



# Fifth Pan IIM World Management Conference

December 14-16, 2017 IIM Lucknow Campus, Lucknow (UP) India

## THE MAKING OF DIGITAL INDIA MANAGEMENT PERSPECTIVES

DAY 2: DECEMBER 15, 2017

PAPER PRESENTATION SLOT 1

9:00- 10:30 AM

9:00- 10:30 AM	Finance and Accounting Track 1 (A) : Digital Finance Track Chair :	Venue
	<ol style="list-style-type: none"> <li>1. <b>Digital Underwriting: Emerging Trends and Future for Life Insurance in India</b> Anuj Pal Kapoor, Faculty of Management Studies, University of Delhi, Madhu Vij, Faculty of Management Studies, University of Delhi, Jitendra Agrawal, HDFC Life, Metilda Stanley, HDFC Life and Umesh Shetty, HDFC Life</li> <li>2. <b>Stock Market Reaction to Digital India Move! An Event Study</b> Dr Sonali Yadav, The North Cap University</li> <li>3. <b>The rise of the digital bank : Luxury or Necessity</b> Anuj Pal Kapoor, Faculty of Management Studies, University of Delhi Madhu Vij, Faculty of Management Studies, University of Delhi and Smriti Singh, Citibank India</li> <li>4. <b>Global digital p2p lending platform empowering rural India: What determines the chance of funding?</b> Ankur Mehra, IIM Calcutta and Mv Shivaani, IIT Delhi</li> </ol>	Bodhigrah CR-101

	<p><b>5. Window Dressing Of Financial Statements in the Era of Digital Finance: A Study of Small Cap Indian Companies</b> Umme Kulsoom Zaidi, Javaid Akhter and Asif Akhtar, Aligarh Muslim University</p>	
9:00- 10:30 AM	<p><b>Human Resources Management and Organizational Behaviour</b> <b>Track 2 (A) : Family and Work-life Balance</b> <b>Track Chair :</b></p>	<b>Bodhigrah CR-102</b>
	<p><b>1. Do Boundary preferences, work-family self-efficacy and proactive personality predict job satisfaction? The mediating role of work-family enrichment</b> Rajesh Premchandran and Pushpendra Priyadarshi ,IIM Lucknow</p> <p><b>2. Who is achieving better Work-Life Balance? Men or Women: A comparative Study concerning IT Industry in South India</b> Vidyavathi Manupadu, University College of Commerce and Business Management, Osmania University and Surendra Prasad,David Memorial PG College, Osmania University</p> <p><b>3. To be or not to be empathic: the moderating role of empathy in the crossover of workfamily experiences among supervisor-subordinate dyads</b> Rupashree Baral and Pavithra Sampath, Department of Management Studies, IIT Madras</p> <p><b>4. Examining Effect of Work-family conflict and Work-family enrichment on Work Outcomes: mediating role of affect</b> Nidhi Bansal and Dr. Upasna Agarwal, NITIE</p> <p><b>5. Quality of Work Life of Television News Journalists in India</b> M Luthufi,IIM Ahmedbad, Biju Varkkey, IIM Ahemdabad and Shrihari Suresh Sohani. IIM Indore</p> <p><b>6. Leakage in Labor Pipeline of Women IT Employees in India</b> Sohani, IIM Indore and Jatin Pandey, IIM Kozhikode</p>	
9:00- 10:30 AM	<p><b>Agri-business Management</b> <b>Track 3</b> <b>Track Chair :</b></p>	<b>Bodhigrah CR-202</b>
	<p><b>1. A study on scope of ICT based knowledge transfer model for women farmers in Indian Agriculture Setting</b> Mohammad Ehteshamuddin and Dr. Vijayendra Gupta, Sangam University, Rajasthan</p> <p><b>2. IMPACT OF NUTRITION LABELLING ON CONSUMER BUYING BEHAVIOUR</b> Manisha Manchanda and Reena Singh, DCRUST Murthal</p> <p><b>3. Analyzing volatility spillovers and hedging in some agricultural commodity markets in India</b> Raushan Kumar, Research Scholar, Delhi School of Economics</p> <p><b>4. Determinants of Start-up in Agriculture Industry: A Study Using GEM Data</b> Mohd Yasir Arafat, Department of Commerce, Aligarh Muslim University Imran Saleem, Department of Commerce, Aligarh Muslim University,</p>	

