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Personality and Customer Citizenship Behavior: The Role of Normative Influences as a Moderator in the Informal Homestay Tourism Context in Sri Lanka

A D Shanika Lakmali* and K Kajendra**

Despite extensive research on customer citizenship behaviors' antecedents, the impact of focal customers' personality traits remains a neglected area. Drawing on Social Exchange and Interpersonal Influence theories and the Big Five personality model, this article investigates how a person's individual personality traits shape customer citizenship behavior. This study also examines how normative influence moderate this relationship. This study follows the positivism research paradigm. Hence, primary data were collected using a convenience sampling method from 250 homestay visitors who stayed at five selected homestays located at Mirissa homestay zone, Sri Lanka. Multiple regression analysis and moderated multiple regression analysis were employed to empirically test the hypotheses of the study using the data collected by a survey questionnaire. The present study's findings reveal that agreeableness, extraversion, and conscientiousness personality traits promote customer citizenship behavior. Further, the openness to experience trait was statistically insignificant, and neuroticism positively impacted the CCB, contrary to the existing literature. The moderator analysis demonstrates that normative influences positively moderate the relationship between CCB and few personality traits. This study makes a significant theoretical and managerial contribution to the current literature by assessing personality traits as a vital construct on travellers' willingness to perform citizenship behavior and stresses the importance of normative influences as a valued moderator.

Key Words: Big Five Personality Traits, Customer Citizenship Behavior, Homestay Tourism, Normative Influences, Sri Lanka

Factors Influencing Online Advertisements of Passenger Cars: Evidence from the Silicon Valley of India

Nikhil V P* and G Naresh**

The major advertisement expenditure in India is shared by the market of FMCG and automobile companies today. Passenger car buyers from urban areas depend more on the internet platform to watch advertisements, read auto reviews, compare car specifications and prices of different models and to locate dealerships than never before in the country. Therefore, the present study focuses on identifying major determining factors of online advertising of the passenger car segment and discusses customers' internet usage pattern within Bengaluru city limits among India's urban population. The primary data was collected from 500 respondents (internet users) from Indian Silicon Valley with different socioeconomic classes. This research's outcomes can be an exceptional input to the Indian automobile sector by improving the current market situation and customer expectations towards online advertising and its current trends for the passenger car segment in the Indian scenario. The findings show that the car buyers have started using internet irrespective of their gender, age, occupation or income and trying to access more information from internet than peer groups before they visit car dealers. Mainly five major determinants were identified in designing online advertisements as well, they are brand value, price and availability, service quality, technical specifications, and after-sales service in contrast to the entertainment, usability and credibility factors of online advertisements.

Key Words: Online advertising, Automobile sector; Passenger cars, Brand value, Service quality

Rhetoric in Televised FMCG Advertisements and Its Impact on Viewers

Pooja Upadhyaya* and Amit Shukla**

Though primarily aimed at gaining market outreach, televised advertisements are quite cost intensive, and hence mandate careful design. To this end, this paper attempts to contribute by investigating the impact of classical Aristotelian rhetoric (comprising ethos, pathos and logos, or EPL) on attractiveness and persuasiveness of televised FMCG advertisements across three cohort groups (in terms of age, career and marital status). A two-stage study was undertaken for the purpose. In the first stage, 55 (N₁) trained management students rated EPL intensity of 110 advertisements. Representativeness of the advertisement sample was ensured by selecting 10 advertisements each from 11 variegated FMCG subcategories (such as personal care, purifiers and sanitizers, and stationery and supplies) on the basis of frequency of appearance during prime slots. In the second stage 330 (N₂) respondents, equally representing the three aforementioned cohort groups, rated the same 110 advertisements for their attractiveness and persuasiveness. Subsequent correlational analysis revealed that the pathos (emotional appeal) followed by ethos (credibility) were the major drivers of attractiveness of an advertisement for all the three cohort groups. Conversely, the effect of EPL on persuasion was quite cohort dependent, though, logos (rationality) generally played an important role therein. Advertisement agencies might benefit from this finding by relying more on logical appeal rather than celebrity endorsement, especially when youth was the targeted segment. Additional theoretical and practical implications were discussed.

Key Words: Aristotelian rhetoric, Ethos, Pathos, Logos, Persuasiveness, Attractiveness, Referral sampling

Impact of Perceived Organizational Politics on Job Dedication: The Mediating Role of Emotional Stability

Chanda Gulati* and Shilpa Sankpal**

The purpose of this paper is to find the impact of perceived organizational politics on job dedication. Further, the mediating role of emotional stability between perceived organizational politics and job dedication has also been evaluated. Questionnaire technique has been used to collect the data from the employees working in education sector. A total of 288 responses were collected and used for data analysis. First, the construct validity and discriminant validity were established by Average Variance Extracted, Fornell-Larcker criterion and cross-loadings. Then, the hypotheses have been tested through structural equation modelling with the help of SmartPLS3 software. The mediation relationship was further determined by comparing the indirect and total effects among the constructs. The gender perception on the relationship was also estimated, using multi-group analysis. The study indicates that perceived organizational politics affects job dedication. Emotional stability acts as a partial mediator between perceived organizational politics and job dedication. MGA-PLS determined the gender perception indicating a slight difference in the variance explained among female and male in explaining job dedication; while emotional stability has demonstrated insignificant effect on job dedication in regard to male; but reflected a significant effect among female. While, perceived organizational politics reflected a significant effect on job dedication in both male and female. The study implies that organizational politics and emotional stability significantly contribute in determining job dedication. So, in order to build dedicated and emotionally strong employees, the organization should make better organizational policies encouraging favourable work environment, best selection practices to measure the emotional stability of the employees; and to conduct training sessions for ensuring emotional stability to safeguard the interest of organization.

