

8th International HR Conference and Workshop at K J Somaiya Institute of Management

March 26 - 27, 2021

Balancing the Behavioural Continuum – From Prosocial to Anti-social Behaviour



"Behaviour is the mirror in which everyone shows their image"
- Johann Wolfgang von Goethe

Somaiya Vidyavihar University

A new milestone in a glorious ongoing journey

A new milestone in a glorious ongoing journey established in 2019, Somaiya Vidyavihar University, Mumbai, is a self-financed autonomous university recognised by the University Grants Commission (UGC). Somaiya Vidyavihar, with over six decades of rich experience in building and managing educational institutes of great repute, is the sponsoring body. Operational from 26th August 2019, Somaiya Vidyavihar University is a place where you can explore new possibilities, pursue your passion and above all, find yourself.

Somaiya Vidyavihar University is located in the heart of Mumbai and boasts of a sprawling green campus. The university is equipped with excellent educational, recreational, community, health, and sports facilities. Somaiya Vidyavihar offers students the flexibility to simultaneously earn degrees and certifications in multiple disciplines offered by our constituent colleges.



K J Somaiya Institute of Management

K J Somaiya Institute of Management was established in 1981 as a part of Somaiya Vidyavihar (now affiliated to the Somaiya Vidyavihar University since August 2019) with the objective of providing state-of-the-art education in management and allied areas. The institute is consistently ranked among the Top 25 management institutes and Top 10 private sector B-schools in India. The institute offers Doctoral Programmes, full time, part-time and executive programmes in Business Management with specializations in International Business, Retail Management, Financial Services, Integrated Marketing Communications, Healthcare Management, Sports Management, Finance, Human Resources, Operations, Marketing and Executive MBA programmes along with a Masters in Computer Applications. Apart from the regular programmes, the Institute offers customised and industry-specific certificate and executive development programmes for government bodies, companies, defence personnel and NGOs.

Programmes offered

Doctoral Studies

2-Year MBA Full-Time Programmes

- MBA
- MBA - International Business
- MBA - Retail Management
- MBA - Financial Services
- MBA - Integrated Marketing Communications
- MBA - Healthcare Management
- MBA - Human Resources
- MBA - Sports Management

3-Year MBA (Part-Time) Programmes

- Finance Management
- Marketing Management
- Human Resource Management
- Information Management

2-Year MCA Programme

Executive Education

- 15-Month MBA - Executive
- Customised Management Development Programmes
- Open Calendar Programmes

Introduction to the Conference

It is said that “behave is what organisms do” and thus the goal of behaviourism to promote the scientific study of Behaviour. Methodological behaviourism, Psychological Behaviourism and Analytical Behaviourism have been dominant themes in this area. This field has seen significant contributions from Ivan Pavlov, Edward Thorndike, John Watson, B. F. Skinner, Albert Bandura, Gilbert Ryle, Ludwig Wittgenstein, U. T. Place and till very recently Daniel Dennett to name a few. Behaviourism has contributed immensely in shaping and reinforcing employee behaviour. Its application can be seen in Scientific Management, Performance Measurement, Evidence-Based Management, Goal Setting, Feedback, Incentive Programs, Human Resource issues (absenteeism, tardiness, and turnover) and Operational issues (shrink, productivity, and quality), Process improvements, Human Resource functions, and developing interpersonal relationships.

The COVID-19 pandemic has spread with alarming speed, infecting millions and bringing economic activity to a near-standstill as countries imposed tight restrictions on movement to halt the spread of the virus. As the health and human toll grows, the economic damage is already evident and represents the largest economic shock the world has experienced in decades. In the current situation, businesses across a range of economic sectors are facing catastrophic losses, which threaten their operations and solvency, especially among smaller enterprises, while millions of workers are vulnerable to income loss and layoffs, with the impact especially harsh for unprotected workers. Full or partial lockdown measures are now affecting around 81 per cent of the world’s workforce. The pandemic has brought out the best and the worst of humanity. On one hand, there have been heart-warming acts of resilience, inventiveness, solidarity and kindness, and on the other, there have also been signs of stigma, misinformation and the politicization of the pandemic.

