



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

POSTER PRESENTATION SLOT 1 **9:00- 10:30 AM**

TRACK NAME	PAPER TITLE WITH AFFILIATION	Venue
AGRI BUSINESS MANAGEMENT	1. Impact of fertilizer subsidies on agriculture sustainability: A Game Theoretical analysis Rajeev A, IIM Kozhikode	Bodhigrah 2 Exhibition Hall
	2. Forecasting Cardamom (Large) Price in Gangtok Market with SARIMA Model after Demonetisation Nidhi Dwivedy	
	2. Role of ICTs in value domains of Agriculture sector in Digital India: Challenges and opportunities. Mr. Deepak Srivastava, PSIT College of Higher Education Dr. Prabhat Kumar Dwivedi, STEP- HBTI Dr. Manoj Srivastava, PSIT College of Higher Education and Mr. Yogesh Puri Puri, STEP- HBTI	

<p align="center">Business Environment/Economics</p>	<p>1. Impact of ICT Development on Efficiency and Productivity of Indian Economy: A Sub-National Analysis Dipasha Sharma, and Aradhana Gandhi, Symbiosis Centre for Management and Human Resource Development, Symbiosis International University</p>	
<p align="center">COMMUNICATION</p>	<p>1. Democratized Communication and Deviant Registers Digital Languages Local Slang in Todays Digital Age Isha Singh, Jawaharlal Nehru University</p>	
<p align="center">Human Resources Management</p>	<p>1. EXPLORATION OF ORGANIZATIONAL PERFORMANCE AND ORGANIZATIONAL HEALTH: A STUDY IN AN R&D ORGANIZATION Anupama Singh and Sumi Jha, National Institute of Industrial Engineering</p> <p>3. Determinants & Behavioral effect of Employer Branding Arti Sharma and Gurbir Singh, IIM Indore</p> <p>4. Managerial Perception of High Performance HR Practices and their Impact on Employee and Organizational Outcomes in the Digital Age Manisha Seth, Jaipuria Institute of Management and Sheetal Sharma, IILM, Lucknow</p> <p>5. CHALLENGES OF DEVELOPING DIGITAL SKILL IN THE DIGITAL AGE Dr. Deepti Sharma, School of Management Sciences and Dr. Vikas Misra, Geetanjali Institute of Technical Studies, Udaipur</p> <p>6. Impact of High Speed Low Cost Internet Service by Indian Telecommunication Companies on Job Seeker Communication: Achieving Digital Goal Faiz Ahamad, School of Management and Labour Studies, Tata Institute of Social Sciences, Mumbai</p> <p>7. Leadership in the 21st Century Digitized Workplace: An Exploratory Study at BHEL Richa Sharma and Geeta Rana Rana, Swami Rama Himalayan University</p> <p>8. CHALLENGES OF DEVELOPING DIGITAL SKILL IN THE DIGITAL AGE Dr. Deepti Sharma, School of Management Sciences and Dr. Vikas Misra, Geetanjali Institute of Technical Studies, Udaipur</p>	

	<p>9.Impact of Digitalization on Work life Balance: An empirical study of Academicians in Higher Education Institutions in Delhi. Vandana Malviya and Shaily Saxena, Trinity institute of professional studies</p>
	<p>9. Impact of authentic leadership on the organisation citizenship behaviour of Indian nurses: the moderating role of use of Information technology Nishtha Malik, Quantum Global Campus</p>
	<p>11. Measuring Psychological Empowerment in the Indian context – A narration of the Psychometric Scaling Process Vinodhini Rl and Vaijyanthi P, SASTRA University</p>
	<p>12. Using Gamification Strategies as a Tool of Internal Social Media to Improve Employee Engagement Sonu Kumari, IIM Rohtak</p>
	<p>13. EXPLORATION OF ORGANIZATIONAL PERFORMANCE AND ORGANIZATIONAL HEALTH: A STUDY IN AN R&D ORGANIZATION Anupama Singh and Sumi Jha,National Institute of Industrial Engineering</p>
	<p>14. Effect of Employer Brand on Employer of Choice Status: The Moderating role of Social Media Karnica Tanwar, Jagannath International Management School, and Amresh Kumar, Symbiosis Institute of Business Management - Pune</p>
	<p>15. Driving employee engagement in a virtual team : Interpretative analysis of managers’ lived experiences Farheen Fathima, IIM Tiruchirappalli</p>