Key Words: Academicians, Emotional stability, Gender, Job dedication, Perceived organizational politics

Emotional Intelligence and Organizational Citizenship Behavior: The Mediating Role of Job Satisfaction

Asita A Ghewari* and Satish N Pawar**

The research reported in this paper investigates the interlinkages among Emotional Intelligence (EI), Job Satisfaction (JS) and Organizational Citizenship Behavior (OCB). The aim of this research is to understand the role of JS as a mediator in the relationship between EI and the various dimensions of OCB. A sample of 635 IT employees in India participated in the empirical study. Bootstrapping technique using Structural Equation Modelling (SEM) was used to test the research hypotheses. Findings of the research reveal that employees who are high on EI display more discretionary behaviors and are more satisfied with their jobs. Results further suggest that job satisfaction partially mediates the hypothesized relationship between EI and OCB. As this research used a cross-sectional design based on self-report data, it could lead to biased results, which is a limitation of this study. Organizations should focus on developing high EI among their employees to enhance their job satisfaction and OCB. The present research contributes to a better understanding on the interrelationships among EI, JS and OCB, especially on the role of emotional intelligence in enhancing OCB through job satisfaction.

Key Words: Emotional Intelligence, Job Satisfaction, IT employees, Mediation, and Organizational Citizenship Behavior

Resource-Driven Export Propensity Under Informal Competition: An Emerging Economy Perspective

Rouhin Deb¹, Harsh Vardhan Samalia², Shankar Purbey³ and Kuldeep Baishya⁴

Firms in emerging economies have started adopting internationalization as major growth strategy. Internationalization is a gradual process and export is often pursued as an initial step for internationalization. Export propensity of a firm can be influenced by its resources as well as the competitive environment. This study examines the moderating role of informal competition on the relationship between firm level resources and export propensity of firms operating in an emerging economy. A standard error logistic regression model is used to test the proposed model. The study uses the world bank enterprise surveys 2014 data consisting of 9281 firms operating across India. However, eliminating “no response” and “don’t know” data points, the final sample reduced to 6334 firms. The study shows that the effects of firm-level resources vary depending on the intensity of informal competition. Findings of the study suggest that the direct effect of firm level resources except “access to licensed foreign technology” have significant positive influence on the export propensity of the firm. The study also observes interaction effects of informal competition on the relationship between firm level resources and export propensity.

Key Words: Emerging economy, Export propensity; Informal competition, Internationalization, Resources

Municipal Bonds: Financing Urbanization in India

Shveta Singh* and Sunaina Dhanda**

Municipal corporations are a major part of the Indian governing structure, as they are the third tier the Central and State governments, according to the provisions of the 1992 Constitutional Amendments. This third tier has a considerable funds allocation in the government budgets every year to finance urbanization in India. However, despite these regular allocations, municipal corporations in India are perennially short of funds. Hence, corporate bonds, which are a commonly-used source of finance in developed economies, can prove to be of help to the Indian municipalities also. In spite of having a long history in India, municipal bonds have not received the kind of acceptance as per their potential. The administrative requirement of self-dependency among Urban Local Bodies (ULBs) will necessitate the use of these municipal bonds, which have to be carefully used after plugging the loopholes in the system. This paper tries to explore the municipal bond market in India with a special focus on its development and reasons for its limited use. It also suggests the initiatives required for its revival in the context of the contemporary conditions of ULBs in India.

Key Words: Corporate bonds, Market borrowings, Municipal bonds, Own revenue potential, Urban Local Bodies

Kolkata Port Trust: Sailing the Ship Around

Rajesh Gupta* and Somnath Chakrabarti**

Given the importance of global value chains in the world economy today, there is an increasing focus on the efficient management of ports and logistics systems. Kolkata Port Trust (KoPT), the oldest and only riverine port of India, plays a significant role in the economy of the country, in which 90% volume of the trade is maritime. However, managing high dredging costs and vastly spread infrastructure to improve the ship turnaround time were the complex tasks cut out for the organization. Illustrating the turnaround of KoPT in the year 2019, this case brings forth the insights into the working of a cluster organization of a major port system. Infrastructure financing, strategic value capture, synergizing divisions, change management, and leveraging cultural heritage are some of the learning objectives available for the faculty administering this case to the students.

Key Words: Ports, Cluster organizations, Maritime management, Logistics efficiency, Turnaround
