Start-up to Scale up:
Management and Policy Perspectives

6th PAN IIM WORLD MANAGEMENT CONFERENCE 2018
December 13–15, 2018
Pre - conference Workshop: December 12, 2018

Organized by:
INDIAN INSTITUTE OF MANAGEMENT BANGALORE

IN PARTNERSHIP WITH
Welcome to the sixth edition of the PAN IIM World Management Conference being conducted at the Indian Institute of Management Bangalore from December 13 to 15, 2018. Over the years, the PAN IIM conference has grown in stature and has become an important forum for management scholars in India. The theme of this year’s conference is “Start-up to scale up: management and policy perspectives”, motivated by the location of the conference in Bangalore which is one of the start-up hubs of the country as well as the importance of entrepreneurship for India’s growth and development as a vibrant dynamic economy.

This year, we had an excellent response to the call for papers. Over 900 submissions were received of which 125 papers have been scheduled for presentation across 13 tracks. While the response to the call for papers has been very good, the task of reviewing the papers required significant effort from the track chairs and the reviewers. Our thanks to them for volunteering their time and effort in reviewing the papers and organizing the different tracks for the conference.

Over the course of the three days of the conference, we have several eminent scholars, policy makers and practitioners who are participating in the conference. The discussions, debates and insights obtained through these sessions and inter-actions will, we hope, help to inform our efforts in nurturing entrepreneurship activity and research in India. The conference also features a pre-conference workshop on structural equation modeling and another workshop on publishing in leading management journals.

The support of the management and staff at IIMB has been of great strength in putting together this conference. The Director and Deans have been particularly helpful and so have been my faculty colleagues both at IIMB and elsewhere who have helped in different ways to put together this conference.

The team at the Office of PAN IIM Conference has done a tremendous job in providing administrative support for the conference and their effort and sincerity are much appreciated.

We hope that you will find the workshops, plenary sessions, panel discussion and concurrent sessions enriching.

Ashok Thampy
Convenor
6th PAN IIM WMC

Rajlaxmi Kamath
Co-convenor
6th PAN IIM WMC
Area
Agri-Business
Business Communication
Competitiveness and Venture Scale up
Decision Sciences
Economics
Entrepreneurship
Finance and Accounting
Human Resources Management/Organizational Behaviour
Information Technology and Systems
International Business
Legal Management
Marketing
Operations Management
Strategic Management

Track Chair
Prof. Gopal Naik
Prof. Bringi Dev
Prof. Kirankumar S. Momaya
Prof. Malay Bhattacharya
Prof. Anubha Dhasmana
Prof. Suresh Bhagavatula
Prof. Jayadev M
Prof. Jayaram Uparna & Prof. Neharika Vohra
Prof. Rajendra Bandi
Prof. Ganesh Prabhu
Prof. Anil Suraj
Prof. Ashis Mishra
Prof. Amar Sapra
Prof. Ganesh Prabhu

PAN IIM CONFERENCE OFFICE
Mahalakshmi Sanjeev     R. Gowri     Harshit Jayaswal
Wednesday, December 12, 2018

PRE - CONFERENCE WORKSHOP
Venue: Auditorium

Registration  Venue: Next to Auditorium  8:30 AM to 9:30 AM

Workshop on Structural Equation Modelling  9:30 AM to 1:00 PM

Professor Israr Qureshi
Professor, Research School of Management, Australian National University

Tea/Coffee Break  Next to Auditorium  11:00 AM - 1:30 AM

Lunch  MDC Woods  1.00 PM - 2:00 PM

Publishing in AMJ:
Tips on Quantitative and Qualitative Submissions  2:00 PM to 5:00 PM

Professor Jason D. Shaw
Editor in Chief, Academy of Management Journal
Shaw Foundation Chair in Business, Nanyang Business School, Singapore

and

Professor Eero Vaara
Associate Editor, Academy of Management Journal
Professor of Organization and Management
Aalto University School of Business Helsinki, Finland

