



**4<sup>th</sup> International Conference on  
Human Resource Management**

**Advances in  
Human Resource Management**

**Program Schedule**

**November 10-11, 2017**

**ICFAI Business School, Hyderabad**  
The ICFAI Foundation for Higher Education  
(Deem-to-be University under Section 3 of the UGC Act, 1956)

## Conference Schedule

### Friday, November 10, 2017

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**9:00 AM–9:50 AM** Venue: Auditorium  
Conference registration/Networking

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**10:00 AM–11:30 AM** Venue: Auditorium  
**Inaugural Program**

Chief Guest : Mr. Sanjay Bose, Vice President, HR, ITC Hotels, Gurugram

Keynote speaker : Dr. Shad Morris, Marriott Business School, Brigham Young University, USA

Presided by : Dr. J. Mahender Reddy, Vice Chancellor, IFHE

Theme Introduction: Dr. S. Venkata Seshaiyah, Director, IBS

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**11:30 AM–11:45 AM** Venue: Auditorium  
Tea Break/Networking

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**11:45 AM–12:45 PM** Venue: Auditorium  
Plenary Session : Guide to Getting Published in International Journals  
by Mr. Biju Ganesan, Executive Publisher, Emerald Group Publishing (India) Private Limited, Delhi

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**12:45 PM–1:45 PM** Venue: Seminar Hall  
Lunch Break/Networking

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**1:45 PM–3:00 PM** Venue: CR # M, N, P  
**Paper Presentations**  
Track A: Performance Management  
Track B: Performance Management  
Track C: Work-life Balance

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**3:00 PM–3:15 PM**  
Tea Break/Networking

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**3:15 PM–4:30 PM** Venue: CR # M, N, P  
**Paper Presentations**  
Track D: Learning & Development/Organization Development  
Track E: Emotional Intelligence/Employee Motivation and Relations  
Track F: HRM & Entrepreneurship/HRM Practices

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**4:30 PM–5:00 PM**  
Refresh & Recharge

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**5:00 PM–6:30 PM**

Venue:  
Auditorium

**Panel Discussion**

Topic : **Sustainable HRM Practices in India**

Panelists : Dr. S. Chandrasekhar, Professor (OB & Strategic Human Capital), ISB, Hyderabad & Former President & Global Head of Human Resources, Dr. Reddy's Laboratories Limited, Hyderabad

Dr. Kiranmai Dutt Pendyala, Vice President - HR and Chief Operating Officer, AMD Global, Hyderabad

Dr. Pramod Chandrasekhar, Vice President – Capability Building, The Global Transformation Center, HSBC, Hyderabad

Mr. Arun D. Rao, Director-HR, DXC India, Hyderabad

Moderator : Dr. Sita Vanka, Professor, University of Hyderabad

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**6:30 PM–7:15 PM**

Venue:  
Auditorium

Cultural Program, Samavesh Club, IBS, Hyderabad

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**7:30 PM–9:00 PM**

Venue:  
Seminar Hall

Conference Dinner/Networking

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**Saturday, November 11, 2017**

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**09:30 AM–10:45 AM**

Venue:  
CR # M, N, P

**Paper Presentations**

Track G: Employee Engagement

Track H: Competency Mapping

Track I: Diversity Management

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**10:45 AM–11:15 AM**

Venue:  
Dome Area

Tea Break/Networking

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**11:15 AM–12:30 PM**

Venue:  
CR # M, N, O, P

**Paper Presentations**

Track J: Sustainable/Strategic HRM

Track K: Learning & Development/Organization Development

Track L: Human Capital Management

Track M: Leadership

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**12:45 PM–1:45 PM**

Venue:  
Seminar Hall

Lunch Break/Networking

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**2:00 PM–3:00 PM**

Venue: LT - E

**Valedictory Program/Distribution of Certifications**

Chief Guest : Dr. C. S. Shylajan, Dean, Academics, IBS

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**3:00 PM–3:45 PM**

Venue:  
Dome Area First Floor

High Tea/Farewell

## Paper Presentation Schedule

<b>4<sup>th</sup> International Conference on Human Resource Management, 2017</b> IBS Hyderabad, Dontanpally, Rangareddy - 501203		
Session Chair(s):	Date	: November 10, 2017
<b>Dr. K. Pratap Reddy, Professor</b>	Time	: 1:45 PM – 3:00 PM
<b>Dr. Prerna Chettri, Associate Professor</b>	Class Room	: <b>M</b>
IBS, IFHE University, Hyderabad	Track	: Performance Management
	Track	: <b>A</b>
Sl. No	Title of the Paper	Author
1	Applying the Critical Incident Technique (CIT) in Leading a Diverse IT Project Team	Abhijit Chaudhuri & Shashank Tamotia
2	Competence – A Measure of Individual Performance	R. Geetha & Dr. D. Bhanu Sree Reddy
3	Does Perceived Career Support help Improve Work Performance among Engaged Young Workers?	Dr. Richa Chaudhary & Dr. Manish Gupta
4	Employee Retention Strategy: Does Total Rewards System Work?	M. Mallika Rao & Dr. M. Bhaskara Rao
5	Enhancing Organizational Effectiveness by Integrating Workforce Metrics – Case of Indian CPSEs	Dr. Punam Singh & Dr. Shulagna Sarkar

