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Devdeep Banerjee

Indian Women in Management: A Study on Gender Diverse Workplace Experience

Madhurima Basu

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EDITORIAL

It is our pleasure to present you the latest issue of the journal SURVEY which covers a wide range of management-related topics and provides illustrations of effective management techniques. The journal is committed to publishing scholarly, empirical and theoretical research articles that have a high impact in the field of management. The Journal is peer-reviewed and is published quarterly. It covers domains such as business management, human resource, data science, public systems, commerce, economics, sports management, law and social welfare. The journal promotes collaborative research and offers an intellectual forum for the promotion and diffusion of management knowledge. It has an inclusive ethos and is amenable to many different methodological strategies and philosophical foundations.

The papers included in this issue explore a diverse range of interesting and unique topics on management science. The range of topics include emotional intelligence vis-à-vis work family conflict, energy security in building sector, burnout syndrome among doctors, consumer behaviour in organised retail sector, job performance and big five personalities traits of employees of educational institutes, career success of women in a cross-culture environment, greenhouse gas emissions accounting framework, impact of smartphones on young students, poverty alleviation related to sustainable development goals and gender diversity management in business organizations.

The first paper is “Evaluating the Relationship between Work-Family Conflict and Emotional Intelligence” by Aindree Mukherjee and Sumati Ray. The objective of this paper is to find out if emotional intelligence has an effect on work-family conflict in Information Technology (IT) workers.

The second paper entitled “Sustainable Cooling of Buildings: A Simulation based study on Warm and Humid Climate Zones in India” by Nimai Sundar Manna, Moumita Ghosh and Binoy Krishna Choudhury aims to investigate energy consumption patterns and consumption–production from Solar Photovoltaic (SPV) systems for different building typologies.

The third paper is “Relationship between Burnout Syndrome, Personality Traits and Coping Styles among Physicians and Surgeons with reference to various private hospitals in India” by Ranita Ghosh and Madhumita Mohanty. The main purpose of this study is to explore the expressiveness of the dimensions of Burnout Syndrome among physicians and surgeons and to study the association between Burnout Dimensions, Personality Traits and Coping Styles among the same in various private hospitals across India.

The fourth paper “A Study to Understand the Influence of the Demographic Factors on the Impulse Buying Behaviour of Consumers in Food and Grocery items in Organized Retail Formats of Kolkata by Arindam Roy and Gairik Das seeks to examine the impact of the various demographic factors influencing customer impulsive purchase behaviour in the organized retail food and grocery outlets in the city of Kolkata.

The fifth paper is “Relationship between Job Performance and Big Five Personalities Traits of Employees” by Shantanu Chakraborty and Kabindra Kundu. This paper investigates the predictive validity of big five personality on job performance and identifies the relationship between personality and job performance of employees from selected educational institutions in the state of West Bengal.

The sixth paper “A Study on Predictors of Women Expatriates’ Career Success in a Cross-culture Environment: A Technology and Business Consulting Perspective” by Soma Sinha Sarkar and Dipa Mitra attempts to combine cross-cultural adjustment factors and career success factors specific to women and determines the influence of the former on the latter.

The seventh paper “Developing Greenhouse Gas Accounting Framework and Assessment of Probable Strategies to Mitigate CO₂ Emission in a Metal and Mining Industry” is by Poushali Chowdhury, Shivram Mukherjee and Surajit Chakraborty. They seek to prepare an accounting framework with the primary intention of monitoring, inventorying, reporting, and owning the GHG emissions due to various operations in metal and mining enterprises and hence strategise to reduce their emissions in each financial year to meet the global benchmark.

The eighth paper entitled “The Dual-edged Sword of Smartphones: Examining the Effects on Academic Learning and Interpersonal Relationships among Young Adults in Kolkata” by Gita Khawas aims to

explore the extent smartphones facilitate or hinder the learning process and how they affect interpersonal relationships and face-to-face interactions among youth.

The ninth paper is “India towards Poverty Eradication: A Descriptive Study with Special Reference on Sustainable Development Goals (SDGs)” by Devdeep Banerjee. The goal of this paper is to determine whether India is moving towards poverty eradication by providing basic needs to the people, proper health care facilities, proper education, job security, growth, and ensuring significant mobilisation of resources from various sectors, and to implement those factors by 2030 as per UN Agenda.

The tenth and the last paper “Indian Women in Management: A Study on Gender Diverse Workplace Experience” by Madhurima Basu is a review paper where she tries to evaluate the effectiveness of workplace diversity from the perspective of women personnel and outcomes of having an inclusive and diverse women workforce in Indian organizations.

Finally, we would like to thank the authors who contributed to this issue, as well as the reviewers who gave insightful criticism. We would also want to thank our readers for their continuous support and invite them to interact with us by expressing their thoughts and ideas on the topics covered in this issue of the journal. We hope that our readers will continue to contribute novel intuitive papers to the journal’s future issues.