Faculty awareness seminar: a IITB perspective  5:30 PM to 6:00 PM
Kirankumar S Momaya
Professor, Shailesh J. Mehta School of Management, IIT Bombay
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<th>Event</th>
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<td>Registration</td>
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<td><strong>Inauguration and Inaugural Address</strong></td>
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<td><strong>Prof. Ashutosh Sharma</strong></td>
<td>Auditorium</td>
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<td>Secretary, Department of Science and Technology</td>
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<td>Government of India</td>
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<td><strong>Plenary session:</strong></td>
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<td>&quot;Spirit of Craftsmanship&quot;</td>
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<td><strong>Prof. Jason Shaw</strong></td>
<td>Auditorium</td>
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<td>Shaw Foundation Chair in Business</td>
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<td>Nanyang Business School, Singapore</td>
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<td><strong>Lunch</strong></td>
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<td><strong>Concurrent sessions II</strong></td>
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<td>Innovation, Entrepreneurship and Institution</td>
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<td>Building: Challenges for IIMs</td>
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<td><strong>Prof. Bharat Bhasker</strong></td>
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<td>Director, IIM Raipur</td>
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<td><strong>Prof. M Chandrasekhar</strong></td>
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<td><strong>Prof. Rishikesha Krishnan (Moderator)</strong></td>
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<td>“Minnesota Innovation: Learning from the Past to Building the Future”</td>
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<td>Andrew Van de Ven</td>
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<td>Professor Emeritus, Carlson School of Management</td>
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<td>Charles Dhanaraj</td>
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<td>H.F. “Gerry” Lenfest Professor of Strategy</td>
<td>Fox School of Business, Temple University</td>
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<td>Marjorie Lyles</td>
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<td>OneAmerica Chair in Business Administration, Chancellor’s Professor, and Professor of International Strategic Management at the Indiana University Kelley School of Business, Bloomington-Indianapolis</td>
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| Panel discussion:  
“Incubators and accelerators”  
Prof. Suresh Bhagavatula, IIMB  
CM Patil, CEO Sandbox Startups  
Deshpande Foundation, Hubli  
Dr. Taslimarif Saiyed  
CEO and Director, C-CAMP, Bangalore  
Shruti Kannan, Cisco Launchpad, Bangalore  
Prakash Yalla, Tech Transfer Office, IIIT Hyderabad | Auditorium | 2:00 PM - 3:15 PM |
| Tea/Coffee Break | Next to Auditorium | 3:15 PM - 3:30 PM |
| Panel discussion:  
“Start-up to scale up: challenges to the entrepreneurs”  
Prof. K Kumar, IIMB  
Amarendra Sahu, Nestaway  
Baskar Subramanian, Amagi  
R. Sunder Rajan, JustBooks | Auditorium | 3:30 PM - 4:45 PM |
| Tea/Coffee Break | Next to Auditorium | 4:45 PM - 5:00 PM |
| Concurrent sessions IV  
For details, please check brochure | | |
| Panel on “Law and Management”  
Prof. Anil Suraj, IIMB & Prof. D. S. Sengar, IIML  
“Behavioural Dimensions and Marketing: Perspectives on Teaching Consumer Behaviour”  
Prof. S. Ramesh Kumar, IIMB Chair of Excellence and Professor of Marketing | C5  
N001 | 5:00 PM - 6:30 PM |
<p>| Conference dinner | MDC Woods | 7:00 PM - 9:00 PM |</p>
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<td>“India’s participation in global value chains”</td>
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<td><strong>Rupa Chanda</strong>, <em>RBI Chair Professor, IIMB</em></td>
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<td>“Role of Distributed Network Technologies in Altering Inter-Industry Resource Flows”</td>
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<td><strong>A Damodaran</strong>, <em>Professor, IIMB</em></td>
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<td>“Social entrepreneurship: challenges to scaling”</td>
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<td><strong>Trilochan Sastry</strong>, <em>Professor, IIMB</em></td>
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<td><strong>Vallabh Bhansali</strong>, <em>ENAM Securities</em></td>
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DETAILS OF CONCURRENT SESSIONS