	<p>Amit Kumar Dwiwedi, Entrepreneurship Development Institute of India, Ahmadabad and Adil Khan, Faculty of Management Studies and Research, Aligarh Muslim University, Aligarh</p> <p>5. <b>Adoption barriers of m-Government services at the base of the pyramid: The case of agriculture-related mobile applications</b> Satyam, Jindal Global Business School and Rajesh Aithal, IIM Lucknow</p> <p>6. <b>Farmer-Centered Redesigning of Agricultural Resources: The Priori of Sustainable Agribusiness</b> Pradipta Chandra, Titas Bhattacharjee and Bhaskar Bhowmick, RMSoEE, IIT Kharagpur</p>	
9:00- 10:30 AM	<p><b>Decision Science</b> Track 4 Track Chair :</p>	<b>Bodhigrah CR-104</b>
	<p>1. <b>Performance evaluation model for online food-delivery in operating trains: an Indian perspective</b> Rohit Gupta, IIM Lucknow</p> <p>2. <b>Fuzzy Logic and TOPSIS: An Integrated Approach for Product Recommendation in Online Business</b> Eshika Aggarwal, IIM Lucknow</p> <p>3. <b>Evaluation of critical performance factors of Virtual Teams operating in Indian IT Industry</b> Govind Swaroop Pathak and Shubhi Gupta, IIT(ISM) Dhanabad</p> <p>4. <b>Fuzzy Logic Based Online Mobile Recommendation System</b> Madhu Mandal IIM Lucknow</p> <p>5. <b>Mining Negative Association Rules: An Affordance-based Substitution Approach</b> Rupal Sethi and B Shekar, IIM Bangalore</p> <p>6. <b>Binary Classification of Edges in Undirected and Unweighted Networks</b> Mukul Gupta and Rajhans Mishra, IIM Indore</p>	
9:00- 10:30 AM	<p><b>Strategic Management</b> Track 5 (A) : Strategic Entrepreneurship Track Chair :</p>	<b>Bodhigrah CR-105</b>
	<p>1. <b>The Effect of CEO Humility on Firm's Entrepreneurial Orientation</b> Sanjay Chaudhary, IIM Kashipur Vishal Gupta, University of Alabama Safal Batra, IIM Kashipur and Shruti Batra, BIMTECH, Noida</p> <p>2. <b>The Effect Of Emotional Intelligence, Moral And Perceived Social Pressure On Predicting Social Entrepreneurial Intention: A Field Research</b> Preeti Tiwari, Prof. Anil Bhat and Dr. Jyoti Tikoria, BITS Pilani</p> <p>3. <b>Motives Towards Entrepreneurship and Role of Local Institutions Affecting Entrepreneurial Intentions</b> Sushil Kumar and Satyasiba Das, IIM Raipur</p> <p>4. <b>Exploring the antecedents of potential absorptive capacity</b> Sanjay Chaudhary, IIM Kashipur</p> <p>5. <b>INCREASING TECHNOLOGICAL DYNAMISM AND THE C-SUITE RECONFIGURATION</b> Soni Jha, IIM Bangalore</p>	

9:00- 10:30 AM	<b>Sustainability</b> Track 6 (A) : Sustainability issues and application <b>Track Chair :</b>	<b>Bodhigrah CR-106</b>
	<ol style="list-style-type: none"> <li>1. <b>Designing Sustainability Literacy Test for the present generation of undergraduates in an Indian Higher Education Institution (HEI)</b> Dipanjan Kumar Dey, IIT Ropar</li> <li>2. <b>A Sustainable Systems Approach towards a Digitized Island Tourism Destination Management: A Study of Andaman Islands</b> Shalki Manhas and Amit Gangotia, Central University of Jammu</li> <li>3. <b>Study on 'Climate, Growth and Inequality': Evidence from selected South Asian Nations</b> Megha Jain, Faculty of Management Studies, University of Delhi, Prof Simrit Kaur, Faculty of Management Studies, University of Delhi</li> <li>4. <b>Towards a Model for Effective e-Waste Management: A Study of Software Industry in India</b> Rajeev Srivastava and Tarun Dhingra, University of Petroleum and Energy Studies, Dehradun</li> <li>5. <b>Exploring the Role of Ethical Decision Making in Environmental Friendly Transport Choices</b> Himanshu Shekhar Srivastava and Gurbir Singh, IIM Indore</li> </ol>	
9:00- 10:30 AM	<b>Marketing</b> Track 7 (A): Service and Relationship Marketing <b>Track Chair :</b>	<b>Bodhigrah CR-107</b>
	<ol style="list-style-type: none"> <li>1. <b>Capability of Alternative Service Quality Measurement scales for Measuring Mobile Banking Service Quality</b> Amit Shankar, Biplab Datta, Indian Institute of Technology Kharagpur and Charles Jebarajakirthy, Griffith Business School</li> <li>2. <b>eWOM Intention, Its Antecedents and Impact on CBBE: An Empirical Study of Hotel Industry</b> Charu Sijoria and Srabanti Mukherjee, Indian Institute of Technology, Kharagpu</li> <li>3. <b>Metaphor in E-Governance: Emotions leading to intention</b> M L Singla and Apeksha Hooda, Faculty of Management Studies, University of Delhi</li> <li>4. <b>Examining the Relationship between Message Characteristics and Viewer Responses- A Content Analysis of YouTube Political Advertisements</b> Seerat Sohal and Dr.Harsandaldeep Kaur, GURU NANAK DEV UNIVERSITY, AMRITSAR</li> <li>5. <b>Can a strong customer Relationship save Indian Cinema from Piracy?</b> Ranjitha Gp and Krishnan Jeesha, IIM Kozhikode</li> <li>6. <b>To Study the Factors Affecting Compulsive Buying Behavior On E-Retail: A West Bengal Perspective</b> Abhishek Duttgupta and MoumitaPoddar, JIS University</li> </ol>	

