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11th International Conference on
**Innovation in Business, Management and
Entrepreneurship (ICIBME-2023)**

January 07-08, 2023

International Research and Development Center for Publication (IRDCP)

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About Conference

11th International Conference on

Innovation in Business, Management and Entrepreneurship (ICIBME-2023)

During the worldwide lockdown due to COVID 19 pandemic, a lot of important activities have come to a halt. However, when we look at the brighter side, all of us have more time for adding to our knowledge and insights.

With this aim, to keep contributing to learning and motivation International research and development Center for publication is going to organize a two-day International Conference with the title “**11th International Conference on Innovation in Business, Management and Entrepreneurship (ICIBME-2023)**” on Jan 07-08, 2023 through hybrid mode.

We hope, this online mode of the conference in COVID-19 pandemic will be an appreciable step in promoting the research activities and new information between researchers, developers, students, academicians and practitioners working in and around the world by keeping the social distance in view to stop the spread of COVID-19 disease. This conference aims is to present the current researches being carried out in the field of social science and education development around the globe.

Prospective authors from academia as well as industry are invited to submit their abstracts that illustrate original/unpublished works and industrial applications describing advances and significant innovations in the field.

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Message

I am extremely pleased to share that International Research and Development Center for Publication (IRDCP) is organizing a two day “**11th International Conference on Innovation in Business, Management and Entrepreneurship (ICIBME-2023)**” on Jan 07-08, 2023.

I am sure the state of art lectures from the invited experts and the research findings of researchers, academicians, utility engineers will enrich the knowledge of all the participants. It will provide an excellent opportunity for students to learn new ideas.

I offer my best wishes to the whole team of the organizing committee, the participants, and volunteers for the grand success of the conference.

Dr. Kiran
Convenor ICIBME-2023

Message

I am happy to know that International Research and Development Center for Publication (IRDPC) is organizing a two day “**11th International Conference on Innovation in Business, Management and Entrepreneurship (ICIBME-2023)**” on Jan 07-08, 2023. I am sure that, this conference would provide an ideal platform for the academicians, scholars and experts to present and exchange their research findings and Ideas.

I wish the conference a great success.

Dr. Shruti Agarwal

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Digital in Organizations

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Abstract— The world today is shaped by organizations that, in a coordinated collective unit, make it possible to perform tasks with greater effectiveness and efficiency. The digital dimension, expressed, for example, in Society 5.0 or super-smart society, poses new and profound challenges to be incorporated in leadership and management that will need to be rethought to permanently consider these new conditions for organizational success.

Keywords— **digital, digital organizations, digital society, leadership, management, organizations, Society 5.0**

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Effects of intangible assets such as Technology and assertive leadership on efficient systems in a Cuban Institution

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Abstract— In the work field, leaders develop assertiveness to establish their relationship with their employees. However, technology is increasingly opening up in Cuba and stimulates the use of systems platforms such as roads or channels of indirect communication of leaders with their employees. Assertiveness could be influenced by the use of technology and generate a new asset of intangible knowledge. To learn about this relationship, a descriptive non-experimental transactional empirical study was conducted at a Cuban financial institution. Questionnaires and expert judges' criteria were used to analyze the relationships of variables and to triangulate the results. Metrics revealed that there is a significant relationship between the assertive behavior of leaders and the use of technology. It was found that subjects with a high degree of use in technologies developed assertive behaviors in the exercise of their work.

Keywords— Assertiveness, Technology, Leaders behaviors, intangible assets.

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Employee Silence, Organizational Commitment, and Job Burnout of Regular Employees in Local Government Units in the Cotabato Province, Philippines: A Keystone for Intervention

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Abstract—The study was a quantitative research that employed descriptive and correlational research designs. It primarily determined if there is a significant association between employee silence, organizational commitment, and job burnout of the regular employees of the selected local government units in District three (3) of the Cotabato province.

Results found out that the degree of employee silence in terms of acquiescent, quiescent, prosocial and opportunistic silence observed by the regular employees of the selected local government units at work was moderate. Furthermore, the findings showed that they also shared a moderate degree of organizational commitment in terms of affective, continuance and normative commitment towards their organization. Lastly, the study determined that they experienced a moderate degree of job burnout in terms of exhaustion, cynicism, and professional inefficacy at work.

