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# Influence of End-of-Life Product Management (EOL-PM) on Corporate Reputation and Market Performance: A Conceptual Framework

Pratyush Ranjan\* and Sanjeev Varshney\*\*

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*End-of-life Product Management (EOL-PM) by producers can benefit two stakeholders in business—consumers and environment. While providing an avenue to consumers for disposing of products after end of their useful life, EOL-PM also helps in preventing negative impact on environment through conservation of resources and proper disposal of harmful materials. In this paper, a conceptual framework linking voluntary EOL-PM by producers to their corporate reputation and market performance has been developed. With a conceptual analysis of stakeholder theory, and using it as the framework, signaling theory and social capital theory are examined for explicating the proposed influence of EOL-PM. This may help guide future empirical research for strengthening the argument that proactive responsible behavior of businesses can be profitable for them. While sustainability implications of product disposal methods have often been studied in extant literature, this paper proposes benefits for producers when they engage with consumers during the disposal of their manufactured products.*

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**Key Words:** Corporate Reputation, End-of-Life Product Management, Market Performance, Product Stewardship, Social Capital, Stakeholder Theory

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# Impact of Credit Risk Management on Bank Performance: Empirical Evidence from Bangladesh

KM Zahidul Islam\*, Md Badrul Alam\*\* and Md Motaher Hossain\*\*\*

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*This paper empirically examines the implications of credit risk management of 23 Dhaka Stock Exchange listed conventional commercial banks of Bangladesh over the period 2006-2015. The study considers five credit risk measures and two control variables to identify their impacts on three different dimensions of bank performance. Upon conducting relevant diagnostic tests, fixed effect model with Driscoll-Kraay standard error has been selected as the most suitable model for all the three performance indicators. The results suggest that Capital Adequacy Ratio (CAR) has a significant positive association with banks' performances measured by Return on Assets (ROA), Return on Equity (ROE) and Market-to-Book value Ratio (MBR) whereas Non-Performing Loan Ratio (NPLR) shows an inverse association with all the three performance measures. The study demonstrates a positive association of Loan to Deposit Ratio (LTDR) with ROA and ROE. On the contrary, Loan-Loss Provision Ratio (LLPR) has significant negative association with both ROA and ROE, while influencing MBR positively. The study also indicates that Geographic Focus Index (GFI) has a significant positive impact on MBR. Some policy guidelines have been suggested based on the findings of the study.*

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**Key Words:** Dhaka Stock Exchange, Fixed effect, Geographic Focus Index, Performance measures, Random effect

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# A Study on the Role of Work-related Rumination in the Relationship between Job Characteristics and Burnout<sup>†</sup>

Nidhi S Bisht\*

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*Drawing on Job Demands-Resources (JD-R) model, this research study examines the effect of perceived job characteristics on burnout in field officers of Microfinance Institutions (MFIs) in India. Further the moderating role of work related rumination (affective rumination and problem solving pondering) in the relationship between the perceived job stressors and burnout was theorized. Employing a cross-sectional design, for a sample of 225 employees, hierarchical regression analyses and a series of Structural Equation Modeling (SEM) analyses were used for hypotheses testing. Consistent with predictions, it was found that type of rumination additionally predicted burnout beyond job demands and job resources, with affective rumination being a positive and problem solving pondering being a negative predictor. Further, while there was no clear empirical evidence for affective rumination being a moderator, results provided partial support for problem solving pondering being a moderator.*

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**Key Words:** *Affective Rumination, Burnout, Job Demands-Resources (JD-R) model, Microfinance Institutions (MFIs), Problem Solving-Pondering.*

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# Can Maharashtra be India's California?†

Tulsi Jayakumar\*

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*India's transformation into a USD 5 trillion economy by 2025 will depend critically on development of its sub-national entities, which can act as regional powerhouses triggering such growth. Maharashtra, the richest state in India, is one such contender to the position of a regional powerhouse, akin to California in the United States and Guangdong province in China. Indeed, the state is looking at transforming itself into a USD 1 trillion economy by 2025. This paper looks at the challenges to such transformation of Maharashtra into a USD 1 trillion economy using theoretical constructs of the Harrod-Domar rule, and Domar's rules of fiscal sustainability. It posits that private sector investment, public debt sustainability and unbalanced regional development will be the three key constraints to such transformation.*

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**Key Words:** India; Maharashtra, Private Sector Investment, Public Debt Sustainability, Regional Powerhouses

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# Effect of Student Leadership on Academic Performance and Perceived Employability: A Longitudinal Study on Scale Development and Validation in the Indian Context