Dipankar Dasgupta

Editor-in-Chief

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Evaluating the Relationship between Work-Family Conflict and Emotional Intelligence

Aindree Mukherjee^{1*} and Sumati Ray¹

Abstract

Work-family conflict has become of utmost importance in the modern work environment of new technology and work assignments extending to personal time of the employees. The purpose of this study was to find out if emotional intelligence has an effect on work-family conflict in Information Technology (IT) workers. For this study, 192 employees working in various Information Technology sector companies in Kolkata, India were selected. Primary information was obtained through structured questionnaire. Statistical data analysis was done using SPSS. Correlation and regression studies were carried out to analyze the obtained data. Results showed that there was a significant negative relationship between emotional intelligence and work-family conflict. Also, relationship between emotional intelligence and work-to-family conflict, and emotional intelligence and family-to-work conflict was found to be significant and negative in nature. Thus, increasing emotional intelligence can be beneficial as it decreases work-family conflict leading to betterment of the employees as well as the organization.

Keywords: *Emotional intelligence, Work-family conflict, Information Technology sector*

Sustainable Cooling of Buildings: A Simulation based study on Warm and Humid Climate Zones in India

Nimai Sundar Manna¹ Moumita Ghosh² and Binoy Krishna Choudhury^{3*}

Abstract

Climate change has transformed the building-energy dynamics worldwide especially in space cooling domain. Rapid population growth and the current pace of urbanization are key challenges to urban sustainability and global energy security as urban areas comprising 55% of global population consume nearly 75% of primary energy supply. This study aims to investigate energy consumption patterns and consumption-production from Solar Photovoltaic (SPV) systems adjustment for different building typologies (apartment and office) of one-storey, two-storey and three-storey buildings using cooling degree days, building energy simulation, indoor operative temperature and rooftop area for meeting the cooling demand in a warm and humid climate zone (Kolkata). It is interestingly found that cooling electricity requirement can be 100% mitigated by SPV if installed on the rooftop of the building. However, the SPV area of the building for meeting 100% cooling electricity demand would vary from one climatic zone to other and also for the number of floors of the buildings.

Keywords: *Energy Security, Building Energy Need, Solar Photovoltaic (SPV), Space Cooling, Sustainable Cooling*

Relationship between Burnout Syndrome, Personality Traits and Coping Styles among Physicians and Surgeons with reference to various private hospitals in India

Ranita Ghosh^{1*} and Madhumita Mohanty²

Abstract

The main purpose of this study is to explore the expressiveness of the dimensions of Burnout Syndrome among Physicians and Surgeons and to study the association between Burnout Dimensions, Personality Traits and Coping Styles among the same in various private hospitals across India. The sample size was 150 doctors consisting of 75 Physicians and 75 Surgeons. Three standardized tests - Maslach Burnout Inventory (MBI), Big Five Inventory (BFI) assessment, and test on Coping inventory (COPE, brief version) were administered on the targeted samples to measure the dimensions of Burnout syndrome, Personality Traits and Coping Styles respectively. The result indicated that, Surgeons (Mean=83.49, P Value<0.01) had the highest score than Physicians (Mean=71.87, P Value<0.01) on total Burnout Score. Emotional Exhaustion and Depersonalization were most prominent in Surgeons while Professional Accomplishment was low in Surgeons than Physicians. Extroversion and Conscientiousness might be protective personality traits, which help to reduce Emotional Exhaustion and Depersonalization and to have higher level of Professional Accomplishment. Religious coping and Use of emotional and social support, as Coping Styles were the better ways to cope with prolonged job stress that leads to higher level of Professional Accomplishment and lower level of Depersonalization and Emotional Exhaustion.

Keywords: *Maslach Burnout Inventory (MBI), Big Five Inventory (BFI), Coping inventory, Surgeons, Physicians.*

A Study to Understand the Influence of the Demographic Factors on the Impulse Buying Behaviour of Consumers in Food and Grocery items in Organized Retail Formats of Kolkata

Arindam Roy^{1*} and Gairik Das²

Abstract

Observing at the tempting growth of organized retail in India, impulse buying is emerging as a highly noticeable behaviour for an increasing number of Indian consumers. Demographic attributes of the consumers play a critical role for the consumers to buy different food and grocery products impulsively. These demographic factors are influenced by a number of socio-economic issues like increase in disposable income, growing independence of youth consumers, breakdown of joint family structure to nuclear size etc. Food and grocery retailers like Reliance Fresh, Spencers, More, Fresh and Easy, etc. could popularize this phenomenon among lifestyle-conscious consumers of urban centres by influencing the consumers with a range of demographics related attributes such as gender, age, income, educational level, occupation and marital status along with a good service quality. The present paper examines the impact of the various demographic factors influencing customer impulsive purchase behavior in the organized retail food and grocery outlets in the city of Kolkata, through customer survey by a standardized questionnaire. The paper delves into the effect of demographics related attributes on consumers' impulse behaviour to buy food and grocery products in the organized retail market using various statistical tools according to the requirement appeared in the study.