<b>PAPER PRESENTATION SLOT 2</b>		<b>2:15- 3:45 PM</b>
2:15 – 3: 45 PM	<b>Finance and Accounting</b> <b>Track 1 (B) : Financial Markets – I</b> <b>Track Chair :</b>	Bodhigrah CR-101
	<ol style="list-style-type: none"> <li>1. <b>Leverage Effect and Volatility Asymmetry: International Evidence</b> Parthajit Kayal and S Maheshwari, IFMR</li> <li>2. <b>Role of China in South Asian Financial Market Integration: An Empirical Study</b> Sanjay Sehgal, University of Delhi, Piyush Pandey, "Assistant Professor, FORE School of Management, and Sakshi Saini, University of Delhi</li> <li>3. <b>Isolating the growth effects of Banks in emerging economies</b> Amit Mittal and Ajay Kumar Garg, IIM Lucknow</li> <li>4. <b>Fear Sentiment, Volatility Index and Cross-section of Stock Returns : Indian Evidence</b> Pratap Pati, Prabina Rajib and Parama Barai, IIT Kharagpur</li> <li>5. <b>Influence of Oil Price Fluctuations on Industrial Output, Inflation and Exchange Rate in Emerging Asian Economies.</b> Shekhar Mishra, Department of Business Management, C.V. Raman College of Engineering, Bhubaneswar, Dr. Naliniprava Tripathy, Indian Institute of Management, Shillong and Dr. Sathya Swaroop Debasish, Department of Business Administration, Utkal University, Bhubaneswar</li> <li>6. <b>Does presence of Women Directors on Indian IPO firms impede Underpricing?</b> Ramit Anand, Guru Nanak Dev University</li> <li>7. <b>First Passage Time Probabilities for Pearson Diffusion Process with Application to Options</b> Saswat Patra and Malay Bhattacharyya, IIM Bangalore</li> </ol>	
2:15 – 3: 45 PM	<b>Human Resources Management and Organizational Behaviour</b> <b>Track 2 ( B) : Strategic HRM and Organizational Values</b>	Bodhigrah CR-102
	<ol style="list-style-type: none"> <li>1. <b>Unveiling the Blackbox of Contingency Theory through an Integrative Framework of Strategic HRM and High Performance HR Practices</b> Noopur Singh, IIT-Roorkee</li> <li>2. <b>Enterprise Social Networking Sites and Knowledge Sharing: What makes it work for the users?</b> Rupashree Baral and Abhishek Kalra, Department of Management Studies, IIT Madras</li> <li>3. <b>How does the use of HR Analytics contribute to organizational value creation</b></li> </ol>	

	<p>Shweta Jaiswal Thakur, Jyotsna Bhatnagar and Prageet Aeron, MDI Gurgaon</p> <p><b>4. CREATIVITY IN FINANCIALLY CONSTRAINED ORGANIZATIONS: THE ROLE OF ENVIRONMENTAL TURBULENCE</b> Merin Jacob, Debabrata Chatterjee, Manish Kumar and Rajesh Srinivas Upadhyayula, IIM Kozhikode</p> <p><b>5. Dichotomy between Uber's Promises and Practices: The Dark side of the Digital Economy</b> Shalini and Dharmaraju Bathini Bathini, IIM Calcutta</p> <p><b>6. Achieving Employee Engagement in a Digital World through Ambidexterity</b> Roma Puri, and Sumita Ketkar, IMI Kolkata</p>	
2:15 – 3: 45 PM	<p><b>Business Environment and Economics</b> Track 3 (A) Track Chair :</p>	Bodhigrah CR-202
	<p><b>1. Sources of Uncertainty and the Indian Economy</b> Shubhasis Dey, IIM Kozhikode</p> <p><b>2. Does India's Growth Matter: Evidence from the SAARC nations</b> Cledwyn Fernandez, XLRI - Xavier School of Management</p> <p><b>3. Awareness and Take-up of Crop Insurance: Evidence from India</b> Subhankar Mukherjee and Parthapratim Pal, IIM Calcutta</p> <p><b>4. Agricultural Productivity and Relative Price of Manufacturing: A Falsifiable Approach</b> Kausik Gangopadhyay, IIM Kozhikode and Debasis Mondal, IIT Delhi</p>	
2:00 – 3: 30 PM	<p><b>Information Technology and System</b> Track 4 (A) Track Chair :</p>	Bodhigrah CR-104
	<p><b>1. "EXPLORING ANTECEDENTS OF INTENTION BEHIND MOBILE PAYMENT ADOPTION IN INDIA : Role of Demonetization in UTAUT Model</b> Neharika Sobti, Department of Financial Studies , University of Delhi"</p> <p><b>2. "Understanding Online Product Returns in Digital Age: A Data Mining Approach</b> Vamsi Vallurupalli and Indranil Bose,IIM Calcutta"</p> <p><b>3. Understanding the intervention of Smartphone as a moderator to Intention-Behaviour of patient care among healthcare professionals</b> Neelam Nakra and Mithilesh Pandey, Lovely Professional University</p> <p><b>4. "Open Source Software Adoption Behaviour: An Empirical Study of Social Science Researchers in India</b> Vishal Gupta, Apratim Guha and 5Ayushi Tandon,IIM Ahemadabad"</p>	

