

### **Examining Dimensions of Flexibility under Uncertainty**

The importance of Organizational flexibility in organizational setting is essential in today's VUCA environment. Increased flexibility will be conducive to the necessary compliance and dynamism of globalized culture and turbulent environments. Given the need to examine the dynamics of flexibility, this paper is intending to explore the key factors, which influences the process of incorporation of flexibility; or influenced by incorporated flexibility in organizational settings. In first part of the paper, rigorous literature review identifies the various elements or dimensions of flexibility. In the later part the most relevant flexibility dimensions are ranked in order to find out key dimensions influencing organizational flexibility. The findings of this study provide evidence that there are nine dimensions of flexibility, i.e. functional, strategic, numerical, human resource, structural, financial, team, turbulence and significant others. Incorporating these flexibility dimensions in practice can support achievement of organizational excellence. Analysis of opinion of management professionals collected through survey questionnaire shows that strategic, functional and structural flexibilities are the key dimensions in successfully shaping the organization in new and turbulent environment.

**Keywords:** Dynamic Environment, Organizational Flexibility, Flexibility Dimensions, Garrette Ranking, Stability, Turbulent Environment.

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### **Dynamics of Objective and Subjective Financial Knowledge on Financial Behaviour**

The purpose of this paper is to study the relation between objective financial knowledge, subjective financial knowledge and the financial behaviour. A sample of 269 individuals was taken to do this study. The sampling was done using snowball and judgemental sampling techniques. The objective financial knowledge was measured using three questions related with compounding, inflation and diversification. The subjective financial knowledge was measured using only one statement. The results of the research shows that although very few percentage of respondents have answered the questions correctly related with objective financial knowledge, they have rated themselves quite high on the self-assessed subjective financial knowledge. Further, no correlation could be established between objective and subjective financial knowledge. The study shows that the decisions towards financial investments are governed more by the self-assessed financial

knowledge of an individual rather than the actual financial knowledge which he has. This may lead an individual to take the financial decisions which may not benefit him in the long term.

**Keywords:** Financial Behaviour, Objective Financial Knowledge, Subjective Financial Knowledge, Inflation, Diversification.

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**FinTech Companies in India : A Study of Growth Analysis**

Financial Technology (Fintech) is the new technology that aims to compete with the traditional financial methods in the delivery of financial services. The present study has critically examined the emerging concept of financial technology and is based on a sample of top ten Fintech entrepreneurial ventures. The sample is selected based on the published ranking report of Fintech Asia (A Fintech news source). The study has explored the top ten ventures of Fintech companies on the basis of their vision, mission and growth analysis in terms of last funding type. The results reveal that Paytm Payments Bank, Incred and Fino Payments Bank's funding type has not been disclosed. Similarly, Financial Software and Systems and Bank Bazaar have revealed that their last funding type is 'D' type. Policy Bazaar has revealed its last funding type as E type funding. While Itz Cash Card, Mobikwik, Capitalfloat and Lendingkart have disclosed a Series C type funding.

**Keywords:** Financial Technology, Entrepreneurs, Funding Growth, Sound Economic Growth, Venture Capital.

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## **Role of Self Efficacy in Job Crafting and Employee Engagement Relationship**

Employees and organizations are facing a very dynamic work environment today embedded with technological advancement and increasing competition demanding a proactive approach from both the side. The traditional work design methods where management used to frame the tasks and responsibilities of their employees are now a days replaced by modern approaches of job design where employees are actively participating in framing and altering their tasks in their jobs to fulfill their own as well as organizational goals. The proactive behavior of employees where they themselves take initiative to change the way they approach their job physically, socially or cognitively is called job crafting. The current study aimed at studying to what extend the job crafting behavior of employees relate with their engagement level at work and to what extend this relationship is moderated by self-efficacy.

**Keywords:** Employee Engagement, Job Crafting, Job Demands, Job Resources, Self- Efficacy.

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## **Exploring Motivational Factors and Brand Equity as Drivers of Luxury Consumer Buying Behavior: An Empirical Study**

The Indian luxury landscape is evidently undergoing strong transformation that is redefining the luxury consumer profile and also how luxury marketers need to function in this sector. This paper tries to study the factors that influence female luxury consumers' behaviour towards purchase of luxury goods. The study tries to combine the effect of motivational factors and brand equity on consumers purchasing decision. Data was collected using snowball sampling via mall-intercept method at different malls with high-end luxury stores in India. A self-administered questionnaire was employed. The framework was developed and structural equation modeling was used to test the hypotheses. The findings of the study showed significant relationship between motivational factors and brand equity with consumer behaviour.

**Keywords:** Luxury Consumer Behaviour, Motivation, Brand Equity, International Luxury Brand, Empirical Study.

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## **A Test of Herding in Performance of Indian Stock Exchange**

Herding is very common in extreme market situations; the article tests the evidence of herding in both pre- and post-crisis periods on daily and monthly investment patterns. The empirical results do not reveal any strong proof of market-wide herding during study period (Sep- 2005 to Mar-2016). However, some weak evidences of herding were reported during movements in market. Even the periods of extreme movements do not show any strong evidence for the same; this in turn, strengthens the notion of asymmetric nature of herding. In fact, Investment pattern shows evidences of rationality in investment decision based on information. This might be a major cause of mild effect of financial crisis 2008 in India.

**Keywords:** Herding Behaviour, Cross-sectional Absolute Deviation, Financial Crisis, Stock Performance, Behavioural Finance.

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## **Risk Perception of Mutual Fund Investors**

Every investor likes return and dislikes risk, but risk is deeply rooted in all financial markets. A positive relationship persists between risk and return. Mostly investors are risk averse, which means that if everything else is the same, they will select the investment that offers greater certainty. The main objective of this study is to reveal the risk perception of Mutual Fund Investors of Jammu and Kashmir, as risk perception of individual investors usually affects their investment decision. The study considers some of the important factors for understanding the risk perception of individual/retail mutual fund investors of Jammu and Kashmir. For measuring the respondents' perceptions, the study employs the Likert scale technique. The study employs the Factor Analysis technique to identify the underlying dimensions or factors that explain the correlations among a set of variables regarding the risk perception of mutual fund investors.

**Keywords:** Mutual Fund Investors, Risk Perception, Factor Analysis, Risk Averse, Market Risk.

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