Keywords: *Impulse buying, Consumer behaviour, Organized retail food and grocery outlets.*

Relationship between Job Performance and Big Five Personalities Traits of Employees

Shantanu Chakraborty¹ and Kabindra Kundu²

Abstract

It is important for organizations today to recruit high performing employees. One big question that organizations may find hard to answer is how to discrete individuals who will perform well from those who will not. Analysing job performance personality has been considered always as an important factor. Personality provides understanding whether a person will be able to do a particular job or not. Performance in job is a result of skills, knowledge, efforts, and capabilities focused at role prescribed behaviour.

Present study investigates employees from selected educational institutions in the state of West Bengal to explore the predictive validity of big five personality on their job performance and identify the relationship between personality and job performance. The Big Five personality extents, commonly known as five-factor model consists of extraversion, agreeableness, conscientiousness, openness to experience and neuroticism. The BIG FIVE INVENTORY - self-defined Performance Appraisal Questionnaire has been developed as measuring instruments. A correlation analysis and causal study (Multiple Regression Analysis) has been conducted on number of employees of selected educational institutes in the state of West Bengal to analyse predictive relationship. 'Openness to experience' 'agreeableness' and 'extraversion' emerged as significant correlates and predictors of work performance and explains the percentage of the variance in participants' management performance. Theoretical and managerial implications have been discussed.

Key words: *Personality, Conscientiousness, Extraversion, Agreeableness, Neuroticism*

A Study on Predictors of Women Expatriates' Career Success in a Cross-culture Environment: A Technology and Business Consulting Perspective

Soma Sinha Sarkar^{1*} and Dipa Mitra²

Abstract

Women's involvement and contribution in businesses has been steadily rising for the past few decades. International assignments help augment careers and women are no exception. Women perform well although they face biases during selection and deployment, and carry extra familial responsibilities and face critical performance criteria during the assignment. Many researchers have attempted to study the corporate careers of women, their global assignments but more study from diverse angles is needed. It is important because it shall help potential women succeed in their international assignments, break the glass ceiling and stay motivated.

An attempt has been made in this study to combine cross-cultural adjustment factors and career success factors specific to women and find the influence of the first on the latter. A mixed method approach including qualitative and quantitative, methods has been used for this study. Purposive sampling and subsequent snowball sampling methods have been used to collect data. The internet survey method was used to distribute questionnaires to the respondents. The open-ended questions have been analyzed. It has been found that not all factors of career success have a significant relationship with the factors of cross-culture adjustment. Post moderation analysis, demographic variables of children, organization type and duration of the assignment have been found to be the moderators. Content analysis, principal component analysis (PCA), multiple regression and hierarchical regression have been used. The qualitative analysis have been done with the assistance of NVivo software and R software version 4.0.3 and the quantitative analysis has been carried out in SPSS 15 software.

Keywords: *Women, Cross-culture adjustment, Career success, Global assignments, Expatriates*

Developing Greenhouse Gas Accounting Framework and Assessment of Probable Strategies to Mitigate CO₂ Emission in a Metal and Mining Industry

Poushali Chowdhury¹ Shivram Mukherjee² and Surajit Chakraborty^{1*}

Abstract

Greenhouse gas (GHG) emissions are one of the most critical environmental challenges for modern enterprises. The Companies Act 2006 (Strategic Report and Directors' Reports) Regulation 2013 mandates that publicly traded companies should report their GHG emissions for which they are accountable. Every metal and mining enterprise should responsibly own and manage their greenhouse gas emissions inventory which is generated due to their various operations. In this study, the GHG Emission Accounting Framework has been developed, taking reference from the BS EN ISO 14064-1:2012 Standard and the Green House Gas Protocol, which can be used by all metal and mining enterprises to calculate their GHG emissions. A case study conducted in an iron-ore mining company, applying the GHG Emission Accounting Framework developed for the Financial Year (FY) 2020-21, shows Scope I (Direct) Emission Intensity of 150.40 kgCO₂e/MT of iron ore produced and Scope II (Indirect) Emission Intensity of 410.36 kgCO₂e/MT of iron ore produced. Hence, the Scope (I+II) emission intensity for the company is calculated to be 560.76 kgCO₂e/MT of iron ore produced. This Accounting Framework has been prepared with the primary intention of monitoring, inventorying, reporting, and owning the GHG emissions due to various operations in metal and mining enterprises and hence strategise to reduce their emissions in each financial year, to meet the global benchmark.

