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## Notice for the PhD Viva Voce Examination

Mr Antony Davis, Registration Number: 2090107, PhD Scholar at the School of Business and Management, CHRIST (Deemed to be University) will defend his PhD thesis at the public viva-voce examination on Friday, 17 April 2026 at 10.00 am in Seminar Hall, 1<sup>st</sup> Floor, Academic Block, Bangalore Bannerghatta Road Campus, CHRIST (Deemed to be University), Bengaluru - 560076, Karnataka, India.

- Title of the Thesis** : **An Inquiry on Cooperative Social Entrepreneurship Model, Mediating Effect of Environmental Factors and its Impact on Responsible Well-Being of Rural Artisans in South Karnataka**
- Discipline** : **Management**
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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.

  
**Registrar (Academics)**

**Place:** Bengaluru  
**Date:** 06 April 2026

## ABSTRACT

Cooperative societies play a major role in enhancing economic and social wellbeing and development through collective ownership and democratic participation that is recognized under the social entrepreneurship domain. The present research aims to understand the influence of seven principles of cooperative social enterprises (such as voluntary membership, democratic member control, economic participation, autonomy and independence, education- training- information, cooperation among cooperatives, and concern for the community) on the responsible well-being of rural artisans. Responsible well-being is conceptualized in terms of physical well-being, livelihood, capabilities, equity, and sustainability. The study also investigates the indirect effect of endogenous and exogenous factors on the relationship between cooperative principles and responsible well-being. Endogenous factors were studied as a four-dimensional construct, comprising sub- dimensions such as technology and facilities, production factors, market positioning, and education. The sub-dimensions of exogenous factors construct included economic policies, access to finance, legal frameworks, and market structure. Data was collected from rural artisans in Karnataka who are members of registered handicraft cooperatives. For the quantitative component, data were gathered from 415 artisans using a pre-tested questionnaire while the qualitative data collection involved direct, personal in-depth interviews with 40 artisans and 10 focus group discussions (each comprising 10 members associated with the cooperative society). Judgmental sampling was used to identify the respondents. Quantitative data were analyzed employing various descriptive and inferential statistics using SPSS. Hypotheses and the research model were tested via partial least squares structural equation modelling (PLS-SEM) in SmartPLS. Qualitative data were analyzed through textual analysis, thematic analysis, topic modelling, and sentiment analysis in Python. The findings confirm a positive and significant relationship between cooperative principles and the responsible well-being of rural handicraft artisans, with endogenous and exogenous factors playing a partial mediating role. The study concludes by discussing the practical and theoretical implications of these findings and offering recommendations for cooperative societies and policymakers.

**Keywords:** *Social Entrepreneurship, Cooperative Entrepreneurship, Artisans, handicrafts, Responsible well-being, Cooperative Principles*

### Publications:

1. **Davis, A., & Lakshmypriya, K. (2025).** *Rural tourism and sustainable innovation – Road to artisans’ social and economic well-being: The Charaka (Cooperative Society) way.* In M. Arora, A. Sharma, & C.-J. Su (Eds.), *Sustainable tourism: Entrepreneurial cases and narratives* (Vol. 3). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-83708-058-820251012>
2. **Davis, A., Lakshmypriya, K., Basha, M. S. A., & Daphne, S. (2025).** *Cooperative Social Entrepreneurship Among Rural Artisans: A YouTube-Based NLP Analysis of Environmental Practices and Livelihood Outcome.* In Proceedings of the 2025 6th International Conference on IoT Based Control Networks and Intelligent Systems (ICICNIS) (pp. 1766–1771). Bengaluru, India. <https://doi.org/10.1109/ICICNIS66685.2025.11315777>.
3. **Antony Davis, Lakshmypriya K (2025).** The PIER Model (Persistently Innovative and Empathetically Responsible) Model for sustainable growth of Cooperatives – A model integrating Cooperative principles and social enterprise paradigms for sustainable development (Application No.202541028236 A), The Patent Office Journal No. 17/2025 Dated 25/04/2025
4. **Antony Davis, Lakshmypriya K (2023).** Medical Transfusion Bag Mask (Application No. 202341053045 A), The Patent Office Journal No. 35/2023,01 September 2023