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Impact of Educational Intervention on Women Empowerment: Experimental Evidence from South India

P Jyothi* and Radnyi Godase**

This paper examines the impact of multiple educational interventions on various empowerment indicators—economic, social, and psychological. The primary objective of the intervention was to empower women holistically, while developing their entrepreneurial skills to enable them to start their micro-enterprises. Fifty women from five self-help groups participated in the five staged intervention program. Respondent's empowerment levels were assessed through a single group pre-post research design. The intended outcome was achieved as a considerable number of women saved to invest in income-generating activities and felt confident enough to put forth ideas or opinions without hesitation, start their income-generating activities, and experienced enhanced autonomy.

Key Words: Educational Intervention, Entrepreneurship, Microfinance, Quasi-experiment, Women Empowerment

Entrepreneurial Orientation of a State University in Sri Lanka: Present and Future Perspectives

R Senathiraja*, S Buvanendra** and K K Kapiyangoda***

This paper aims to evaluate the entrepreneurial characteristics of a leading Sri Lankan state university. A mixed-method approach was adopted for the study. A survey and semi-structured interviews were used for collecting the data. The findings reveal that the current status of the University reflects modest levels of entrepreneurial characteristics mentioned in the OECD framework (2012). This study shows that leadership and governance of the university play an important role for the development of an Entrepreneurial University (EU). It also reveals that entrepreneurial teaching and learning should be given priority in the observed university. Furthermore, the findings of this research shows that university-industry linkage; internationalization; and pathways for entrepreneurship need to be further developed. It was also observed that still there is room for developing measures to assess the level of entrepreneurial orientation of the focused university. This study helps policymakers and decision-makers to understand the level of entrepreneurial orientation of the focused state university. Based on the findings of this study, the OECD (2012) framework could be further developed.

Key Words: Entrepreneurial Characteristics, Entrepreneurial University (EU), Mixed-method approach, OECD framework, Sri Lankan State University

A Conceptual Framework for the Talent Acquisition Process in Startups

Leena Barshikar* and Satyajit Majumdar**

Start-ups are important for economic growth and job creation especially in developing economies. However, many of the Start-ups are known to face various challenges related to finance, marketing and team or people management. With context to HR, people play an important role in the survival of Start-ups. Therefore, people-related aspect is one of the emerging areas for research. Amongst these people-related aspects, recruitment and selection has been identified to be crucial for the firm. Recruitment process is very important for a Start-ups as it helps in getting the right human resource ie the talent. The upsurge in the talent acquisition literature of Start-ups is indicative of the topic to be of high importance and relevance in the research arena as well. Existing literature has been able to addresses the questions such as “Who recruits? Who is recruited? What attracts people to Start-ups?”. There are theoretical contributions to the understanding of recruitment. However, there is a limited literature on “what is the process of recruitment adopted by the entrepreneur”. While the researches are progressing in this direction, an important question that emerges is whether the existing theories and models can explain the said process of talent acquisition? We understand that the existing theories and models have successfully explained Recruitment, mostly in the context of established Organizations. Based on the premise that Startups are different from established Organizations and hence need to be studied separately, this study will help in examining the Recruitment Process in Startups from a more holistic perspective thereby identifying the patterns and differences, if any. Therefore, this paper attempts to appreciate the existing theories and models of talent acquisition and proposes a Conceptual framework for the process of talent acquisition in Start-ups.

Key Words: *Start-ups, Talent Acquisition (TA), TA Process, TA Theories, TA Models*

Getting the Next Generation Ready to Take Over Family Business: A Generation Z Perspective

Bharat Chillakuri*, Jonnalagadda Venkata Sai Hitesh** and Kaparathi Sriiaalekhya Srinivas***

This study aims to develop an understanding of how Generation Z view family business succession. An interpretive approach was adopted to understand the respondents' opinions and thoughts about the family business. Researchers collected data from 35 respondents through semi-structured interviews to understand Generation Z's perception of the family business. Data were analyzed using the Gioia methodology. Unlike the previous generations, Generation Z presents unique challenges, as a majority of the respondents did not evince interest in taking over the family business. Hence, this paper aims to draw the attention of academics, as well as other stakeholders, the need to promote family business persistently among the potential successors. The study highlights the need to deliver a powerful message to the younger generation promoting the entrepreneurial spirit, and preparing them to take calculated risks, and devise strategies for the firm's sustainability. Our study advances the emerging literature on Generation Z and family business scholarship.