A new world order for the coronavirus era is emerging and it demands a whole new frame of reference, perspective and change in behaviour. In view of the present crisis, the theme for the 8th International HR Conference at K J Somaiya Institute of Management is on Behaviourism - Balancing the Behavioural Continuum - From Prosocial to Anti-social behaviour. The conference seeks to understand how organizational behaviour has been impacted by the pandemic and seeks to explore new behaviours that are relevant to the new world.

The conference is in Online format and scheduled on 26 and 27 March 2021. We are honoured to have with us Dr. Andrew Hayes, currently Professor Department of Psychology from The Ohio State University. He will be joining the Faculty at the Haskayne School of Business at the University of Calgary as Distinguished Research Professor. Dr. Hayes will be offering an Online workshop on Moderation and Mediation to all the registered conference delegates. The conference will be inaugurated on 26 March 2021 with the keynote address of Dr. Andrew Hayes. The paper presentations will be in Online Format and will conclude by 27 March 2021. The conference offers attractive prizes for best paper presentation.



Workshop on Moderation and Mediation

Andrew F. Hayes, Ph.D

Professor (2014-current), Department of Psychology, The Ohio State University Columbus, OH, U.S.A

Professor Andrew Hayes has done his Ph.D. in Psychology from Cornell University in 1996. Prior to that, he has done his B.A. (Honors) in Psychology from San Jose University, California in 1990.

His research and writing on applied statistical methods has been published in such journals as Psychological Methods, Multivariate Behavioural Research, Behaviour Research Methods, British Journal of Mathematical and Statistical Psychology, Psychological Science, Journal of Educational and Behavioural Statistics, American Behavioural Scientist, Human Communication Research, Communication Monographs, Journal of Communication, Communication Methods and Measures, and the Australasian Marketing Journal, among many others. He is one of the founding editors of Communication Methods and Measures, a methodology journal published by Taylor and Francis, first published in 2007, and he served terms as both Associate Editor and Editor-in-Chief. He is the author of Introduction to Mediation, Moderation, and Conditional Process Analysis (2018) and Regression Analysis and Linear Models (2017), both published by The Guilford Press, and Statistical Methods for Communication Science (2005), published by Routledge. He invented the PROCESS macro for SPSS, SAS, and R (processmacro.org), widely used by researchers examining the mechanisms (mediation) and contingencies (moderation) of effects. He also coined the terms "conditional process model" and "conditional process analysis" that are now used by researchers exploring the contingent nature of mechanisms. He teaches university courses on applied data analysis and also conducts online and in-person workshops on statistical analysis to multidisciplinary audiences throughout the world, most frequently to faculty and graduate students in business schools but also in education, psychology, social work, communication, public health, and researchers in government. His work has been cited over 115,000 times according to Google Scholar, and in 2019 he was designated a Highly Cited Researcher by Clarivate Analytics, the purveyors of the Web of Science database.

Professor Hayes has agreed to give the keynote address and conduct an online workshop on introductory moderation and mediation and conditional process analysis with a focus on PROCESS for SPSS, SAS, and R. He will address topics on (a) How mediation analysis – direct, indirect, and total effects in mediation models and how to test hypothesis about mediation and the mechanism by which effects operate, (b) When moderation analysis- Estimation and interpretation of models in which a variable in a regression model can have differential effects on an outcome depending on the value of another variable in the model, (c) Conditional Process analysis- models that combine moderation and mediation analysis principles. The workshop will be very useful for all aspiring visiting and in-house researchers in developing a number of research skills valuable in day to day life.

He can be located in cyberspace at www.afhayes.com.

For more information about the content of the workshop: <https://youtu.be/zc8SpVVZ4uQ>

Call for Papers

Qualitative and quantitative research papers or cases are invited from industry practitioners, academicians, research scholars, consultants and students on the following broad themes. The list of themes and sub-themes is indicative but not exhaustive.

