

**Abstracts**

**Blue Economy Narratives: Considerations for Economic Growth,  
Environment and Sustainability**

The paper presents narratives and interpretations of blue economy from global and Indian perspective and synthesises conceptual and methodological issues. The understanding has widened its scope and is today realized in terms of its contribution to overall economic growth, simultaneously addressing environment degradation arrest. Collating together possible environmental hazards, various technological innovations to counter the risks are put forth. Marine education, research and emphasis on small and medium enterprises can go a long way in directing the blue economy paradigm towards an inclusive sustainable growth. Its relevance for emergence of India as a maritime power has been acknowledged. India's commitment to a flourishing blue economy network given its marine resource rich geostrategic placement should hopefully be able to defeat the core problems of joblessness, malnutrition plaguing it. Enormity of its components and interdependence of sectors render all encompassing resourcefulness to blue economy against the light of depleting land based resources.

**Keywords:** Blue Conomy, Ocean Economy, Maritime Power, Ocean Trade, Ocean Regional Cooperation.

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## **An Empirical Study of Carbon Credits Trading Practices Among Indian Organizations**

Carbon credit is an element, which is used to aid in regulation of the amount of carbon dioxide that is being released into the air. This is the part of a global plan which has been created in an effort to reduce the global warming and its effect. This global plan works by capping the amount of total emissions that can be released by one organization. If there is a shortfall in the amount of gases that are used, there is a monetary value assigned to this shortfall and it may be traded and the trading of these carbon credits is known as Carbon Credits Trading. This research paper is focused on the Carbon Credits Trading Practices within Indian organizations. The main objective of this research paper is to explore the different carbon credits trading practices which are adopted by the Indian organizations.

**Keywords:** Carbon Credits Trading, Clean Development Mechanism, Kyoto Protocol, Emission Trading (ET), Allowance Based Mechanism and Certified Emission Reductions (CERs).

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## **Examining Factors Affecting Consumer's Attitude towards the Imported Decorative LED Lighting Products in India**

The purpose of this research is to explore the factors that affects the buying attitude of consumer towards imported goods in National Capital Region of India and to measure the impact of those factors on consumer's purchase intent towards imported decorative LED lightning products. Through literature review, factors were explored and finally two factors i.e Country of origin and Consumer ethnocentrism were shortlisted for measuring their impact on purchase intent towards decorative LED lights. Data for the study were collected through an online survey of 122 consumers in NCR region, India. Consumer Ethnocentrism was measured by CETSCALE and Country of Origin was measured by questionnaire designed by Lascu and Babb (1997). Further data was analysed through factor analysis for each statements of questionnaire. The findings show that the consumers are impartial towards the country of origin information and not highly ethnocentric means they are quite liberal towards acceptance of imported decorative LED lights. It would be beneficial for marketers to focus on product quality, price, technological innovations and other qualities instead of country of origin information and ethnocentrism. These findings provide useful market intelligence for marketing strategists targeting metropolitan cities in India, but must be generalized with caution as same cannot be applied for every city.

**Keywords:** Ethnocentrism, Country of Origin, Consumer Attitude, Consumer Purchase Intent, Decorative LED Lights.

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## **Do Brent Crude Oil, Nifty 50 and USD/INR Exchange Rate Walk Together? An ARDL-bounds Testing Approach**

The volatility in oil prices has a different impact on countries due to various factors such as their relative position as oil importers or exporters, demand and supply factors, their relative elasticity, the ability to substitute with energy efficient products, different tax structures etc. It affects the stock market and exchange rate. This volatility in prices of oil renders more impact in emerging nations such as India. The paper attempts to study the co-movement of Brent Crude oil prices and Nifty 50 and USD/INR exchange rate. The sample period from 5th September 2014 to 12th February 2018 comprising of daily data on all three variables are taken. Further, the Auto-Regressive Distributed Lag (ARDL) model was used for estimating long run cointegration. For short run dynamics, Vector Auto-Regressive (VAR) model was put. The results exhibit an equilibrium relationship among the variables under study in the long run. The results of the VAR model affirm the importance of Brent Crude, Nifty 50 lagged prices influence Exchange Rate.

**Keywords:** VAR, Brent Crude Oil, Stock Market, ARDL, Exchange Rate.

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## **Role of CSR in the Conflict Zones of Emerging Economy - A Case Study on IOCL's North-East Operations in India**

The present study is to examine whether MNCs operating in conflict zones could employ CSR to create both for themselves and for the local community in which they operated. This paper mainly deals with the CSR initiatives taken by Guwahati Refinery as a subdivision of Indian Oil Corporation Limited. Guwahati Refinery is one of the Refinery of Indian Oil Corporation Limited under Refinery Divisions in the development of North East India which is also a conflict zone for the industrial development. In this study the IOCL is selected because it is one of the major industrial establishment that operating in North East India since long time. The findings suggest that significant investment in CSR operations based on a carefully designed need expectations analysis in such conflict zones, not only for business profit but also for local community development.

**Keyword:** Corporate Social Responsibility, Conflict Zone, Indian Oil Corporation, Guwahati Refinery, North East India.

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## **Influence of HR Outsourcing Decisions on Employees `Attitude and Firms` Performance**

In current era, Human Resource Outsourcing (HRO) plays a significant role in an organization. It came into existence when there was need of an individual or any organization to hire someone else to perform a job which cannot be done by them. This results in influencing firms` performance. On the contrary some challenges like loss of confidential information, increment in the rate of conflicts, negative effect on motivation level of internal employees may affect employees` attitude. The present paper aims to study the effect of HR outsourcing decisions on employees` attitude and firm`s performance. Data has been taken from 136 HR managers who are working in Indian corporate sector. Factor analysis and regression has been applied on collected data. The findings suggest positive and significant effect of HR outsourcing decision on employees` attitude and firm`s performance.

**Keywords:** Outsourcing, HR Outsourcing, Human Resource Management, Firms Performance, Employees Attitude.

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