POSTER PRESENTATION SLOT 2

2:15- 3:45 PM

TRACK NAME	PAPER NAME AND AFFILIATION	Venue
FINANCE AND ACCOUNTING	<p>1. Relationship between ceo’s facial width to height ratio and firm performance: a study of Indian companies. Bindya Kohli, Symbiosis School of Banking and Finance, Pune Dr. Meghna Dangi, AURO University</p>	Bodhigrah 2 Exhibition Hall
	<p>2.Is Demonetisation a Bridge for Digital Financial Inclusion: An Extensive Survey B P Bijay Sankar, Pragyan Dash and N M Leepsa , National Institute of Technology Rourkela</p>	
	<p>3. Digitalisation of Select Banking Operations: A Step Towards Digital India Vartika Gupta, Srajal Jain and Suchi Ganglani, Jaipuria Institute of Management</p>	

	<p>3. AN EMPIRICAL EXAMINATION OF DETERMINANTS OF FOREIGN INSTITUTIONAL INVESTMENT IN INDIA WITH THE HELP OF AUTOREGRESSIVE DISTRIBUTED LAG BOUND TEST (ARDL) Pashmeen Kaur and Vandana Khanna, MAHARISHI MARKENDESHWAR UNIVERSITY, AMBALA</p>
	<p>5. Impact of Corporate Governance quality on Cash Holdings of High-Tech Suparna Ray, Bennett University, School of Management and Smita Ramakrishna, K.J.Somaiya Institute of Management Studies & Research</p>
	<p>6 SURVIVAL ANALYSIS OF INITIAL PUBLIC OFFERINGS IN HOT AND COLD MARKET: AN ACCELERATED FAILURE TIME APPROACH Dr.Garima Baluja, DAV University</p>
	<p>7. Psychometric scaling of risk attitude – Unfolding the scale development for rural saving behavior in the Indian Milieu Vaijayanthi P, Shreenivasan K A and Jothishcnadra Kuchi, SASTRA University</p>
Information technology and System	<p>1. Digital transformation through Internet of Things (IoT) in Indian Public Sector Retail Oil Outlets Sudip Das, Shailendra Kumar Pokhriyal , University of Petroleum and Energy Studies and Geo Fernandez, Albertian Institute of Management</p>
	<p>2. Digitization: A Self-imposed Agony or Inflicted Agony Prajwal Eachempati, Patanjali Kumar and Praveen Ranjan Srivastava, IIM ROHTAK</p>
	<p>3. IP issues in digital content management-NVLI experience Gouri Gargate, Mukta Atrey and Shwetambari Shinde, Indian Institute of Technology</p>
	<p>4. Affordances and Social Network Sites: A Research Framework to Study Use and Impact Sunil Reddy and Rajendra Bandi, Indian Institute of Management Bangalore</p>
	<p>5. M-Government Service Quality and Customer Satisfaction: A Study in United Arab Emirates Mohammed Abdul Nayeem, IBS Business School, IFHE (Deemed University) Hyderabad and Hajar Sayeed, University of Abu Dhabi</p>
Marketing	<p>1. Online Apparel Retailing: The Mediating effect of E-Shopping Intention on the association among Privacy, Website and E-Shopping satisfaction Bharathi K and Sudha S, VELS UNIVERSITY</p>
	<p>2. THE CONVERGENCE OF THE ONLINE AND OFFLINE: OPPORTUNITIES AND CHALLENGES Dr Sabeeha Fatma and Dr Hitesh Keserwani, Amity University</p>
	<p>3. DIGITAL AND NEW AGE CONSUMER TRENDS: A STUDY AMONG COLLEGE STUDENTS OF DELHI NCR Anuj Pal Kapoor, Madhu Vij, Faculty of Management Studies, University of Delhi and Raveena Gupta, Reliance Communications Ltd</p>

4.	Factors Influencing Consumer Attitude towards Private label brands in online marketing: A Qualitative Review Ayushi Sharma and Prof Rakesh Mohan Joshi, Indian Institute of Foreign Trade Delhi
5.	The role of perceived risk in influencing online shopping attitude among women in India Nupur Arora, Aanchal Aggarwal, Vivekananda Institute of Professional Studies and Manmohan Rahul, Ansal University
6.	Website Recommendation: The Antecedents of Emotional Satisfaction, and Repurchase Intention among Working Adults Online Shoppers
7.	Doddahulugappa Goutam and Dr. Gopalakrishna B. V, NITK, Surathkal
8.	Influence of online cause related marketing campaigns on purchase intention of young consumers Vivek Aggarwal and Vinod Kumar Singh, Gurukula Kangri Vishwavidyala, Haridwar
8.	Understanding use of Digital Platform to increase sales and margins by targeting Bottom of Pyramid Market: A case study of Dharavi Market.com Arunkumar Dubey and Sangeeta Kohli, S.K. Somaiya College of Arts, Science & Commerce
9.	THE CONVERGENCE OF THE ONLINE AND OFFLINE: OPPORTUNITIES AND CHALLENGES Dr Sabeeha Fatma and Dr Hitesh Keserwani, Amity University

