

# ASBM Journal of Management

International Journal of Asian School of Business Management

Full text included in EBSCO Host Database, (USA) and ProQuest (USA)

Vol. XI, Issue 1, January - June, 2018

## Articles

---

Impact of Diversity Challenges on Organisational Cynicism-  
An Egyptian Study

---

---

Mohamed Mousa

---

---

Social Media Marketing - A Review

---

---

Maraj Rahman Sofi

---

---

Marine Sport Tourism in Taiwan

---

---

Hsiao-ching, Hung

---

---

Performance Evaluation of  
Private Life Insurance Industry in India

---

---

Abhijit Sinha

---

---

Mergers and Acquisitions in Indian Insurance Industry -  
A Conceptual Study

---

---

Pragyan Dash  
N. M. Leepsa

---

---

Behaviour of Institutional Investors in Indian Stock Market :  
Impact of Demonitisation

---

---

P. Sathish  
K. Sakthi Srinivasan

---



ASBM Journal of Management is a bi-annual international publication of Asian School of Business Management, with ISSN registration. It is devoted to studies on management and related disciplines. The objective of the journal is to disseminate innovative ideas and research results in different aspects of management, and thereby to contribute to management practice. It also aims at bringing academics closer to industry by developing congruence between theory and practice. The journal thus, expects to foster professionalism in organisational management.

The journal is approved by UGC, Ministry of HRD, Govt. of India. Its full text is included in EBSCO Host Database (USA) and ProQuest (USA).

ASBM Journal invites research based articles, both conceptual and empirical, from thought-leaders in all walks of life - academics, industry, business, administration and social work.



## **Asian School of Business Management**

Shiksha Vihar, P.O.: ASBM Bholra, Chandaka, Bhubaneswar -754 012

Tel : + 91 674 2374801 / 02 / 03 / 04 / 05

[www.asbm.ac.in](http://www.asbm.ac.in)

## Impact of Diversity Challenges on Organisational Cynicism – An Egyptian Study

Mohamed Mousa, Ph.D.<sup>1</sup>

### Abstract

As a result of globalization and interaction among people with various identities, diversity has become a noticeable norm in today's business life. Managing such cultural diversity requires dependence on a much more tolerant culture, in which employees seek to attain both career and organisational objectives, without being hobbled by irrelevant factors of religion, race, ethnicity, and so on. During the last two decades, organisational cynicism, which is the employee's negative feelings towards his employing organisation, has found a place in academic management literature. It has a vital role in interpreting many organisational unwanted behaviors in the organisational context such as: absenteeism, day dreaming and the state of being careless when doing work. This study identifies the effect of cultural diversity challenges (communication, discrimination and training) on cognitive, affective and behavioral cynicism by conducting a quantitative study of physicians in Qasr El Eyni Hospital, a public hospital and medical school in Egypt. Upon collecting 100 questionnaire forms and using multiple regression to analyse them, it appears that only communication affects both cognitive and affective cynicism, whereas, both communication and training affect behavioral cynicism.

### Keywords :

Organisational culture, Multiculturalism, Intercultural relations, Cultural diversity

<sup>1</sup> Senior Resarch Associate, Estonian Business School, Tallinn, Estonia,

E-mail : mohamed.mousa@ebs.ee.

## Social Media Marketing – A Review

Maraj Rahman Sofi, Ph.D.<sup>1</sup>

### Abstract

Organisations employ different marketing strategies to fulfil their organisational needs, and those of their clients as well, with the objective of reducing transaction cost and increasing referrals to add value. Of late, they are adopting more of social media marketing to improve their engagement with the customers and to develop a relationship that is beneficial over a long period of time. The aim of this paper is to analyse the benefits of social media marketing through content analysis. The study, from the viewpoint of different business contexts, concludes that organisations have been able to improve communication with their clients through social media marketing, and this has resulted in increasing brand loyalty and improved relationships between the sellers and the buyers. Further, social media can be used to conduct marketing surveys as well.

### Keywords :

Social media, YouTube, twitter, customer relationships, brand loyalty

<sup>1</sup> Assistant Professor, Department of Management Studies,

Islamic University of Science and Technology Awantipora, J & K

E-mail : mairajsofi@gmail.com

## Marine Sport Tourism in Taiwan

Hsiao-Ching, Hung<sup>1</sup>

### Abstract

The purpose of this study was to understand different aspects of marine sport tourism by analysing the motivation of the participants, their travel experience, perceived value, and behavioral intention. A non-random study was conducted for the purpose in Penghu, Taiwan covering 1219 tourists, who participated in

marine recreational activities. The results show that marine sport tourism attractions directly affect travel experience, perceived value of the tourists, and their behavioral intention for the destination. This study can be useful for marine recreational operations. It also provides fodder for future research.

