

**An Estimation of Zone-of-tolerance Based on Destination Atmospherics**

Zone-of-tolerance (ZOT) was found to have deterministic role in accepting or rejecting a service based on perceived quality of service. The constructs of ZOT are yet to be empirically tested in the context of visitors' experience and perception of a destination. Destination atmospherics are apprehended to influence the ZOT for the visitors. This paper attempts to develop a model of TOURZOT based on destination atmospherics. Accordingly the study focused on identifying the limits of ZOT for a visiting tourist. The measurement constructs, adopted from previous studies on ZOT, were adequately modified to suit the study. The findings affirmed the proposed model and found significant impact of destination atmospherics in shaping the ZOT of visiting tourists. The study provides insights for the practitioners regarding the cognitive alignment of tourists based on expected service quality and the pivotal destination atmospheric components that can shape the ZOT.

Keywords: Destination, Atmospherics, Measurement, Zone-of-Tolerance, Tourists.

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**Aligning Compensation with Business Cycle: Exploring Economics of HR**

In current times of globalization, changes in business cycle and economic variables are very rapid which result in change in organization strategy as a response to change in business environment. Understanding the behavior of costs and their relevance to specific decisions is of vital importance to organizations. One of the key factors in the organizational success is human factor and is also has cost associated in form of compensation. Market oriented economies cannot escape fluctuations in economic activity; therefore it is important for success of organization that their compensation and reward strategy be aligned with the changes in business cycle. The primary aim of the paper is to study and analyze the impact of business cycles on compensation in terms of re-formulating compensation strategies during different phases of economic cycles as combination of variable and fixed cost in compensation. In this paper attempt has also been made to identify the components of compensation during phases of economic cycles and thus creating a conceptual framework for economics of compensation.

Keywords: Business Cycle, Compensation, Economics of HR, Fixed Cost, Variable Cost.

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## **Exploring the Efficacy of Using Theatre Techniques in Teaching Business Communication**

In recent times, more and more teachers in their reinvention of the course, drop the lecture model and are finding alternatives to help students draw a connect between the knowledge acquired in the classroom to their day-to-day life's problems and challenges. The present paper reports about the students' experiences in learning various aspects of communication through theatre techniques. The analysis of the content revealed that the learning through theatre medium was a liberating experience for them that helped them to overcome their negative consciousness and experience the sense of freedom from those archaic irrational biases and prejudices that prevent them from achieving their best. The students reported that this participatory art form helped them in heightening their self-awareness and in developing confidence.

Keywords: Communication, Theatre, Pedagogy, Efficacy, Role-Play.

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## **Impact of Consumer Expectations on their Involvement in CSR Initiatives**

The companies aiming for building reputation via CSR initiatives among customers are getting more transparent about their social initiatives and try to turn every stone to build emotional bonding with consumers. But the results generally do not match the expectations as most of the consumers do not show willingness to support the CSR initiatives of companies. This research paper has tried to investigate the reason behind this disinterest. It has tried to explore the current level of respondents' corroboration in supporting any firm's CSR initiatives; respondents' preferred CSR domains that they expect companies to invest in and further tried to measure the shift in intention to patronize the brand that invests in their chosen CSR domain. The research was descriptive and experimental in nature and a data of 162 respondents was finally incorporated for analysis that was collected from National Capital Region (India). The research concluded that if companies invest in consumers' chosen CSR domain then they are ready to help via paying premium prices, positive word of mouth and referring products to others.

Keywords: Brand Patronization, Consumer Expectations, CSR Initiatives, Preferred CSR Domain, CSR Strategies.

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## **Development of Facebook Fan Page Engagement Index: Empirical Evidence from India**

The present study focuses on the development of a Facebook fan page engagement index which can be used to segregate disengaged consumers from engaged ones. Principal Component Analysis (PCA) method was used to derive the index. Data on 16 items measuring Facebook fan page engagement of consumers was used to identify their underlying latent variables. The appropriateness of employing PCA method was determined using KMO and Bartlett's Test of Sphericity statistical tests. Factor scores using regression method were employed to obtain standardized indices. The results showed that the Facebook fan page engagement index is a multidimensional construct encompassing 4 dimensions (conscious attention, enthused participation, affection and social connection) with 16 underlying measures. This newly developed PCA based Facebook fan page engagement index will empower the marketing managers to measure the engagement level of a Fan Page liker on Facebook.

Keywords: Facebook Fan Page Engagement Index, Conscious Attention, Enthused Participation, Affection, Social Connection.

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## **An Examination of Service Advertising Effectiveness**

Due to their unique nature that distinguish services from goods, it is widely accepted in the academic community that services require to be advertised differently. Accordingly, specific approaches to advertise services have been proposed in literature. Set in India, this study examines the effectiveness of select service advertising execution styles: documentation, physical representation and visualisation as well as appeals in advertising services: emotional and rational. Further, type of services: experiential and utilitarian which has emerged as an important contextual factor in service advertising research has also been considered. The study findings demonstrate the effectiveness of the service advertising execution styles and appeals in terms of customer's attitude towards service provider and purchase intentions. The study also brings forth results that conflict findings of prior research mostly conducted in the U.S. and U.K. thereby showing that past research cannot be generalised to other contexts such as in India.

Keywords: Services, Service Advertising Effectiveness, Advertising Appeal, Service Advertising Execution Styles, India.

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**Outcomes of Fourfold Taxonomy of Work-Family Balance among Dual- Earners in India**

Due to changing trends in the economic environment and demographic profile of the employees, Indian households are shifting from traditional male 'breadwinner' role to 'dual-earners'. As a result, striking a balance between work and family roles has become an incessant challenge for men as well as women. Research evidenced that the term 'work-family balance' is elusive and best characterized by four independent dimensions, namely, work-to-family conflict; family-to-work conflict; work-to-family facilitation and family-to-work facilitation. It is in this context that the present study empirically tests the outcomes (job satisfaction, affective commitment, turnover intentions, family satisfaction, life satisfaction and positive mental health) of work-family balance dimensions among 202 dual-earner parents in India. Analyses indicated that work-to-family conflict emerged as the dominant dimension that tend to increase turnover intentions and reduce job satisfaction, life satisfaction, and positive mental health state. However, family satisfaction was found negatively related to the perception of family-to-work conflict, to which other individual and organizational outcomes are not related. Further, family-to-work facilitation was found to increase positive mental health state and both domain satisfactions, while work-to-family facilitation was found to increase organizational affective commitment. Practical implications were discussed.

Keywords: Work-Family Balance, India, Dual-Earners, Outcomes of Work-Family Balance, Canonical Correlation.

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