CHAPTER 35

MANAGEMENT STUDIES

Doctoral Theses

01. MITALI (Soni)
Study of Facilitators Related to ESG Adoption in Small and Medium-sized.
Supervisor: Prof. Mahima Thakur & Dr. Shikha Sachdeva
Th 29352

Abstract

This empirical study attempts to identify the facilitators of ESG adoption in Indian SMEs. ESG integration has emerged as a strategic imperative for sustainable business globally, yet it's adoption among Small and Medium-sized Enterprises (SMEs) remains strikingly limited. ESG adoption is not a single decision outcome it is an evolving organisational transition, where external stimuli trigger internal institutionalisation mechanisms. This study does not merely identify static facilitators of ESG adoption; rather, it explains how external facilitators and pressures are transformed into organisational ESG adoption through internal organisational facilitators. External facilitators — regulatory pressure, external market pressure, institutional support and sustainability-oriented leadership were examined as antecedent driving forces that stimulate ESG adoption. Four organisational facilitators - sustainability-policy integration, ESG innovation capability, green training and development, and sustainability-oriented reward and recognition were studied as dimensions of Organisational readiness. Organisational readiness was studied as a mediating construct between the primary facilitators and ESG Adoption. Organisational differences were further examined by contrasting SMEs operating in B2B and B2C markets. A sequential exploratory mixed-methods design was employed. The qualitative data were collected through eleven semi-structured interviews from top leadership from Indian SMEs, and quantitative data were collected from 245 senior managers from of 42 SMEs. Data were analysed using PLS-SEM in Smart PLS 4, with mediation analysis and Multi-Group Analysis. Results indicate that primary facilitators significantly influence ESG adoption. All dimensions of organisational readiness partially mediate the relationship between external market pressure and ESG adoption and sustainability-oriented leadership and ESG adoption. Multi-group analysis indicates a significant difference between the impact of facilitators on ESG adoption between B2B and B2C SMEs. This study advances a facilitator-centric understanding of ESG adoption, offering actionable insights for policymakers, financial institutions, and SME leaders to strengthen organisational preparedness and resilience in emerging economies. Keywords: ESG adoption; SME sustainability; organisational readiness; facilitators; PLS-SEM; institutional theory; emerging economies; India.

Contents

1. Introduction 2. Theoretical framework 3. Literature Review 4. Research methodology 5. Results and analysis 6. Discussion and conclusion 7. Implications, limitations and future research. References & Appendix.

02. MITTAL (Purva)
Influencer-Driven Social Media Posts: A Study of Indian Voters in Delhi-NCR.
Supervisor: Prof. Garima Gupta & Prof. Anumpama Vohra
Th 29150

Abstract

The digital prominence of social media influencers has transformed consumption and engagement with political information available on social media platforms. In urban and digitally active populations, influencer-driven political communication has taken a centre stage. The thesis examines how the characteristics of social media influencers shape the receptivity and sharing intentions among Indian voters in the Delhi-NCR region. The study is based on the parasocial interaction theory and source credibility theory, proposing a sequential framework linking source factors to receptivity and sharing intention. A quantitative research design was used to collect primary data from 823 social media users who follow influencers engaged in political and/or civic discourse. SEM, supported by correlation analysis, MANOVA, and ANOVA, was used to hypothesise relationships and demographic variations. The findings demonstrate that relational source factors, particularly interactivity and attractiveness, exert the strongest influence on the formation of parasocial relationships. Strong PSR translates into the perceived information quality of the content, leading to an increase in the receptivity of the influencer-generated political content. However, it was found that the relationship between receptivity and sharing intention was weaker, indicating a gap between internalised political agreement and overt digital participation. This research is extending the theory of parasocial relationships into the critical domain of political communications and social media marketing while advancing an affective and relational model of influencer-driven persuasion. This study contributes to and highlights India's evolving digital democracy, whilst offering practical implications for educators, policymakers, and practitioners seeking to engage citizens in political communication responsibly through influencers.