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*Development of student leadership is highly desired due to the trend of offering managerial roles to out-going graduates. Although, measurement of student leadership has gained scholarly attention in the last decade, the cross-cultural aspects associated with the extant scale cannot be ruled out. Given the rapid curriculum reforms and pedagogical innovations that have taken place recently in the Indian higher education system and the repeated concerns raised over low employability levels among Indian youth, the present study aims to measure the effect of student leadership dimensions on students' academic performance and perceived employability. To achieve this objective, a scale development exercise was carried out by collecting data from 153 students enrolled in leadership course. A longitudinal approach with a gap of two months was followed to obtain six self-reported and four observed dimensions of student leadership at time 1 and time 2 respectively. Focus group interviews were conducted for item generation followed by factor analysis to explore student leadership dimensions. Finally, multiple regression analysis was conducted to test the study hypotheses. The results revealed that student leadership dimensions were positively related to academic performance and perceived employability of higher education students in India. This study, apparently, is one of the first in the Asian context to explore the student leadership dimensions and measure its effect on students' objective and subjective outcomes i.e. GPA scores and perceived employability respectively.*

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**Key Words:** Academic performance, India, Perceived employability, Student leadership

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# An Assessment of the Mimicking Tendency of Investors in an Indian Benchmark Index

Naresh G\*, Ganesh R\*\* and Thiagarajan S\*\*\*

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*Investment decisions may be taken after a detailed fundamental and technical analysis or through mental shortcuts. Some play a smarter role by mimicking other's investment pattern on the assumption that others are better in taking investment decisions. This mimicking behavior is called herding. Many previous studies have already proved how much damage herding behavior can cause on stock markets by driving prices away from fundamentals and creating volatility. The present study focuses on market herding in Indian equity market by considering National Stock Exchange (Nifty) 50 index during the period from April 1, 2005 to March 31, 2015 by using Christie and Huang (CH) model, Chang et al. (CCK) model and HS (Hwang and Salmon) model. This is the first study in Indian scenario that takes into consideration all the three models in quarterly, yearly and whole period analysis. The study concludes that Indian stock market is generally free from herding behavior except during short periods, which could be attributed to shocks such as financial crisis and economic setbacks. The implications of these developments in the financial sector, has been the period of study, which is a decade of post-liberalization in Indian economy, and hence this study provides a good insight into the health of Indian stock market.*

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**Key Words:** Herding Behavior, Christie and Huang (CH) Model, Chang et al. (CCK) Model, Hwang and Salmon (HS) Model and Nifty 50

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# Expectations and Perceptions Regarding Management Education: An Assessment of Students in Bengaluru, India

N Meena Rani\* and R Srinivasa Rao\*\*

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*This research study analyzes management education from the perspective of the major stakeholder: the student community. Students' perceptions vis-à-vis expectations with respect to management education were assessed with specific reference to curriculum and pedagogy across comparable formats such as business schools, university departments and affiliated colleges located in Bengaluru, India. The primary data for the study were gathered using a structured questionnaire, personal interviews and discussions, while the secondary data were collected from refereed journals, text books and web sources. It was explored whether there was a 'gap' between students' expectations (in terms of it meeting their needs as students of management education) and their perceptions of the same. The impact of respondents' demographics as well as their level of involvement in studies on their perceptions as well as expectations was determined. This research was guided by a conceptual framework based on a 'gap analysis' model originating from the business and marketing literature. Gap analysis was helpful in identifying the areas of concern and evolving suitable strategies to bridge the same and furthering the cause of management education. The major findings of the study include the establishment of a gap between perception and expectations across almost all variables in pedagogy and curriculum, and that higher student involvement leads to higher expectations. Recommendations for academia have been made based on the findings of the study.*

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**Key Words:** Curriculum, Gap Analysis, Management Education, Pedagogy, Student Involvement

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# What have they heard? Pre-visit Image of Sri Lanka as a Tourist Destination

Sajith Siriwardana\*, J W Dushan Chaminda\*\* and Dilan T Rathnayake\*\*\*

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Nearly a decade has passed since the end of the civil-conflict which prevailed for 30-long years in Sri Lanka. Despite the evocative dark patches, tourism industry made a significant contribution to rebuild this nation during this period. However, efforts to answer even the most basic questions including, "How do tourists view Sri Lanka as a tourist destination?", have been noticeably inadequate. This paper thus, aims to explore the pre-visit destination image held by tourists regarding Sri Lanka and the role played by information sources in forming such a pre-visit image. Having conducted 25 semi-structured interviews with overseas tourists, who have not gained any travel exposure in Sri Lanka, the findings, derived from a thematic analysis, suggested that the respondents have a favourable pre-visit image, overall, towards the country. While word-of-mouth has been influential in forming such a favourable image, the government-maintained information sources were viewed in a supportive capacity.

**Key Words:** Destination Image, Post-Conflict Recovery, Pre-Visit Image, Sri Lanka, Word-of-Mouth Communication

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