Moreover, the research determined a positive yet very low relationship between employee silence and job burnout, while a negative and very low relationship between organizational commitment and job burnout of the regular employees. Lastly, it was verified in the study that none of the dimensions of employee silence and organizational commitment was statistically significantly linked with any of the dimensions of job burnout. Nevertheless, the study concluded that the correlations that were found between the variables and their dimensions were insignificant and statistically due to probability.

Making the study more meaningful for the research respondents, the study recommended an intervention program in the form of development training that the Heads, Supervisors and HRMDO of the concerned offices may use as a keystone in addressing the issues on job burnout that were identified in the study such as feeling strain from working all-day,

emotionally drained from work, and used up at the end of the workday for exhaustion; becoming more cynical about the contributions of their work and less enthusiastic about work for cynicism; inability to solve the problems that arise at work, uncertainty on being effective in getting things done, and unable to feel happy when something was accomplished at work for professional inefficacy.

Keywords—Employee silence, intervention program, local government units, job burnout, organizational commitment.

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The Role of Justice and Information Quality in Pharmaceutical Supply Chain

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Abstract—This study explored the impact of interactional justice on information quality and logistics performance. Consequently, it categorized interactional justice of pharmaceutical supply chain into interpersonal and informational justice, and empirically sorted the effects of these concepts on information quality and logistics performance. To this end, 500 question sheets were distributed, and 307 valid responses were used for the statistical analysis. Reliability and validity were verified using SPSS 18.0. and AMOS 18.0. After that, structural equation modeling was used to examine the hypothesis. According to the results of this study, it was shown that interpersonal justice did not have a significant effect on information quality. However, informational justice had a positive influence on information quality. Lastly, information quality had a positive influence on logistics performance. These results imply that if informational justice is not perceived in the seller-buyer relationship, information quality can be obstructed, which negatively impacts logistics performance. Furthermore, the study has massive implications. This is because in addition to academic implications, it provides practical implications for pharmaceutical industry workers. On the other hand, if future studies look at other justices in addition to interactional justice at the same time, it will be able to see the importance of justice in a more macroscopic framework.

Keywords— **information quality, interactional justice, logistics performance, pharmaceutical industry, structural equation modeling.**

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Consumer Perception and Sustainable Choices: Exploring Green Fast Moving Consumer Goods in the Indian Market

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Abstract— In today's changing world of consumer behavior and growing environmental awareness the impact of how consumers perceive things plays a role, in influencing their choices towards sustainable options. This research focuses on exploring the relationship between consumer perceptions and their inclination to choose eco products in the Indian market within the realm of green fast moving consumer goods (FMCG). By adopting a mixed methods approach this study investigates factors that influence consumer attitudes towards green FMCG, including perceived benefits, potential obstacles and the role of information sources in shaping opinions. By analyzing the decision making process this research provides insights into how consumer values align with their purchasing behavior when it comes to FMCG. The findings not only enhance our understanding of consumer behavior but also offer practical guidance for businesses aiming to meet the growing demand for environmentally conscious products, in India's thriving FMCG sector.

Keywords: Consumer Behavior, Environmental Awareness, Sustainability, Consumer Perceptions, Indian Market, Green FMCG

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Instruction of Vocabulary in English as a Second Language

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Abstract— Vocabulary is a fundamental component to master in order to understand and learn a language. The present paper charts the importance of vocabulary and outlines various theoretical concerns that lie in the ambit of vocabulary learning and teaching in a second language. The paper begins with unraveling the meaning of vocabulary and types of vocabulary. Thereafter, the various facets of word knowledge are discussed. The next section delineates the relationship between vocabulary and comprehension. The subsequent section talks about types of vocabulary instruction.

Furthermore, the vocabulary instruction that is present in the Indian classroom and major debates surrounding Second Language Vocabulary learning is presented. Vocabulary Learning Strategies as part of Language Learning strategies is discussed. The five prominent Vocabulary Learning Strategies proposed by Schmitt is outlined and various strategies to teach vocabulary in English Language classroom are talked about at length. Lastly, a tailor made vocabulary teaching method is proposed based on the extensive review of Second Language Acquisition researches and researches on acquiring and developing Second Language Vocabulary.

Keyword— **Comprehension, Second Language Vocabulary Learning, Vocabulary teaching in ESL, Vocabulary Learning Strategies, Vocabulary Instruction.**

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