2:15 – 3: 45 PM	<b>Operation Management</b> <b>Track 5 (A): (Traditional OM: Supply chain, Inventory, Sustainability, Logistics)</b> <b>Track Chair :</b>	Bodhigrah CR-105
	<ol style="list-style-type: none"> <li>1. <b>ICT Practices, logistics integration, supplier relationship and organisational Performance in public food supply chain: an empirical study</b> Anil Kumar, VNS Group of Institutions Bhopal and Dr. G.S. Kushwaha, MANIT Bhopal</li> <li>2. <b>Inventory Modeling for fresh produce with freshness, price and stock dependent demand</b> Nilesh Asnani, Hasmukh Gajjar and Bhavin Shah, IIM Indore</li> <li>3. <b>An application of ISM and IRP for identification and ranking of barriers in successful IT implementation in Indian unorganized logistics sector</b> Ankit Sharma, Shuvabrata Chakraborty, Bhawna Priya and Omkarprasad Vaidya, IIM Lucknow</li> <li>4. <b>An Analysis of Drivers of Industry 4.0 to Diffuse Sustainability in Supply chain</b>  <b>Sunil Luthra, Department of Mechanical Engineering, Government Engineering College Sachin K. Mangla, Department of Mechanical Engineering, Graphic Era University, Uttarakhand Abid Haleem, Department of Mechanical Engineering, Faculty of Engineering and Technology, Jamia Millia Islamia University and Dixit Garg Department of Mechanical Engineering, National Institute of Technology</b></li> <li>5. <b>Sustainable Operations: The role of external drivers of sustainability efforts in B2B and B2C markets</b> Sirish Gouda, IIM Trichy Haritha Saranga IIM Bangalore and Kshitij Awasthi IIM Lucknow</li> <li>6. <b>Evaluation of dimensions of supply chain activities in Indian SMEs: A Fuzzy AHP approach</b> Dr. Rohita Kumar Mishra, Sambalpur University</li> </ol>	

2:15 – 3: 45 PM	<b>Marketing</b> <b>Track 6 (B) :Product Management &amp; Promotion Strategies</b> <b>Track Chair :</b>	Bodhigrah CR-107
	<ol style="list-style-type: none"> <li>1. <b>Effect of product category, festival season and country’s economy on consumer’s savings at deal of the day</b> Achint Nigam and Prof.Prem Dewani, IIM Lucknow</li> <li>2. <b>Do Millennials rely on online promotional campaign to make their purchase? Effect of digital promotions in shaping online purchase intention</b> Rajbir Singh Sethi, Punjabi University, Patiala and Vikas Arya, DIT University, Dehradun</li> <li>3. <b>Impact of Perceived Information Quality on consumer purchase intentions in online shopping: An extension of Stimulus-Organism-Response theory</b> Model Aanchal Aggarwal, Nupur Arora, Vivekananda Institute of Professional Studies Dr. Manmohan Rahul , Ansal University</li> <li>4. <b>Scarcity Promotions: Customer’s Negative Experiential Journey</b> Harikrishnan P K , Vodafone and Prem Dewani, IIM Lucknow</li> <li>5. <b>Drivers of consumer’s intentional visit to an offline store prior to purchasing online: A qualitative approach towards decoding showrooming phenomenon</b> Sourabh Arora and Dr.Sangeeta Sahney, VGSOM, IIT Kharagpur</li> <li>6. <b>E-Tail Love! Antecedents of Fashion Products Consumer’s Website Commitment in Digital Marketing War</b> Doddahulugappa Goutam and Dr.Gopalakrishna B.V, NITK, Surathkal</li> </ol>	
2:15 – 3: 45 PM	<b>Legal Management</b> <b>Track 1</b> <b>Track Chair :</b>	Bodhigrah CR-201
	<ol style="list-style-type: none"> <li>1. <b>THE COMPANIES ACT 2013 AND e-GOVERNANCE IN INDIA: A REVIEW</b> Rojers Joseph, Sayantan Khanra and Venkatesha Murthy IIM Rohtak</li> <li>2. <b>IBR – A Preliminary Self-help Model to mitigate Cyber Sexual Harassment</b> Deepa Sethi, IIM Kozhikode Sanchita Ghatak, Jaipuria Institute of Management</li> <li>3. <b>Evolving Legal and Ethical Issues in Data Protection in Digital India</b> Dhermendra S Sengar, IIM Lucknow</li> <li>4. <b>Right To Privacy And Data Protection: Need For Efficient Legal Mechanism</b> Shannu Narayan , , IIM Kozhikode</li> </ol>	



PAPER PRESENTATION SLOT 3		5:30- 7:00 PM
5:30- 7:00 PM	<b>Finance and Accounting</b> <b>Track 1 (C) : Banking, Governance and Accounting</b> <b>Track Chair :</b>	Bodhigrah CR-101
	<ol style="list-style-type: none"> <li>1. <b>Board Quality and Earnings Management: Evidence from an Emerging Economy, India</b> Chanchal Chatterjee, International Management Institute, Kolkata and Paromita Dutta, Calcutta Business School</li> <li>2. <b>Value Relevance of R&amp;D Reporting in India: Significance of Intangible Intensity</b> Pooja Kumari and Chandra Sekhar Mishra, IIT Kharagpur</li> <li>3. <b>Earnings management and Firm Valuation: an empirical examination of manufacturing firms in India</b> Ranjitha Ajay and Madhumathi R, IIT Madras</li> <li>4. <b>Loan Loss Allowance and Market Capitalization: Evidence from Indian Banks</b> Ashish Pandey, IIM Indore</li> <li>5. <b>Role of sectoral diversification in performance of Indian Banks</b> Shweta Sharma and Anand Anand, IIM Ranchi</li> <li>6. <b>Improving the performance of PSUs by regulating their governance structures and risk levels: An empirical study in Indian context</b> Mv Shivaani ., Surendra S. Yadav and P.K. Jain, IIT Delhi</li> </ol>	
5:30- 7:00 PM	<b>Human Resources Management and Organization Behaviour</b> <b>Track 2 ( C ): Managing Workplaces</b> <b>Track Chair :</b>	Bodhigrah CR-102
	<ol style="list-style-type: none"> <li>1. <b>Antecedents and Outcomes of Gender Diversity Management in Indian Workplaces: An Exploratory Study in the Indian IT/ITeS Industry</b> Shreyashi Chakraborty and Leena Chaterjee, IIM Calcutta</li> <li>2. <b>Managing Virtual Work Arrangements In An Emerging Economy: A Qualitative Study Of Software Professionals</b> Shubhi Gupta and Govind Swaroop Pathak, Indian Institute of Technology (ISM) Dhanbad</li> <li>3. <b>Effect of Goal Orientation on Job Performance of Managers</b> Harsh Pradhan and Shivganeshe Bhargava, IIT Bombay</li> <li>4. <b>WORKPLACE SPIRITUALITY - AN EMERGING TEMPLATE FOR BREAKING ORGANISATIONAL SILENCE</b> Smitha Rajappan, Bharatiar University Rohini S Nair, Alagappa University Dr. Sivakumar V, Alagappa University and Dr. Kirupa Priyadarsini M, Bharatiar University</li> <li>5. <b>Authentic Leadership, CSR Attributions, and Work Engagement in Indian IT Industry</b> Richa Chaudhary and Anuja Akhouri, IIT Patna</li> </ol>	

