of fifty three Indian companies belonging to nine different industrial sectors during January, 2009 to October, 2016 have been considered. The paper considers a four stage framework for portfolio construction. The first stage is achieved by selection stocks through fractal modeling from different sectors. In the second stage, the stocks are arranged in descending order based on Hurst exponent. In third stage, pair correlation is applied for final selection of stocks in the portfolio. In the fourth stage, Evolutionary Algorithm is used for calculation of the weights of each stock in the portfolio. Our results indicate that the portfolio so chosen, outperforms the market in each year of the study.

Key Words: *Evolutionary Algorithm, Fractal Analysis, Hurst Exponent, Markowitz Model, Multi Fractal Detrended Fluctuation Analysis, Portfolio*

Factors affecting the Brand Image of Yoga: Perceptions of Consumers and Instructors

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The extant literature demands greater insights and comprehension about brand image in terms of Yoga as a practice. This is specially so in the context of developing countries, such as India. Therefore, our research explores and develops a brand image of Yoga. This study was conducted primarily on the young individuals who are in the age of 18-30 years. India was chosen as the geography for this study as Yoga has been originated in the Indian Subcontinent. A qualitative approach was adopted for this study as the nature of the research questions are exploratory. A total of two studies were undertaken with 43 respondents: Focus Group Discussion and in-depth interviews, which helped to identify the key factors in terms of development of brand image of Yoga. This research found the elements included optimal reciprocity, enhanced contemporaneity and increased self-worth of the consumers and maximized engagement.

Key Words: *Brand Image, India, Practice, Yoga, Young Adult*

Software-as-a-Service (SaaS) IT Helpdesk at an Institute of Higher Education: Implementation Issues[†]

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This case study is about the implementation of an IT helpdesk system on a Software-as-a-service (SaaS) basis. The case highlights the challenges in the adoption and deployment of the SaaS solution in an institute of higher education. As part of the case study and the teaching note, we detail the steps in implementation lifecycle, namely, project initiation, requirements identification, product selection, deployment, and adoption. We provide directions to analyze the managerial challenges by (a) comparing big-bang and phased approach; (b) force-field analysis; (c) SaaS feature analysis; (d) advantages and disadvantages of a SaaS model; (e) end-user adoption; and (f) post-implementation aspects. We further aid case discussion by providing exhibits containing real-life data collected over a year. This case study can be used in foundation courses of information systems and enterprise system courses at both bachelors and master's level.