Keywords: *Metal and Mining Enterprises, GHG Emissions Accounting Framework, The BS EN ISO 14064-1:2012 Standard, The Green House Gas Protocol, Scope (I+II) Emission Intensity.*

The Dual-edged Sword of Smartphones: Examining the Effects on Academic Learning and Interpersonal Relationships among Young Adults in Kolkata

Gita Khawas¹

Abstract

With communication emerging as a key marketing strategy, smartphones were introduced and have since become a dominant cultural staple. Their popularity has increased among the general public, particularly among youth, with 1 billion users and 2.5 million applications impacting day-to-day life in surprising ways. However, smartphones addiction has robbed youth of their inner peace and solitude, leading to various physical and mental health issues that often affect their interpersonal relationships. While smartphones have increased the speed of the teaching and learning process, they have also been found to create distractions in academic learning. Nomophobia, the fear of being without a mobile phone or losing its signal, has become a common concern among smartphone users, particularly among the younger generation. This study investigates the effects of smartphones on academic learning and human relations among young adults aged 15-25 years in Kolkata. The study was conducted among 100 undergraduate and postgraduate students and aimed to explore the extent to which smartphones facilitate or hinder the learning process, as well as how they affect interpersonal relationships and face-to-face interactions among youth.

Keyword: *Communication, Physical health, Mental health, Interpersonal relationships, Nomophobia - Fear of being without the phone.*

India towards Poverty Eradication: A Descriptive Study with Special Reference on Sustainable Development Goals (SDGs)

Devdeep Banerjee¹

Abstract

The term "poverty" means the state of being extremely poor. It is not about having only enough money to meet the physiological needs of an individual but it is much more than what we understand. The World Bank describes it as hunger, lack of shelter, being uneducated and sick, not having a job or basic security, being feared for the future, is a poverty. On 25th September, 2015, 193 member countries assembled together at the UNs General Assembly to take an oath to transform our world a better place to live and to ensure that development takes place in such a way that natural resources are sustained and passed on to the future generations unimpaired by means of adopting Agenda 2030. United Nations have listed 17 Sustainable Development Goals (SDGs) and the first goal is to eradicate poverty in all its forms. This paper seeks to find out whether India is moving towards poverty eradication by providing basic needs to the people, proper health care facilities, proper education, job security, growth and ensuring significant mobilisation of resources from different sectors and to implement those factors within 2030 as per UNs Agenda. This paper also tries to find out proper outcomes by means of analysing it to get a desirable result.

Keywords: *Poverty, Sustainable Development Goals (SDGs), Millennium Development Goals (MDGs), SDGs Agenda 2030.*

Indian Women in Management: A Study on Gender Diverse Workplace Experience

Madhurima Basu¹

Abstract

The emergence of the era of globalization has reshaped business organizations across the globe. The present era of the business environment is infused with turbulent times with the rapidly changing socio-economic, political, and technological advancements around the globe. The society too has witnessed transformation over the decades. One such outcome of societal progress is the domain of inclusivity and diversity in the workplace. In simple words, diversity in organizations is defined as having employees hailing from different gender, race, ethnicity, culture, demographics, and so on. One of the potential benefits of having a diverse workforce is that it leads to having new ideas and approaches put forward by the organizational members to deal with the constantly evolving organizational issues. Gender diversity in organization/s is one of the most significant contributors to organizational growth. Over the period of time, there has been a rise in the number of women participating in the workforce. The current study makes an effort to evaluate the effectiveness of workplace diversity from the perspective of women personnel. The study also explores the outcomes of having an inclusive and diverse women workforce in Indian organizations. The present paper is based on a systematic review of selected academic articles on workplace diversity and women's workforce in organizations published in EBSCO-listed journals. The findings of the present study seem to suggest that the increase in the numbers of women personnel leads to better financial gains, enhanced organizational brand image and reputation, and ultimately acts as an added resource for competitive advantage. An impressive number of Indian organizations are striving to bring forth policies to retain talented women employees. The initiatives undertaken by the global companies functioning in India seem to suggest that the organizations are leaving no stone unturned to understand the typicality of the diverse Indian workforce and how they can reap rewards from the available diverse labour force. Thus, it may be concluded that the time has come for the leadership teams helming at the top of the organization/s to encourage and embrace a more gender-inclusive work environment to ensure sustainable long-term growth in the years to come.

Keywords: Women Leaders, Workplace Diversity, Indian Organizations, Inclusivity, Organizational Growth

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The Journal publishes articles in the key functional areas of management viz. marketing, finance & accounting, human resource, information technology, transportation & logistics, energy, environment, healthcare & hospital, retail, production & supply chain and other related areas. Articles reflecting diversity, cross-functional nature of management and emerging concerns are also considered for publication.

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