



Proceedings of the 7th PAN IIM

World Management Conference 2019

on

PUBLIC POLICY & MANAGEMENT EMERGING ISSUES



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Note: This is not a complete compilation of the abstracts of all the papers presented at the Conference as several authors did not want their abstracts to be published as part of the Conference Proceedings.

“Social Media and its Impact on Organisation Culture: Building Organisational Legitimacy through Social Media”

Dr. Pranita Barbhare, Dr. Bhusham Pardeshi, Dr. Padmalachana Bisoi and Dr. Dipati Vashishtha Sharma

The purpose of this study is to predict the effects of Social Media Site Usage in the workplace on Organizational Culture and other work-related outcomes. However, for most organizations the alignment between Social Media and Organizational Culture is a massive challenge. This study attempts to empirically test the direct and mediating effects of Workplace Behaviour by studying 3 sub-variables like Communication, Interpersonal Relations, Absenteeism; Job Performance through Job Involvement, Organizational Commitment, Innovative Behaviour; and Job Satisfaction through Employee Engagement, Turnover Intention, and Perceived Organizational Support on the relationship between Social Media and Organizational Culture. 460 IT Employees from 37 Public Limited IT companies listed under Software Technology Park of India (STPI), Pune is the sample size of the study which is determined using Mean Method. The results of the Cochran's Q test shows that the purpose of use of Social Media Sites significantly differs in frequencies. The Pillai's Trace test shows that the Quality of Work-life depends upon usage of Social Media Sites. To examine the impact of Social Media on Organisation Culture, a 2-group between subjects One-way MANOVA was conducted on 9 Dependent Variables (Workplace Communication, Interpersonal Relations, Absenteeism, Job Involvement, Organizational Commitment, Innovative Behavior, Employee Engagement, Perceived Organizational Support, and Turnover Intention). The result shows that Organizational Culture depends upon usage of Social Media Sites. SEM is used to examine the predictive relationship between usage of Social Media and Organizational Culture and Organizational Performance.

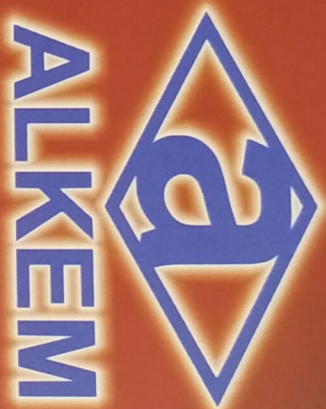
The study advocates that the Decision makers and the Management of the organisation should frame policy which allows standardized use of Social media, beneficial for the organization as well as employees so that information sharing and operations can be done efficiently.

Keywords: Social Media, Social Media Sites, IT Employees, Organisational Culture, Quality of Work Life

“Can I work-it out? Exploring How New Mothers Construe their Career Progression after Returning to Work from Maternity Break”

Neha Gahlawat and Sitamma Mikkilineni

The purpose of this paper is to ascertain possible explanations on how motherhood affects the work and career progression of new mothers. In view of the Maternity Benefit Amendment Act, 2017, this qualitative study of full-time working new mothers denote the problems a mother face when she re-joins the organization after a long maternity leave and the ways this readjustment phase can be managed so as to minimize the effects of maternity break on women employees' career attitudes and progression. Specifically, we have proposed a theoretical model that explores the facilitators which organizations can utilize for new mothers better re-integration to workplace. This model also sheds light on the adjustment tactics that women can utilize to manage their identity and other



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