Key Words: Generation Z, Gioia methodology, Family business, Risks

The Cause-and-Effect Relationship between Trades of Domestic and Foreign Investors and Stock Returns: Evidence from Colombo Stock Exchange

Sandali L Sudasinghe* and Nethmi P Herath**

This study investigates the cause-and-effect relationship between stock returns and equity flows in the stock market using eleven years of monthly data categorized by investor classes. VAR model is used to identify the relationship between equity flows and stock returns, and the robustness of the observed relationship was tested using the additional analyses of the joint-significance, Granger-causality, variance decomposition, and impulse response. It was observed that domestic and foreign, as well as institutional and individual investors exhibit positive trading in buy-trades and contrarian trading behavior in sell trades. Past sales of domestic individual investors lead to negative price momentum, while domestic institutional investors' past sales lead to positive price momentum. Domestic and foreign investors seem to be smart traders, as they attempt to earn gains from good market timing. Even though the stock market volatility is not caused by foreign investors, there is slight evidence that foreign investors are chasing local returns.

Key Words: *Causality, Domestic investors, Equity flows, Foreign investors, Impulse response, Stock returns, Vector Autoregression*

Influence of an Organization's Brand on Attracting and Retaining Talent

Aparna Tembulkar*, Sunetra Gaitonde** and Upendra Lele***

A strong employer brand is an asset for any organization. This study aims to understand the influence of the organizations brand on the decision of the prospective employees to apply to an organization or that of an existing employee to continue to stay with an organization. The study also explores the influence of age and gender of the prospective employees or of the existing employees or on these decisions. The results indicate that in the absence of hygiene-motivation factors, a strong brand, does not influence the decision of a prospective employee to apply to the organization or the decision of an existing employee to continue to stay with the organization. Similarly, the age and gender of the employee do not have any impact on the influence made by the brand of the organization on the employee's decision to join or stay in a strongly branded organization.

Key Words: Employer branding, Hygiene-motivation factors, Influence of age, Influence of gender, Strong brand

A Study on Consumers' Purchase Intentions and Willingness to Pay More towards Eco-fashion Clothes

Dara Elmanadily* and Sara El-Deeb**

This paper is driven by the Theory of Fashion Adoption, Self-Identity Theory, and Theory of Planned Behavior. Its purpose is to investigate the relationship between concern for eco-fashion, knowledge of eco-fashion, and the initiatives of green promotion on the willingness to pay more along with the mediation effect of environmental concern and eco-conscious consumer behavior. Additionally, their effect on purchase intentions will be examined. A non-probability convenience sampling technique was used to collect data from 561 participants. The data which was analyzed using the statistical packages, Amos and SPSS. The tests conducted were confirmatory factor analysis and path analysis. The findings showed that the eco-conscious consumer behavior partially mediates the relationship between concern about eco-fashion, knowledge of eco-fashion, and green promotion and consumers' willingness to pay more. However, this was not the case for environmental concern. There is also a significant positive relationship between willingness to pay more and purchase intentions. Implications of these findings for theory and practice are discussed with special reference to the context of the Covid pandemic.

Key Words: Eco-fashion, Green Promotion, Knowledge of Eco-fashion, Concern about Eco-fashion, Willingness to Pay More, Sustainable Fashion, Fashion Industry, Purchase Intention

Tata Steel Adventure Foundation

Anita Sarkar*, Pranabesh Ray** and Indrajit Mukherjee***

Tata Steel Adventure Foundation (TSAF) is a case developed for teaching human resource planning, and strategic human resource management for students undergoing business management course. The case is cross-disciplinary in nature and can also be used for discussing Segmentation, Targeting and Positioning (STP) of an offer to target customers/ clients. The case elaborates a context where the head of TSAF, Bachendri Pal, has retired and the new head Hemant takes over the charge of TSAF. During the tenure of Bachendri the entire organization was run primarily based on her philosophies, thoughts and her illustrious career as one of the most respected mountaineers of India. When TSAF started its journey, there were very few adventure sports operators in the country. But currently, many such private operators have come up clawing at the participant base of TSAF. Amidst such a scenario does TSAF have a chance to continue its journey? The case gives opportunities to the instructor to discuss Porter's five forces framework, develop an overall strategic plan for TSAF, and discuss an advertising campaign targeting at prospective clients for TSAF.

Key Words: Adventure sports, Adventure travel and tourism, Women leadership, Strategic HRM, India
