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International Journal of Indian Culture and Business Management (56 papers in press)

Regular Issues

- **An Empirical Study on Dimensions of Work Motivation of Faculty in Higher Education Institutes of India** 

by Rachna Bansal Jora, Shashank Mehra, Neha Bhardwaj

Abstract: The motivation of academic staff contributes a lot to the student learning as well as the research outcome of the institution. Therefore, studying the motivation of academic staff is crucial for the performance of HEIs. The purpose of this study was to extract the factors responsible for the work motivation of faculty in HEIs. A questionnaire was designed with the help of a literature review available on this theme, and few more variables were added after a thorough discussion with experts so that all possible work motivation reasons are reported. Data was collected online as well as offline from faculty members of HEIs located in the NCR region of India. Data collected from 150 faculty members were analysed using exploratory factor analysis. Findings highlighted the academic staff's motivation dimensions and extracted nine factors out of 53 items. These factors play a crucial role in motivating academic staff in HEIs.

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which was first reported in Wuhan, China in December 2019 has infected millions of people, killed thousands, and created high volatility in stock market. The aim of this study is to explore the impact of COVID-19 on the stock market over a period of March 24 to April 24, 2020, and to identify the investment opportunities during the pandemic era. The results indicated that there were sectors that gained during the pandemic such as healthcare, FMCG, telecom, etc. From an investment perspective, long-term investment in companies with high market capitalisation could be a good alternative as they may withstand in crisis and bounce back quickly. This research also analysed the investors opinion towards stock market through sentiment analysis using QSR NVivo. The results indicated that despite of fear and negativity due to lockdown and shut down of all economic and commercial activities the positive sentiments stood out. This shows that people are hopeful, and this may have positive impact on the stock market.

Keywords: COVID-19; pandemic; stock market; investment; twitter; sentiment analysis; NVivo.

DOI: 10.1504/IJICBM.2020.10035232


- **Impact of RERA on Home Loan Borrowers in India** 

by D. SANTHOSH KUMAR, Ramesh Kumar Miryala

Abstract: Real Estate Regulatory Authority Act is a landmark event in the real estate sector in India. The Act aims to provide a confidence to the buyer of a real estate property. The aim of this article is how the RERA benefits home buyer in general and home loan borrower in specific. RERA also helps the other stake holders in the real estate market like banks, housing finance companies, etc. Various functions and the salient features of the RERA has been explained. Though the RERA is at initial stage but definitely it will be impacting and regulating the real estate market over a period of time. Real estate sectors play an important role in delivering the one of the basic need of the human beings. The sector has grown significantly in recent past. Before implementation of Real Estate Regulatory Act (RERA), the sector was largely unregulated and professionalism was lacking. RERA mainly aims at protecting the interest of home buyers and enhance transparency in the real estate sector.

Keywords: : real estate regulatory authority; home loans; builders; home loan borrowers; banks; India.

DOI: 10.1504/IJICBM.2020.10035262

- **Innovations in digital technology and creative destruction in the music industry** 

by Bindu Balagopal, Chacko Jose Pulluparambi

Abstract: The rapid growth of digital technologies has transformed the music industry world over from physical to digital. Creative destruction is a term introduced by Schumpeter to describe the dismantling of long-standing practices to make way for innovation. The present paper adopts the term creative destruction regarding the music industry to examine how innovations in the music industry from analogue to digital have increased productivity. The paper tries to examine whether the creative destruction of analogue technologies has paved the way for new digital formats of music. The paper with the aid of primary and secondary data explores the structural transformation in the music industry from physical to digital formats due to technological innovations in the context of the Indian music industry, which was one of the largest producers of music cassettes in the eighties.

Keywords: COVID-19; corporate social responsibility; CSR; personal protective equipment; PPE; pandemic; lockdown; social; psychological; economic.

DOI: 10.1504/IJICBM.2020.10035425

- **Share Repurchase: A Review of the Literature** 

by Vedika Saxena, Seshadev Sahoo

Abstract: This study aims to synthesise and analyse the existing literature on share repurchases. It summarises the key findings and identifies the potential research gaps in the extant literature. A pool of 206 research articles are chosen based on relevance and impact from a variety of reputed databases spanning over 1981 to 2020. The authors use the guideline of Templier and Pare (2015) and follow the narrative approach of literature review which consists of gathering and synthesising existing literature on share buyback. The diverse strands of literature on buyback are classified based on different research themes. The results indicate a paucity of research on share buyback in emerging markets (e.g., India and China). Overall, the research in the following areas is found to be sparse: buyback and firms reputation and the wealth effect of buyback on bondholders. The impact of executive reward schemes post buyback and presence of industry effect remains largely untapped.



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