<b>4<sup>th</sup> International Conference on Human Resource Management, 2017</b> IBS Hyderabad, Dontanpally, Rangareddy - 501203		
Session Chair(s) :	Date	: November 10, 2017
<b>Dr. Amit Jain Chauradia, Assistant Professor</b>	Time	: 1:45 PM – 3:00 PM
Indian School of Business, Hyderabad	Class Room:	<b>N</b>
<b>Prof. M. Showry, Associate Professor</b>	Track	: Performance Management
IBS, IFHE University, Hyderabad	Track	: <b>B</b>
Sl. No	Title of the Paper	Author
1	Flexibility in Workplace and its Impact on IT Employees Performance	Prof. Renee Namratha & Diana Niveditha
2	HR Analytics for Effective Organizational Performance	Dr. T. S. Poornachandrika
3	Impact of Selling Skills and Demographic Variables on the Sales Performance	Dr. Swati Alok & Dr. Musarrat Shaheen
4	Moderating and Mediating Effects of Psychological Hardiness and Perceived Social Support on the Relationship between Goal Orientation and Coping Mechanism	Dr. Sharda Singh, Dr. M. Sitamma, Rajashekar David & Dr. Pratyush Banerjee
5	Job Embeddedness: Dialectic Behind Leaving or Staying in an Organization	Divya Singh & Dr. Varsha Dixit

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Session Chair(s) :	Date	: November 10, 2017
<b>Dr. Jibitesh Rath, General Manager (HRD)</b>	Time	: 1:45 PM – 3:00 PM
NMDC Limited, Hyderabad	Class Room	: <b>P</b>
<b>Dr. Mohammed Abdul Nayeem, Assistant Professor</b>	Track	: Work-Life Balance
IBS, IFHE University, Hyderabad	Track	: <b>C</b>
Sl. No	Title of the Paper	Author
1	An Empirical Study on Work Life Balance of Women Employees in Selected Organizations	Prof. N. Divya Jaya Lakshmi & R. Hima Kumar
2	Life Stressor to Life Satisfaction: Intervention by Religious Coping and Social Support	Dr. Jatin Pandey & Dr. Manish Gupta
3	Predictors and Outcomes of Work Family Enrichment: Empirical Study of Married Private School Teachers	Dr. Sabina Baniya Chhetri
4	Stress level and its Effect on Private Sector Bank Employees and Measures for Better Work Life Balance	Barnini Chakraborty
5	Work Life Balance among Teachers in Hyderabad: An Empirical Study	Dr. Allam Joseph Praveen Kumar

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Session Chair(s) :	Date	: November 10, 2017
<b>Dr. K. Pratap Reddy, Professor</b>	Time	: 3.15 PM – 4:30 PM
<b>Dr. Asha Binu Raj, Assistant Professor</b>	Class Room	: <b>M</b>
IBS, IFHE University, Hyderabad	Track	: Learning & Development/ Organization Development
	Track	: <b>D</b>
Sl. No	Title of the Paper	Author
1	Learning Makeover for Millennials – Gamification	Aman Jain
2	The Impact of Cross Training on Conflict Management and Organizational Commitment: Mediating role of Perceived Meaningfulness of Work	Swati Hans Verma
3	The Influence of Training and Development Activities on Organizational Citizenship Behavior	B. Lavanya & Dr. S. Saraswathi
4	The Role of Training and Development in Diversity Management in Indian Context	Amrita Clair & Dr. Sapna Singh

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Session Chair(s) :	Date	: November 10, 2017
<b>Dr. Sita Vanka, Professor</b>	Time	: 3.15 PM – 4:30 PM
University of Hyderabad, Hyderabad	Class Room	: N
<b>Dr. M. Sitamma, Professor</b>	Track	: Emotional Intelligence/ Employee Motivation and Relations
IBS, IFHE University, Hyderabad	Track	: E
Sl. No	Title of the Paper	Author
1	An Interface between HRD and Industrial Relations	Prof. Amulya & Raghavendra Prasanna Kumar
2	Emotional Intelligence of Teachers and its impact on Students	Dr. R. Sundari, Nivethitha Sridhar & Kiirthana Rajarathnam
3	Gen X and Gen Y Employees of Indian Multinational Corporations: A Primer to Motivational Theories and the Millennials	Rakesh, C., & Dr. S. Shailaja Aralelimath
4	Understanding the Relationship among Emotional Intelligence, Organizational Commitment and Employee Ethics	Dr. Monoshree Mahanta

