

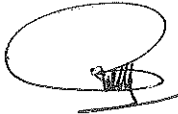
Notice for the PhD Viva Voce Examination

Ms Jenifer Esther D (Registration Number: 2090110), PhD scholar at the School of Business and Management, CHRIST (Deemed to be University), Bangalore will defend her PhD thesis at the public viva-voce examination on Friday, 07 February 2025 at 11.30 am in the Seminar Hall, Academic Block, Bannerghatta Road Campus, CHRIST (Deemed to be University), Bengaluru - 560076.

Title of the Thesis	:	Effect of Employee Empowerment on Employee Effectiveness among Tech Start-ups in Bengaluru
Discipline	:	Management
External Examiner – I	:	Dr Shruti Tripathi Professor and Dean Kasturba Pitampura Campus Delhi Skill and Entrepreneurship University Government of NCT of Delhi Delhi
External Examiner – II	:	Dr Silas Sargunam S Professor and Head Department of Management Studies Anna University Tirunelveli - 627007 Tamil Nadu
Supervisor	:	Dr Rashmi Rai Associate Professor Department of Business and Management School of Business and Management CHRIST (Deemed to be University) Bangalore Bannerghatta Road Campus Bengaluru – 560076, Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 03 February 2025



Registrar

ABSTRACT

Employee Empowerment in the start-up involves building the ability to transform challenges into opportunities, guided by a determined and powerful mindset. It is fundamental to ensure that employees of emerging businesses experience sufficient psychological and structural empowerment support. This study examines the impact of empowerment strategies implemented in the early growth stage of the Start-ups with a specific goal of significantly enhancing effectiveness at work. The researcher used the concurrent triangulation method, which includes both quantitative study with 462 surveys and qualitative study with 21 semi-structured interviews obtained from employees of the start-up companies. SmartPLS and SPSS are used to carry out advanced quantitative studies, including Structural Equation Modelling (SEM) and Multi-Group Analysis (MGA). Descriptive analysis is used to discover patterns and relationships in the data. The qualitative insights were obtained using Atlas.ti, which is visually represented using a Sankey diagram, which effectively illustrates the co-occurrences of the collected data. This study stands out for its unique emphasis on the role of people within technology start-ups, which is relatively less explored. The research takes a causal method to examine the significant impact of employee empowerment on employee effectiveness. It uncovers the serendipitous interventions of mediating variables, motivation and commitment during the literature review and insights from the experts. The work has practical value by connecting academic ideas with real-world applications contributing to theoretical concepts. This thesis aims to enrich one's inclusive understanding of effective empowerment strategies in current organisational settings by effectively addressing the demands of both employees and employers. The findings emphasise significant structural empowerment challenges, mainly extrinsic motivation and gender-related concerns at work. These intuitions provide extensive direction for improving business dynamics and have general implications, featuring the importance of affective commitment, empowerment and motivating work environments. This improves the well-being of employees, increases job satisfaction, and promotes employee productivity. For enterprises, it extends beyond boosting empowerment practices and resolving specific concerns. Applying the study findings is essential for promoting a work environment that enhances staff capabilities and improves effectiveness over time.

Keywords: Structural empowerment, psychological empowerment, motivation, commitment, employee effectiveness.

Publications:

1. **Jenifer Esther D, Dr. Rashmi Rai** (2023). "What fuels the employees in startups?: Data on hybrid/collocated/virtual working environment towards efficiency: Data in Brief, Volume 49, 109364, August 2023, DOI: <https://doi.org/10.1016/j.dib.2023.109364>.
2. **Jenifer Esther D, Dr. Rashmi Rai** (2024). Unveiling the Motivation Drivers in Start-Up Workspace: International Research Journal of Multidisciplinary Scope (IRJMS), 2024; 5(1): 232-238, DOI: 10.47857/irjms.2024.v05i01.0197.
3. **Jenifer Esther D, Dr. Rashmi Rai** (2024)"Start-ups' Empowerment of Employees: An analysis using VOS viewer": Multidisciplinary reviews, Vol 7 Issue 7 (2024), e2024083, DOI: <https://10.31893/multirev.2024083>.