5:30- 7:00 PM	<b>Business Environment and Economics</b> <b>Track 3 (B): Economics – II</b> <b>Track Chair :</b>	Bodhigrah CR-202
	<ol style="list-style-type: none"> <li>1. <b>Covariance of ICT adoption with Access and Empowerment: An evidence based study</b> Dr. Susmita Chatterjee, Maharaja Manindra Chandra College, Kolkata, Dr. Sangita Dutta Gupta, IFIM Business School, Bangalore and Dr. Parijat Upadhyay, IMT, Ghaziabad</li> <li>2. <b>Capital flows, inflation &amp; structural change in developing open economies: a theoretical analysis</b> Anirban Sengupta, IIM INDORE</li> <li>3. <b>An analysis of the indebtedness of ‘rural labour households’</b> Suganya Balakumar, IIM Indore and Karthikeyan Balakumar, IIM Calcutta</li> <li>4. <b>Time-Varying Government Bond Market Integration in Asia: Dependency and Connectedness</b> Prof. Ali M Kutan, Southern Illinois University Edwardsville, Piyush Pandey, "Assistant Professor, FORE School of Management, New Delhi and Prof. Sanjay Sehgal, Department of Financial Studies, University of Delhi</li> </ol>	
5:30- 7:00 PM	<b>Communication</b> <b>Track 4</b> <b>Track Chair :</b>	Bodhigrah CR-104
	<ol style="list-style-type: none"> <li>1. <b>Lexical Features of Apology – a Psycho-linguistic Analysis of Indian Public Apologies</b> Sangeeta Shukla, UPES and Rajita Shukla, Bennett University</li> <li>2. <b>Digital India based on Sevā and Swarāj: Sustaining digitalization for good governance</b> Siddharth Mohapatra, IIM Kozhikode Pratima Verma, Alliance University, Deepa Sethi, IIM Kozhikode and Radhakrishna Pillai, IIM Kozhikode</li> <li>3. <b>Impact of Employee and Non-Employee Electronic Word of Mouth on Organization Attractiveness and Job Pursuit Intention</b>  Faiz Ahamad and Gordhan Kumar Saini, Tata Institute of Social Sciences, Mumba</li> <li>4. <b>‘Spiral of Silence’ in India? A Validation through Public Response to Demonetization in India</b>  Ruchi Tewari and Ekta Sharma, Ahmedabad University</li> <li>5. <b>Communication Effectiveness through Transactive Memory Systems: A Study of Small Hotels</b></li> </ol>	

	Shruti Batra, Birla Institute of Management Technology Noida	
5:30- 7:00 PM	<b>Information Technology</b> <b>Track 5 (B )</b> <b>Track Chair :</b>	Bodhigrah CR-105
	<ol style="list-style-type: none"> <li>1. <b>"Assessing the Severity of Information Privacy Breach</b> Manas Tripathi and Arunabha Mukhopadhyay, IIM Lucknow"</li> <li>2. <b>Understanding Industrial Internet of Things (IIoT) adoption: Using Technology, Organization and Environment Framework</b> Kanchan Patil, Symbiosis centre for Information technology</li> <li>3. <b>Road Map for Developing Single Window: What India can Learn from ASEAN</b> Dipali Yadav and Shubham Kumar, IIFT and IIM Shillong</li> <li>4. <b>Typology for Research on Green IS Strategies</b> Rajendra Bandi and Anik Bose,IIM Bangalore</li> <li>5. <b>"Policy Implications on Digital Divide in India: An Analysis Using Systems Thinking</b> Anupriya Khan, Monalisa Mahapatra and Radhakrishna Pillai, IIM Kozhikode"</li> <li>6. <b>"Analyzing impact of IT applications on hospital readmission rate to determine implementation strategy from a stakeholder’s perspective</b> Shounak Pal and Arunabha Mukhopadhyay, IIM Lucknow"</li> </ol>	
5:30- 7:00 PM	<b>Strategic Management</b> <b>Track 6 (B): Mergers &amp; Acquisitions, Alliances, and Networks</b> <b>Track Chair :</b>	Bodhigrah CR-106
	<ol style="list-style-type: none"> <li>1. <b>Value expropriation or value addition: Impact of business group affiliation on short-term and long-term performance of acquisitions</b> Manish Popli and Radha Ladkani, DCRUST Murthal</li> <li>2. <b>Impact of Partner Nationality Diversity, Performance, Status, and Autonomy on Firm Performance: Knowledge resources mobility network of the European Big 5 soccer leagues</b> Subhasree Mukherjee and Deepak Dhayanithy, IIM Kozhikode</li> <li>3. <b>The Impact of Interorganizational Imitation in Payment Mode Decisions of Cross-Border Merger and Acquisitions</b> Ankita Chhabra and Manish Popli, IIM Indore</li> <li>4. <b>Tie-Strength and Firm Performance in Alliance Networks of Hi-Tech Firms: The Moderating Role of Expansion Speed</b> Dhirendra Mani Shukla, IIM Lucknow Amita Mital, IIM Lucknow, Israr Qureshi, IE Business School,adrid, Spain and Taiyuan Wang, IE Business School, Madrid, Spain</li> <li>5. <b>A Dialogical Model of Market Building in Emerging Markets: Insights from the Indian Insurance Industry</b> Mohit Anand and Philippe Monin,FORE School of Management</li> </ol>	