DAY 3: DECEMBER 16, 2017

POSTER PRESENTATION SLOT 3

9:00 A.M- 10.30 A.M

TRACK NAME	PAPER NAME AND AFFILIATION	Venue
Operation Management	1. Combined Operations Planning as a Strategy Towards Smart Manufacturing Pravin Tambe , RCOEM, Nagpur and Makarand Kulkarni , IIT Bombay	Bodhigrah 2 Exhibition Hall
	2. Study on understanding the factors affecting e-procurement use in India Kunal Ganguly, IIM Kashipur Debabrata Das , Indian Institute of Management Kashipur and Nripendra Kumar, Bharat Heavy Electricals Limited	
	2. DIGITIZATION AS A MEDIATOR TO PREDICT BUSINESS PERFORMANCE: A STUDY FROM BUYER SUPPLIER PERSPECTIVE Reshmi Manna, Pravesh Ghosh and Ria Kachhawaha, IBS-Gurgaon	
	3. Effect of Digitisation on Raw Material Inventory for an Automotive Supply-chain Shekhar Chowdhury, Institute of Management, Christ University, Bangalore	

	<p>5. Overcoming barriers to adoption of industry 4.0 in Indian manufacturing SMEs: An Interpretive Structural Modelling and Graph Theory Matrix Approach based model Chetna Chauhan and Amol Singh, IIM Rohtak</p>
	<p>6. Bayesian Inventory Game Aniruda S, Amazon Development Centre India Pvt. Ltd. Rajeev R Tripathi, Indian Institute of Management Bangalore R K Amit and Vipin B, Indian Institute of Technology Madras</p>
	<p>7. Aniruda S, Amazon Development Centre India Pvt. Ltd. Rajeev R Tripathi, Indian Institute of Management Bangalore, R K Amit and Vipin B, Indian Institute of Technology Madras</p>
	<p>7. Sustainable supply chain channel coordination: A Game theoretic approach Alok Raj, Indranil Biswas and Srivastava, IIML</p>
Strategic Management	<p>1. Innovation Strategy Framework for Generic Competitive Positioning Salman Ali, IIM Raipur</p>
	<p>2. Strategies to overcome institutional and technological voids: the case of Indian medical device industry Sudhanshu Shekhar and Shounak Basak , Indian Institute of Management Calcutta</p>
	<p>3. Dyadic Experience, Influence and Creative Outcome - Evidence from Bollywood Networks Ravi Shankar Pandey and Ravi Prakash Ranjan, Indian Institute of Management Bangalore</p>
	<p>4. Adapted Balance Scorecard for Government Sponsored Technology Business Incubators Kumar Aashish, Entrepreneurship Development Institute of India</p>
	<p>5. Engaging customers digitally- cases from the Indian automotive industry Partha S. Mitra, Indian Institute of Technology Kharagpur Subir Ganguly, ex-Tata Motors Dr. Jayanta N. Mukhopadhyaya , J D Birla Institute, Department of Management, Kolkata and Sudipta A. Mukherjee, Vehant Technologies, Noida, UP</p>
	<p>5. Twice as smart or too clever by half? TMT international orientation and performance of cross-border acquisitions Suparna Ray, Bennett University</p>
	<p>6. Empowerment of Top Managers in High Technology Firms Mahendra Joshi, Grand Valley State University (Seidman College of Business)</p>
Sustainability Management	<p>1. Integrated Multi Criteria Approach to Prioritize Stakeholders for Sustainable Development Goals in India Patanjal Kumar and Prajwal Eachempati, Indian Institute of Management Rohtak</p>
	<p>2. Role of Digital India in Achieving Sustainable Development Goals: An Exploratory Study Neetu Yadav, Birla Institute of Technology and Science, Pilani and Rajesh Sharma , National e-Governance Division, New Delhi</p>

	<p>3. Operationalization & Implementation of CSR practice among Indian Companies: A comprehensive review Ankur Jha, Indian Institute of Management Lucknow and Suryatapa Kar, Institute of Management Technology, Ghaziabad</p>	
	<p>4. Recycling of E-waste in India: Bridging the unorganized - organized segregate for exploring Environmental Sustainability management with Digital India Rahul Kailas Khandelwal, IMSCD&R Ahmednagar</p>	
Legal	<p>IP issues in digital content management-NVLI experience, Gouri Gargate, Mukta Atrey and Shwetambari Shinde ,IIT Bombay</p>	Bodhigrah 2 Exhibition Hall