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1. Introduction 2. Literature Review 3. Research methodology 4. Analysis and discussion 5. Implication and future research directions 6. Bibliography, Appendix I, systematic literature review, Appendix II, Data analysis techniques, Appendix III, questionnaire.

03. SANJU RANI
Panic Behaviour and Investment Decisions: A Study of Stock Market.
Supervisor: Prof. Garima Gupta
Th 29353

Abstract

Financial markets have become increasingly has become a critical and volatile due to economic disruptions, geopolitical issues, pandemics, and technological advancements over the year. As a result, investor decisions are being based on psychological and emotional factors rather than logical thinking, giving rise to a "Panic behaviour." This is a critical factor that affects investor decisions and financial markets, which is demonstrated through "panic buying" and "panic selling." Panic in stock markets does not occur due to any single cause, but rather because of various antecedents, including perceived uncertainty, media, peer, and scarcity factors, which affect emotional responses, heighten emotional states and lead to impulsive decisions. The rapid information communicated through digital media narrowing the gap between the stimulus and the reaction of the investors, thereby increasing panic driven activities. The present study focuses on Indian stock market and the research framework adopted is the Stimulus-Organism-Response model, wherein the stimuli are the stock market variables, the organism is the psychological states, and the response is the panic behaviour. The variables of uncertainty, media, peer groups, and scarcity are antecedents, whereas personality and cultural orientation are mediating and moderating variables. Quantitative research using structured questionnaire is used to collect data from active investors. Advanced statistical tools like Structural Equation Modelling (SEM) with Smart PLS software are used to examine direct and indirect relationships between various variables. The results of this study would contribute to a better understanding of how iv v psychological, social, and cultural factors interact and affect panic behaviour. This research study presents panic behaviour as a multidimensional construct resulting from both cognitive psychological factors and environmental factors and contributing a comprehensive behavioural model that describes investor decision-making during uncertain situations, and it also provides implications for investors, policymakers, and financial organizations to promote stability during crisis situations.

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1. Introduction 2. Review of literature 3. Research methodology 4. Data analysis and results 5. Conclusion. References & Appendix.

04. TOMAR (Ankita)
Seamless Experiences and Emotional Responses: An Empirical Examination of Behavioural Outcomes in Omnichannel Retailing.
Supervisor: Prof. Garima Gupta & Prof. Anupama Vohra
Th 29354

Abstract

The rapid growth of digital technologies has caused fast changes in retailing around the world. Retailers have been forced to adopt omnichannel strategies to meet the changing needs of customers. In today`s retail environment, customers no longer take a linear path to purchase. Instead, they move across physical stores, retailer websites, mobile apps and social media channels at different points in the shopping journey. The current study explored the role of seamless experiences and emotional response on customer journey outcomes in the context of omnichannel retailing in India. It investigates their

influence on journey satisfaction, customer engagement, and post-purchase patronage intentions among customers shopping through digital and physical channels belonging to the same retailer. The total sample consisted of 517 Indian Omnichannel shoppers using a combination of purposive and snowball sampling. Data were gathered via an online self-administered questionnaire. Data analysis was performed using the PLS-SEM. The findings show that seamless experience is a significant determinant of customer journey outcomes. The results show that only pleasure has a positive effect on customer journey satisfaction among emotional responses. The results also demonstrate that customer journey satisfaction positively affects customer engagement and engaged customers are likely to exhibit favourable post-purchase patronage intentions. So, customer engagement is a behavioral channel where satisfaction transforms into repurchase intention, advocacy and long-term customer relationship. The study concludes that customer loyalty in omnichannel retailing is a cumulative process driven by consistent experiences, pleasurable emotions, satisfaction, and engagement. The results have practical implications for managers of retailers wishing to improve channel integration, reduce friction, increase emotional comfort, and build long-lasting customer relationships. However, the study is limited by its cross-sectional design, self-report data and Indian retail context, offering scope for future longitudinal, multi-method and cross-cultural research.

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1. Introduction 2. Literature Review 3. Research methodology 4. Data analysis, findings and discussions 5. Conclusions, implications and future directions. References & Appendix.

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