Prosocial Behaviour

Civility
Altruism
Peace
Civic virtue
Nonviolence
Loyalty
Empathy
Helping

Anti-social Behaviour

Incivility
Deviance
Aggression
Threat
Sabotage
Vandalism
Violence
Bully

Development

Learning
Nurturing
Feedback
Autonomy
Coaching and Mentoring
Networking
Visibility

Loafing

Social Loafing
Cyber Loafing
Free Rider Effect
Sucker Effect
Knowledge Hiding

Interpersonal

Figurehead
Power
Politics
Impression Management
Conflict Management Styles
Group Dynamics
Leader

Roles

Negotiator
Collaborator
Resource Investigator
Specialist
Shaper
Implementer
Completer Finisher
Disturbance Handler

Information

Monitor
Disseminator
Spokesperson

Resource

Resource Planner
Resource Allocator
Co-ordinator and Monitor

Discriminatory Behaviour

Stereotyping
Discrimination
Diversity
Inclusiveness
Glass Elevator
Glass Elevator
Sexual Harassment
Glass Cliff

Motivation

Encouragement
Appreciation
Recognition
Reward
Inspiring

Proactive Behaviour

Whistle Blowing
Feedback Seeking
Suggestions
Personal Initiative
Voice
Change Agents
Coalition Building
Knowledge Sharing

Behaviour for the New World

Rapid Reskilling
Transparency
Trust
Openness
Agility
Resilience
Transformation
Compassion
Adaptability
Innovation

Conference Submission Details



Conference Fee Details

Nationality	Category	Early Bird Registration (before 15 January 2021)	Late Registration (After 15 January 2021)
Delegates from Indian and SAARC Countries	*Full Time Research Scholar	₹ 9000.00	₹ 10000.00
Delegates from Indian and SAARC Countries	Academician	₹ 14000.00	₹ 15000.00
Delegates from Indian and SAARC Countries	Industry	₹ 18000.00	₹ 20000.00
Delegates from other Countries	*Full Time Research Scholar	\$150.00	\$200.00
Delegates from other Countries	Academician	\$200.00	\$250.00
Delegates from other Countries	Industry	\$250.00	\$300.00

- The payment link will be sent with the acceptance of the abstract email.
- Registration Fee includes GST, admission to the conference, workshop sessions & softcopy of compendium.
- *Full- Time Research Scholars: Only full-time doctoral students would be considered as research scholars. Kindly upload a certificate of student status from head of the department with a seal, on the letterhead of the institute. Alternatively, you can also upload your Student ID Card (both sides)

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Paper Submission Guidelines

- Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published, under review for another conference or publication will not be considered.
- We accept empirical paper, conceptual papers, cases, working papers and literature review.
- Extended abstracts of at least 1,500 words including a clear indication of the purpose of research, methodology, major results, implications, limitations and key references should reach us latest by 15 December 2020 in Microsoft word format only. The extended abstract should contain key references as per APA format.
- By submitting an abstract, the author makes a good faith commitment to present his/her paper at the conference.
- All abstracts will be double-blind reviewed.
- Names of the authors, their addresses (postal and email), and phone numbers should also be indicated. Each abstract should have at least three-five keywords.
- All abstracts will be peer-reviewed. Authors will be notified about the acceptance of abstracts within 7 days from the date of receipt of their paper.
- All the extended abstracts will be published in a compendium with an ISBN number.
- One author can present a maximum of two papers.
- In a joint submission at least one of the co-authors should be registered for the conference.
- The conference is in Online Format and presentation will be made online.
- The institute has strict anti-plagiarism policy so the originality of the work should be ensured by the authors.
- Kindly send your abstract and full paper at hrconf.simsr@somaiya.edu
- Full papers as per author guidelines of our publication partner, Business Perspectives and Research, should reach us before 15 February 2021. Only the best papers short-listed at the conference will be considered for double blind peer review of the journal. Papers that can meet the rigor of the journal will be considered for publication. The decision of the journal will be final. For more information visit the journal website at <https://journals.sagepub.com/home/bpr>



Conference Conveners

Dr. Shrabani Bhattacharjee and Dr. Hemangi Bhalerao

Organizing Committee

Dr. Preeti Rawat, Dr. Shailaja Karve, Prof. Amitabh Sengupta,
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