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Session Chair (s):	Date	: November 10, 2017
<b>Dr. K. Suresh Kumar, Sr. Vice President – HR</b>	Time	: 3.15 PM – 4:30 PM
Aurobindo Pharma Ltd., Hyderabad	Class Room	: P
<b>Dr. C. Radhamohan, Associate Professor</b>	Track	: HRM & Entrepreneurship HRM Practices
IBS, IFHE University, Hyderabad	Track	: F
Sl. No	Title of the Paper	Author
1	Impact of Gender and Educational Qualifications on Entrepreneurial Intentions	Dr. Kalaa Chenji, Dr. Sode Raghavendra & Dr. Laila Memdani
2	Innovative Human Resource Strategic Practices in Indian Knowledge Intensive Organizations	Dr. Geeta Rana
3	The Benefits of Working in Part-time Jobs	Dr. Anitha Acharya
4	What type of Support they need during Job Search? A Study on Social Support Scale Development and Validation	Dr. Chetna Priyadarshini, Dr. Prerna Chhetri & Dr. Pratyush Banerjee
5	AICTE Start-Up Policy 2016: Educating the Next Wave of Entrepreneurial Graduates	Dr. T. Prasad

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Session Chair (s):	Date	: November 11, 2017
<b>Dr. A. Jagan Mohan Reddy, Professor</b>	Time	: 9.30 AM – 10:45 AM
Symbiosis International University, Hyderabad	Class Room	: <b>M</b>
<b>Dr. Thomas J. Menachery, Assistant Professor</b>	Track	: Employee Engagement
IBS, IFHE University, Hyderabad	Track	: <b>G</b>
Sl. No	Title of the Paper	Author
1	Factors Affecting the Engagement of Liquid Knowledge Workers	Abhinav Jain & Dr. Manish Gupta
2	Factors effecting Employee Engagement in Manufacturing Industry: Evidence from a Leading South Indian Steel Plant	Y. Bhanuteja
3	Internal Branding in Services Sector - A Tool for Employees' Engagement with Value	Dr. Nazia Sultana
4	Internal Branding initiatives and Challenges in Organizations – An Investigation of Employer's Perspective	Dr. Asha Binu Raj

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Session Chair(s) :	Date	: November 11, 2017
<b>Dr. Sita Vanka, Professor</b>	Time	: 9.30 AM – 10:45 AM
University of Hyderabad, Hyderabad	Class Room	: <b>N</b>
<b>Dr. Niraj Kumar Chimote, Assistant Professor</b>	Track	: Competency Mapping
IBS, IFHE University, Hyderabad	Track	: <b>H</b>
Sl. No	Title of the Paper	Author
1	Competency Mapping of Front-line Staff in the Organized Retail Sector	Dr. M. Bhaskara Rao & M. Mallika Rao
2	Competency Mapping of MBA Graduates and Employability Skills	Prof. P. Madhavi Lakshmi & Dr. V. Tulsi Das
3	Developing a Competency Dictionary and Framework of Contractual Workers: A Study in Steel Manufacturing Company	T. Jagan Mohan Kumar & Dr. Musarrat Shaheen
4	Assessing the Competencies Required of MBA Graduates while Entering Workforce	Aarthi R, Sowmya Iyengar, Saranya Udayakumar, Aakruti Arora & Dr. Sitamma Mikkilineni

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Session Chair(s) :	Date	: November 11, 2017
<b>Dr. Mohinder Dugal, Professor</b>	Time	: 9.30 AM – 10:45 AM
Ancell School of Business	Class Room	: <b>O</b>
Western Connecticut State University, USA	Track	: Diversity Management
<b>Dr. M. Bhaskara Rao, Associate Professor</b>	Track	: <b>I</b>
IBS, IFHE University, Hyderabad		
Sl. No	Title of the Paper	Author
1	A Study on Gender Discrimination among Women Police in Tamil Nadu	S. K. Mangaiarkarasi & Dr. Lavanya Latha
2	A Study on the Cross-Cultural Issues of Diversity and Inclusion of Workforce	P. Naga Ushasree & Dr. V. Tulasi Das
3	Does Generational Diversity Lead to Higher Levels of Employee Engagement?	Sindhu Ravindranath, Dr. Thomas J. Menachery & Dr. Ashok Kumar G.
4	Antecedents of Diversity Practices in Indian Railways: A Study With Reference to Mysuru Division in South Western Railway	Raghavendra Prasanna Kumar & Dr. V. Murugaiah
5	Hiring and Retaining Employees with Cognitive Disabilities: Humanizing HRM Practices by Social Inclusion	Ivin Abraham