	6. <b>Does board demographic diversity influence firm's strategic orientation? Evidence from Indian Knowledge Intensive Firms</b> Muneza Kagzi and Mahua Guha, IIM Rohtak	
5:30- 7:00 PM	<b>Marketing</b> <b>Track 7 (C) : Technology and Consumer Behavior</b> <b>Track Chair :</b>	Bodhigrah CR-107
	<ol style="list-style-type: none"> <li>1. <b>Forecasting Shopping Apps based Impulsive Buying Behavior Among Shoppers Using Neural Network Technique</b> Priyanka Gupta, Sanjeev Prashar and Shekhar Suman, IIM Raipur</li> <li>2. <b>Exploring the Factors affecting the Consumers Intention to use Mobile Wallets: A study of Jammu City</b> Dr Ankita Nanda, MIET</li> <li>3. <b>Institutional Disruption and the Change in Consumption Practices: the case of Indian Demonetization and the Cashless Logic</b> Sudhanshu Shekhar and Bhupesh Manoharan, Indian Institute of Management Calcutta</li> <li>4. <b>Understanding continuance intention of mobile wallets using extended expectation confirmation (ECM) model</b> Anil Gupta, Nikita Dogra, The Business School and School of Hospitality &amp; Tourism Management, University of Jammu Anish Yousaf and SubhenduDey, Rajalakshmi School of Business, Chennai</li> <li>5. <b>MEDIATION ANALYSIS OF EMOTIONS IN ONLINE STORE ATMOSPHERICS AND CONSUMER RESPONSE BEHAVIOUR</b> Farah Choudhary and Alka Sharma, University of Jammu</li> <li>6. <b>Consumer Indifference - A conceptual model of the influence of indifference on motivation to engage with mobile applications</b> Sunil George Mathew and Jaydeep Mukherjee, Management Development Institute, Gurgaon</li> </ol>	
5:30- 7:00 PM	<b>Marketing</b> <b>Track 8 (D) : Brand Interaction and Management</b> <b>Track Chair :</b>	Bodhigrah CR-201
	<ol style="list-style-type: none"> <li>1. <b>Effect of Game-Interactivity and Fit on Brand Attitude and Brand Advocacy</b> Dr Devika Vashisht, ICFAI Business School</li> <li>2. <b>The Relationship between Attitude towards Social Media Political Advertisements, Voter Loyalty and Voter Satisfaction: Investigating the Mediating role of Political Party Brand Personality</b> Seerat Sohal and Dr.Harsandaldeep Kaur, GURU NANAK DEV UNIVERSITY, AMRITSAR</li> <li>3. <b>Brand Experience and Customer Engagement in E-tailing: Moderating Effects of Gender</b> Imran Khan and Mobin Fatima, University of Petroleum and Energy Studies Dehradun</li> <li>4. <b>Impact of Brand Experience Dimensions and Online banking on Word of Mouth</b></li> </ol>	

	<p>Dhananjay Bapat and M Kannadhasan, Indian Institute of Management, Raipur</p> <p>5. <b>Impact of Customer to Customer collaboration in Brand Communities on Brand Loyalty</b> Amit Sethi and Satya Dash, IIML</p> <p>6. <b>Impact of Fashion Interest, Materialism and Internet Addiction on E-Compulsive Buying Behavior among the Consumers of Apparels in Mumbai</b> Vinita Bhatia, St. Francis Institute of Management and Research</p>	
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### DAY 3: DECEMBER 16, 2017

