International Conference on

## BUSINESS & MANAGEMENT

## DISRUPTIONS IN BUSINESS



EMBRACING THE AGE OF DIGITALISATION



Prof. Rajan Yadav

Dr. Archana Singh

Dr. Vikas Gupta

Ms. Deep Shree

29th - 30th March 2019

**Book of Abstracts** 

**Assistant Editors** 

Dr. Meha Joshi

Dr. Abhinav Chaudhary

Dr. Sonal Thukral

Mr. Chandan Sharma

Mr. Mohit Beniwal

Mr. Dhiraj Pal

Organized by



Delhi School of Management Delhi Technological University

Shahbad Daulatpur Bawana Road, Delhi-110042 (India)

Control of		Conten
119.	Affective as Mediator of Normative Commitment to Behavior Relationship and Professional Commitment as Salient Predictor of Citizenship Behavior: Empirical Confirmation Gurvinder Kaur and Urvashi Sharma	7
120.	Work Life Balance Issue of Women In Banking Industry: A Comparative Study Deepti Shukla and Reeshu Singh	7
121.	Electronic Human Resource Management Deepak Singh	7
122.	A Study of Factors Affecting Implementation of Human Resource Information System (HRIS) Deepak K. Camey	
		7
123.	Factors Influencing Continuance Intention to Use E-Training Shalini Garg and Shipra Sharma	8
124.	Understanding Students' Perceptions on Factors Involved in Higher Education Curriculum Development: An Analytical Hierarchy Process (AHP) Approach Shikha N. Khera and Himanshu Pawar	1
125.	Use of Social Media in Recruitment Shikha N. Khera and Elixir Sagar	8
126,	Making Machine and Human an Efficient Team: Review Ruchika Mehra Jain and Naval Garg	8
127.	To Study the Impact of Organizational Factors on  Rayindra Rayindr	8.
128.	Use of Digital Technology: Company	8
129,	Effect of Emotional Intellege	8.
130,	Anu Singh Lather and Simran Kaur  Exploring the Importance of Employagility as an Interface to Shivani Baijal and Kajal Mittal	8-
XVIII	Mittal Somen	8

the last two decade, also it has been focusing on recruitment planning, career planning, training and development, performance-linked incentives, succession planning and grooming of leaders and a contingent of contented workforce as expected.

Keywords: Enterprise Resource Planning, Fast-track, Inventory, Empowerment, Job Satisfaction

## Affective as Mediator of Normative Commitment to Behavior Relationship and Professional Commitment as Salient Predictor of Citizenship Behavior: Empirical Confirmation

Gurvinder Kaur and Urvashi Sharma DOC, DSE, University of Delhi

This study examines mediating effect of affective commitment on normative commitment to citizenship behavior relationship of academics along with examining other relationships. It addresses two main research questions: first, whether professional, affective, normative and continuance commitment are able to predict

Delhi School of Management, Delhi Technological University

77

First Impression: March 2019

© Delhi School of Management, Delhi Technological University, Delhi

International Conference on Business & Management: Disruptions in Businesses—Embracing the Age of Digitalisation

ISBN: 978-93-88237-59-8

No part of this publication may be reproduced or transmitted in any form by any means. electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the copyright owners.

## **DISCLAIMER**

The authors are solely responsible for the contents of the papers/ abstracts compiled in this volume. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

Published by

**EXCEL INDIA PUBLISHERS** 

91 A, Ground Floor

Pratik Market, Munirka, New Delhi-110 067

Tel: +91-11-2671 1755/ 2755/ 3755/ 5755

DIX PUBLISHERS Cell: 9899127755, 9999609755, 9910757755

Fax: +91-11-2671 6755

E-mail: publishing@groupexcelindia.com

Web: www.groupexcelindia.com

Typeset by

Excel Prepress Services, New Delhi-110 067

E-mail: production@groupexcelindia.com

Printed by

Excel Printing Universe, New Delhi-110 067

E-mail: printing@groupexcelindia.com