Keywords : Economic liberalisation, Indian banking system, Learning Organisation, Innovative work behavior

---

<sup>1</sup>Department of Leisure and Sport Management,  
Cheng Shiu University, Taiwan.  
E-mail : [ching\\_hj@mail2000.com.tw](mailto:ching_hj@mail2000.com.tw)

## **Performance Evaluation of Private Life Insurance Industry in India**

Abhijit Sinha, Ph.D.<sup>1</sup>

### **Abstract**

The present study investigates the performance of nine leading private life insurers (which account for more than 70% of the private insurance market of the country) for the period 2010-11 to 2015-16. In contrast to the traditional Data Envelopment Approach (DEA), that is generally applied, this study uses the super-efficient DEA approach which helps to discriminate between efficient units (with a technical efficiency score of one) and inefficient units. The use of the two-input, two-output model using both CCR (Charnes, Cooper and Rhodes) and BCC (Banker, Charnes and Cooper) models, shows the dominance of Bajaj Allianz, ICICI Prudential Life and SBI Life insurance. The other big names like Tata AIA Life, Birla Sunlife and Reliance Life insurance show inconsistent performance, though Tata AIA Life shows good performance in terms of managerial efficiency. However, the operational aspect identified from the returns to scale shows that the insurers operate at a sub-optimal scale, thereby revealing increasing returns or decreasing returns to scale. The main benchmarks in the sector are ICICI Prudential Life, SBI Life and HDFC Standard Life which form a part of the reference set in most of the cases.

### **Keywords :**

Life Insurance, Private, Efficiency, DEA, Super-efficiency

---

<sup>1</sup> Assistant Professor in Commerce,  
Vidyasagar University, West Bengal  
E-mail : [abhijitsinha\\_091279@rediffmail.com](mailto:abhijitsinha_091279@rediffmail.com)

## **Mergers and Acquisitions in Indian Insurance Industry – A Conceptual Study**

Pragyan Dash<sup>1</sup>  
N. M. Leepsa, Ph.D.<sup>2</sup>

### **Abstract**

Merger and Acquisition (M&A) is a widely accepted corporate restructuring strategy in the present economic scenario. Starting from the manufacturing sector to the service sector, companies accept this strategy for their rapid growth and development. In the financial service sector, insurance is now one of the fastest growing service industries in India, and the world as well. An attempt has been made in this article to study M&A – trends, motives and determinants – with reference to the Indian insurance industry.

**Keywords:**

Acquisition, Insurance, Merger, Service Sector

---

<sup>1</sup>Associate Solution Advisor, Deloitte USI, Hyderabad

E-mail : rishisaluja278@gmail.com

<sup>2</sup>Assistant Professor, School of Management,

E-mail : National Institute of Technology, Rourkela

## **Behaviour of Institutional Investors in Indian Stock Market : Impact of Demonitisation**

P. Sathish<sup>1</sup>

K. Sakthi Srinivasan, Ph.D.<sup>2</sup>

**Abstract**

The announcement of demonitisation of high denomination notes of Rs. 500 and Rs. 1000 on 8th November 2016 to battle corruption, terrorism and black money brought great upheavals in the country. It also created a chaos in the Indian stock market. This paper makes an attempt to understand the behaviour of institutional investors in the Indian stock market before and after demonitisation. The study has used 30 daily observations, consisting of 15 data points each for pre and post demonitisation. The individual components of gross purchase and gross sales of Foreign Institutional Investors (FIIs) and Domestic Institutional Investors (DIIs) were analysed by using basic statistical tools. The study does not find any conclusive evidence of impact of demonitisation on the behaviour of institutional investors.

**Keywords**

Demonitisation, Gross purchase, Gross sales, FIIs, DIIs, Stock market

---

<sup>1</sup>Research Scholar, VIT Business School,

VIT University, Vellore

sathishp.ramesh.p@gmail.com

<sup>2</sup>Professor, VIT Business School, VIT University,

Vellore

[ksakthisrinivasan@vit.ac.in](mailto:ksakthisrinivasan@vit.ac.in)