PAPER PRESENTATION SLOT 4

9:00- 10:30 AM

9:00- 10:30 AM	<p><b>Finance and Accounting</b> <b>Track 1 (D): Corporate Finance and the Markets for Corporate Control</b> <b>Track Chair :</b></p>	Bodhigrah CR-101
	<ol style="list-style-type: none"> <li>1. <b>A New Order of Financing Investments: Evidence from Acquisitions by India's Listed Firms</b> Varun Jindal and Rama Seth, IIM Calcutta</li> <li>2. <b>Does Increasing Controlling Ownership affect Board Independence?</b> Shashank Bansal and Thenmozhi M, IIT Madras</li> <li>3. <b>Syndication and Foreign VC Firms: Evidence from India</b> Ankur Mehra and Rama Seth, IIM Calcutta</li> <li>4. <b>Testing Lifecycle Theory of Dividends: Evidence from Indian Corporates</b> Neelam Rani, IIM Shillong Aman Asija, IIM Shillong and Sundeep Haloi, National Institute of Technology Tiruchirappalli</li> <li>5. <b>Evaluation of Pairs trading strategy using Public Sector Enterprises stocks: An Indian perspective</b> Dr. Jaspal Singh and Puneet Kaur, Guru Nanak Dev University, Amritsar</li> <li>6. <b>An Empirical Study on the Financial Performance of Central Public Sector Enterprises in India</b> Seema Gupta, Amity University, P.K. Jain and S.S Yadav, IIT Delhi</li> </ol>	
9:00- 10:30 AM	<p><b>Finance and Accounting</b> <b>Track 2 (E): Behavioral Finance, Governance and Accounting</b> <b>Track Chair :</b></p>	Bodhigrah CR-102
	<ol style="list-style-type: none"> <li>1. <b>Behavioral Red Flags of Fraud: An Ex-Post Assessment of Types and Frequencies</b> Namrata Sandhu, Chitkara Business School</li> <li>2. <b>Socially Responsible Investing: An Evidence from Developing Nations</b> Ruzbeh Bodhanwala and Shernaz Bodhanwala, Flame University</li> </ol>	

	<p>3. <b>Impact of Behavioral Factors in Making Investment Decisions and Performance: Study on Investors of National Stock Exchange</b> Sarika Keswani and Vipra Dhingra, ITM University Gwalior</p> <p>4. <b>Impact of Corporate Social Responsibility on the Financial Performance of the Indian IT Firms</b> Dipanita Deb and Anupam De, NIT DURGAPUR</p> <p>5. <b>Validating the Impact of Investor Sentiment on Stock Market Prices</b> Prajwal Eachempati and Praveen Ranjan Srivastava, IIM ROHTAK</p> <p>6. <b>Investor Attention and Sentiment</b> Kamran Quddus and Ashok Banerjee, IIM Calcutta</p>	
9:00- 10:30 AM	<p><b>Human Resources Management &amp; Organizational Behaviour</b> <b>Track 3 (D): Behavioral Studies, and Career Development in HRM</b> <b>Track Chair :</b></p>	<b>Bodhigrah CR-202</b>
	<p>1. <b>THEORETICAL ASPECTS OF INDIVIDUAL BEHAVIOR LEADING TO CULTURE CHANGE</b> Ankit and Sushant Bhargava, IIM Lucknow</p> <p>2. <b>Understanding the Job Preferences and Priorities of MBA students and Development of a Career-Counseling Tool</b> Vivek G. Nair and Shalini, IIM Calcutta</p> <p>3. <b>THE ROLE OF E MENTORING IN PROTEGE PERSONAL LEARNING CAREER SATISFACTION AND JOB INVOLVEMENT</b> Roshen Therese Sebastian, Jominy Joice J and Dr. Siby Zacharias, MAHATHMA GANDHI UNIVERSITY</p> <p>4. <b>Understanding Courage through Women Collectives in a Small-Scale Society</b> Ankita Singh, IIM Calcutta</p> <p>5. <b>Understanding Referrer Behavior: The Role of Learning</b> Sumeet Duggal, McGill University</p> <p>6. <b>Role of social connectivity and job engagement in positive change: Evidence from the Middle East</b> Raina Chhajer, Department of Psychology, MLS University and Thomas Joseph, IIM Udaipur</p>	
9:00- 10:30 AM	<p><b>Operation Management</b> <b>Track 4 (B) : Service operations, Quality</b> <b>Track Chair :</b></p>	<b>Bodhigrah CR-104</b>
	<p>1. <b>Exploring the Influence of IT Capabilities on Agility and Resilience in Tourism: Moderating Role of Technology Orientation</b> Santanu Mandal, IBS, Hyderabad</p> <p>2. <b>Service mix design and service delivery challenges in technology enabled healthcare service providers in India: Insights from case studies and future research opportunities</b> Atanu Chaudhuri, Aalborg University and Venkataramanaiah Saddikuti, Indian Institute of Management Lucknow</p> <p>3. <b>Forecasting Indian Stock Market Index using Singular Spectrum Analysis: A Comparison with ARIMA and Artificial Neural Network</b> Suwarna Shukla, IIM-Indore and Krishna Prasad Yadav, CRISIL- Global Research and Analytics</p>	