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Session Chair(s) :	Date	: November 11, 2017
<b>Dr. Sita Vanka, Professor</b>	Time	: 11:15 AM – 12:30 PM
University of Hyderabad, Hyderabad	Class Room	: <b>M</b>
<b>Dr. Kalaa Chenji, Assistant Professor</b>	Track	: Sustainable/ Strategic HRM
IBS, IFHE University, Hyderabad	Track	: <b>J</b>
Sl. No	Title of the Paper	Author
1	Forging the Competencies of Employees Metamorphose to Sustainable Organization's Performance : An Empirical Study	Dr. Battu Nagaraju & S. Kahmeera
2	Green HR Practices among Selected IT Companies in India	Ponna Saikumar
3	Organizational and Individual Determinants of Sustainable Career Development: A Study in the Indian IT Industry	Madhavi Bandaru & Swati Singh
4	Sustainable HRM: Linking HRM to the Base of the Pyramid	Dr. M. Bhaskara Rao & Dr. Sita Vanka
5	“Verticals,” “Industry,” or “Business Domains”? HR Strategies and Competitive Advantages for IT Services Providers	Dr. Mohinder Dugal & Prof. Shalini Rahul Tiwari



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<b>Dr. A. Jagan Mohan Reddy, Professor</b>	Time	: 11:15 AM – 12:30 PM
Symbiosis International University, Hyderabad	Class Room	: N
<b>Dr. Luqman Hussaini, Assistant Professor</b>	Track	: Learning & Development/ Organization Development
IBS, IFHE University, Hyderabad	Track	: <b>K</b>
Sl. No	Title of the Paper	Author
1	Gamification: A Strategic Tool to Enhance Classroom Learning in Students of Management Education	Dr. Rachna Sharma, Prof. Prema Ramchandran & Dr. Madhavi Garikapati
2	Organizational Learning Frame Works: A Review	Krishnan Hariharan & Dr. G. Vivekanand
3	Revalidating Organization Life Cycle Criteria of Organizations in India	Sonali Narbariya & Dr. Md. Abdul Nayeem
4	Training and Development of Employees at Morepen Laboratories	Ruparna Ghosh

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Session Chair(s) :	Date	: November 11, 2017
<b>Dr. Sindhu, Professor</b>	Time	: 11:15 AM – 12:30 PM
JNTU, Hyderabad	Class Room	: <b>O</b>
<b>Dr. S. Raghavendra, Assistant Professor</b>	Track	: Human Capital Management
IBS, IFHE University, Hyderabad	Track	: <b>L</b>
Sl. No	Title of the Paper	Author
1	A Study of Human Capital Management: Practices, Risks & Risk Management Strategies	Dr. Geeta Sachdeva
2	An Empirical Analysis of Nexus between Public Education Expenditure and Human Resource Development	Geetanjali Patel
3	Coping with Job Insecurities through Skill Development	Priyanka Vincent & Dr. Murale Venugopalan
4	A New Perspective to Resource Dependence Theory: Networking and Use of Social Media	Sreya Roy Chowdhury & Dr. Nayeem Mohammed Abdul

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<b>Dr. P. Jyothi, Professor</b>	Time	: 11:15 AM – 12:30 PM
University of Hyderabad, Hyderabad	Class Room	: <b>P</b>
<b>Dr. G. Ashok Kumar, Associate Professor</b>	Track	: Leadership
IBS, IFHE University, Hyderabad	Track	: <b>M</b>

<b>Sl. No</b>	<b>Title of the Paper</b>	<b>Author</b>
1	Effects of Shared Leadership on Team Organizational Citizenship Behaviour: The Mediating Role of Team Psychological Capital	R. Vijayaraghavan & Dr. P. Jyothi
2	Leadership Skills Enhancement by Followership	Dr. Anupam Tiwari
3	Leadership Style and its Impact on Employee Performance, Job Satisfaction and Employee Motivation	Dr. R. Sundari, Rhea Garg & Nishi Shah
4	Shared Leadership, Team Member Exchange and Group Related Outcomes: A Structural Model	Dr. Vaishali, Ramandeep Kour & Mohammed Ashraf
5	Transformational Leadership and Employees' Extra Effort and Effectiveness: Moderating Role of Organizational Type	Dr. Debajani Sahoo & Dr. Manish Gupta