Table of Contents

Preface................................................................................................................................................xix

Section 1
Business Analytics and Cyber Security Management

Chapter 1
Competing on Performance on the Global Marketplace: Applying Business Analytics as a Robust Decision Tool ........................................................................................................................................ 1
Rajagopal, EGADE Business School, Tecnologico de Monterrey, Mexico City, Mexico & Boston University, USA

Chapter 2
Cyber Security and Business Growth ................................................................................................... 14
Akanksha Sharma, Symbiosis Institute of Telecom Management, India
Prashant Tandekar, Symbiosis Institute of Telecom Management, India

Chapter 3
Perception and Intention of Youth’s Towards Online Shopping: An Empirical Assessment ............ 28
Ajitabh Dash, Regional College of Management, India

Chapter 4
A Readiness Index for Marketing Analytics: A Resource-Based View Conceptualization for the Implementation Stage .................................................................................................................................. 38
Pável Reyes-Mercado, Anahuac University, Mexico

Section 2
Globalization and International Trade

Chapter 5
Globalization, Innovation, and Marketing Philosophy: A Critical Assessment of Role of Technology in Defining New Dimensions .................................................................................................. 48
Sandeep Kumar Mohanty, Birla Global University, India

Chapter 6
Services Trade in Emerging Market Economies .................................................................................. 64
Raju Mandal, Assam University, India
Hiranya K. Nath, Sam Houston State University, USA
Chapter 7
Consumer Impetuosity in M-Commerce: Designing Scale to Measure the Shopping Behavior........ 84
Natasha Patricia Bojorges Moctezuma, EGADE Business School, Tecnologico de Monterrey, Mexico

Chapter 8
Germany’s External Trade Development: A Case of the German Automotive Industry ............... 106
Alexander Schülke, Boston University, USA
Pierre Haddad, Boston University, USA
Saerom Jang, Boston University, USA
Melissa Renneckendorf, Boston University, USA

Section 3
Financial Management

Chapter 9
Assessing the Determinants of Adoption of M-Banking by Students: A Study Using an Extended TAM Model ........................................................... 120
Gazal Punyani, Mody University, India
Sourabh Sharma, International Management Institute (IMI), India

Chapter 10
Customer Perception and Behavioral Intention to Use Biometric-Enabled e-Banking Services in India ................................................................. 137
Siddharth Varma, International Management Institute, India
Ruchika Gupta, Amity University, India

Chapter 11
Interplay of Technology and Customer Value Dynamics in Banking Industry: Analytical Construct for Measuring Growth and Performance......................................................... 147
Rajagopal, EGADE Business School, Tecnologico de Monterrey, Mexico City, Mexico & Boston University, USA
Ananya Rajagopal, HSBC Corporate Office, Mexico

Section 4
Corporate Performance, Marketing, and Socio-Economic Indicators

Chapter 12
Corporate Social Responsibility and Corporate Governance: Analysis across Industries in Mexico ................................................................. 163
Andrée Marie López-Fernández, Universidad Panamericana, Mexico

Chapter 13
Building Brands in Emerging Economies: A Consumer-Oriented Approach.......................... 183
Sandra Nunez, Tecnológico de Monterrey, Mexico
Raquel Castaño, Tecnológico de Monterrey, Mexico
Chapter 14
Training Effectiveness: A Perspective of Engaged vs. Disengaged Employees ........................................ 195
Snigdha Mohapatra, BIMTECH, India
Pravat Kumar Mohanty, Utkal University, India

Chapter 15
Role of Consumer Knowledge in Developing Purchase Intentions and Driving Services Efficiency across Marketing Channels in Mexico ................................................................. 204
Rajagopal, EGADE Business School, Tecnologico de Monterrey, Mexico City, Mexico & Boston University, USA

Section 5
Organizational Culture, Consumerism and Green Economics

Chapter 16
Moderating Role of Demands: Abilities Fit in the Relationship between Work Role Stressors and Employee Outcomes ........................................................................................................ 228
Bindu Chhabra, International Management Institute, India

Chapter 17
A Discussion on Indian Consumers’ Hedonic and Non-Hedonic Values ...................................................... 246
Manit Mishra, International Management Institute, Bhubaneswar, India

Chapter 18
Key Performance Indicators for the Organized Farm Products Retailing in India ................................. 256
Rajwinder Singh, International Management Institute, India
Ajit Pal Singh, Defense University, Ethiopia
Bhimaraya A. Metri, International Management Institute, India

Chapter 19
Incidence of Green Accounting on Competitiveness: Empirical Evidences from Mining and Quarrying Sector .................................................................................................................. 270
Ramakrushna Panigrahi, International Management Institute, Bhubaneswar, India

Chapter 20
Moderating Role of Demographics on Attitude towards Organic Food Purchase Behavior: A Study on Indian Consumers ......................................................... 279
Arpita Khare, Indian Institute of Management, India

Compilation of References .................................................................................................................. 296

About the Contributors ....................................................................................................................... 336

Index .................................................................................................................................................. 343