	<p>4. <b>Effect of lead time variability on transport mode selection under emissions constraint</b> Chiranjit Das and Sanjay Jharkharia, IIM Rohtak</p> <p>5. <b>Balancing stability and fairness in ridesharing game : a pricing framework</b> Srikanth Krishnaprasad and Rajeev R. Tripathi, IIM Bangalore</p> <p>6. <b>Empirical Analysis of Barriers in Six Sigma Implementation</b> Manoj Hudnurkar, Symbiosis Centre for Management and Human Resource Development, Suhas Ambekar, Symbiosis Centre for Management and Human Resource Development Sonali Bhattacharya, Symbiosis Centre for Management and Human Resource Development Omkarprasad Vaidya, IIM Lucknow and Suresh Kumar Jakhar, IIM Lucknow</p>	
9:00- 10:30 AM	<p><b>Information Technology and System</b> Track 5 (C) Track Chair :</p>	Bodhigrah CR-105
	<p>1. <b>Importance of Big Data methods in Competitive Intelligence Process: An Organizational Perspective</b> Jayanthi Ranjan, IMT Ghaziabad</p> <p>2. <b>Motivations of Individuals Participating in Social Media— A Cultural Perspective</b> Abhipsa Pal, IIM Bangalore</p> <p>3. <b>PRIVACY CEDE FOR “TOTALITARIAN” OR “OPEN INNOVATION” SOCIETY?</b> Rajiv Ranjan and Saurabh Saket, IIM Ahmedabad and SuMayaCorp</p> <p>4. <b>"Analyzing Hacker Behavior in Dark Forums using a Big-Data Approach</b> Baidyanath Biswas and Arunabha Mukhopadhyay, IIM Lucknow</p> <p>5. <b>"Whatsapp Addiction as a Moderator of the Relationship Between Social Loneliness and Preference for Online Social Interaction: A Cross-Cultural Study of India And Fiji</b> Rabinder Singh and Komal Nagar University of Jammu, Gurmeet Singh, The University of the South Pacific"</p>	
9:00- 10:30 AM	<p><b>Marketing</b> Track 6 (E) : Social Media Marketing</p>	Bodhigrah CR-106
	<p>1. <b>Assessing the Impact of social media marketing: Exploring relationship between Social media and Purchase Intention</b> Gursimranjit Singh, IKGPTU Maninder Singh, Amritsar College of Engineering and Technology and Priyanka Singh, IIM Udaipur</p> <p>2. <b>Enhancing Brand Trust in eWallets through Facebook Fan Page Usage to Create Purchase Intentions</b> Prof. Alka Sharma and Mansi Gupta, University of Jammu</p> <p>3. <b>A MODEL OF THIRD PARTY CUSTOMERS REACTIONS TO ONLINE SERVICE RECOVERY VIA SOCIAL MEDIA</b> Niharika Gupta and Harsh V. Verma, Faculty of Management Studies, University of Delhi</p> <p>4. <b>The Effect of Social Media Usage on Internal and External Attributions of Small and Medium Enterprises</b></p>	

	<p>Preetha Menon and R Raman, Symbiosis Institute of Business Management, Pune</p> <p>5. <b>INFLUENCE OF CONTENT TYPE OVER ONLINE ENGAGEMENT ON FACE BOOK BRAND PAGES</b> Ajitabh Dash and KhagendraNathGangai, BULMIM</p> <p>6. <b>Usage of Social Media during Outbound Leisure Travel through the lens of Technology Acceptance Model (TAM)</b> Snigdha Singh, Amity University and Pallavi Srivastava, Jaipuria Institute of Management</p>	
9:00- 10:30 AM	<p><b>Marketing</b></p> <p><b>Track 7 ( F): Digital Marketing and its nuances</b></p>	Bodhigrah CR-107
	<p>1. <b>How does rich electronic word of mouth content affect online purchase behaviour?</b> Gobinda Roy and Biplab Datta, Vinod Gupta School of Management, IIT Kharagpur</p> <p>2. <b>Cyber Combat: An Exploratory Investigation into the Fake News Ecosystem and its Implications for Marketing</b> Bhupesh Manoharan, Akshay Narayanan and Karthikeyan Balakumar, Indian Institute of management Calcutta</p> <p>3. <b>Does Digital Footprint act as a digital asset? Contribution of mediating moderation of digital footprint to design the brand attachment through brand experience</b> Vikas Arya, Dr.Hemraj Verma, DIT University Dr.Deepa Sethi Indian Institute of Kozhikode and Rajbir Singh Sethi USAM, Punjabi University</p> <p>4. <b>EXAMINING THE RELATIVE IMPORTANCE OF CRITICAL FACTORS IN DEVELOPING SERVICE QUALITY PERCEPTION IN MOBILE COMMUNICATION INDUSTRY</b> Nishant Kumar , Delhi Institute of Advanced Studies and Neha Neha, Amity University</p> <p>5. <b>DIGITAL INDIA OR DIGITAL DIVIDE? IDENTIFYING THE BARRIERS AND ENABLERS OF SHOPPING ONLINE AMONG PERSONS WITH DISABILITIES IN INDIA</b> Kriti Krishna, IIM Lucknow Pallavi Pandey, O P Jindal University, Raigarh and Satish Maheshwarappa, IIM Trichy</p> <p>6. <b>Online Shopping Influences: Scale Development and Validation</b> Semila Fernandes and Dr. Rajesh Panda, Symbiosis institute of business management</p>	



9:00 – 10: 30 AM	<b>Sustainability Management</b> <b>Track 8 (B) : Sustainability and Technology</b> <b>Track Chair :</b>	Bodhigrah CR-201
	<ol style="list-style-type: none"> <li>1. <b>Industry 4.0: Risks and Opportunities for the Digital India</b> Shubham Kumar and Tapas K. Giri, IIM Shillong</li> <li>2. <b>India Post Payments Bank: A Case of ICT for Sustainable Development</b> Parvathi Jayaprakash and Radhakrishna Pillai, IIM Kozhikode</li> <li>3. <b>A sustainable strategy to Bank on? Technology driven green marketing Initiatives’ influence on Brand Attitude</b> Ranjitha Gp and Kavitha P, IIM Kozhikode</li> <li>4. <b>The Dark Side of ICT</b> Archana Poonia, Manipal University Jaipur</li> </ol>	