Agri-Business

Friday, 14 December, 2018
Concurrent session IV: Room #M13
5:00 PM to 6:30 PM

Recognition and prioritization of Agripreneur inclination Factors by using Interpretive Structural Modeling (ISM) with Matrix of Cross Impacts - Multiplication Applied to a Classification (MICMAC)
Kuldeep Singh and Dr. Madhvendra Misra

Scaling up of Producer Company Model: A Critical Review
Gopi Gopikuttan

Indigenous Knowledge systems to manage Agriculture in India
Rudresh Pandey

Doctoral Track- Agricultural Productivity in the State of Rajasthan, India: Determinant Factors and Inter-district Differences Analysis
Sapna Newar

Decisional factors driving farmers to adopt organic farming in India: Does farm size matter?
Md Sikandar Azam and M Banumathi
Competitiveness and Venture Scale Up

Thursday, 13 December, 2018
Concurrent session I: Room #M23
11:30 AM to 1:00 PM

Transition of HR into a Strategic Business Partner: Case of an Indian Business Group
Farheen Fathima Shaik and Biju Varkkey

Why Most Indian Startups Fail to Scale-up - Exploring the role of policy and other actors using Problem Structuring Methods
Shakti Tripathy and Kirankumar S. Momaya

Doctoral Track - A resource based approach to understating how start-ups can create sustainable competitive advantage in uncertain environments
Vipin Sreekumar and Priya Rachel David

Enablers of Rapid Scale-up of Technology Ventures: Mapping Dynamic Critical Success Factors and Differentiating Capabilities from Indian contexts
Rahul Gope and Kirankumar S Momaya

Thursday, 13 December, 2018
Concurrent session II: Room # M23
2:00 PM to 3:30 PM

Scalability across geographical space: Analyzing geo-additive regression data for startups in India
Anuj Pal Kapoor, Muskan Kaur and Madhu Vij

Doctoral Track – Empirically analysing the determinants of scalability of startups: Select case of startups in India
Sakshi Malik, Anuj Pal Kapoor and Muskan Kaur

Innovation drivers of Venture Capital Investments
Rajan Goparaju

Regional Entrepreneurship, Innovation and Technological Readiness Index: a perspective of regional competitiveness among Indian States
Nirmalkumar Singh Moirangthem and Barnali Nag
**Decision Science**

Friday, 14 December, 2018  
Concurrent session III: Room # M23  
9:00 AM to 10:30 AM

**Doctoral Track - Investigating choices under outcome Vs probability ambiguity**  
Divya Aggarwal

**Social Media and Sentiment Analysis of NIFTY 50 Index**  
Akshay Kaushal, Neelam Rani and Md Bilal Shakir

**Deep Learning to Address Candidate Generation and Cold Start Challenges in Recommender Systems: A Research Survey**  
Kiran R, Pradeep Kumar and Bharat Bhasker

**Doctoral Track - Risk Seeking versus Risk Averse: An Evolutionary Game of Scaling Up**  
Suvechcha Sengupta and Sanjeev Panandikar

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**Economics**

Thursday, 13 December, 2018  
Concurrent session II: Room #M22  
2:00 PM to 3:30 PM

**Sambalpuri Handloom Weavers’ Livelihood: A Study in Western Odisha**  
Tushar Kanti Das

**The Game of Manifestos!**  
Ashish Pandey

**The Role of Context in Zero-Rating Regulation**  
Neena Pandey, Manaswini Bhalla and Subhajyoti Bandyopadhyay

**Restricts Female Owned Informal Enterprises in India to Access Formal Credit?**  
Prateeksha Maurya and Pratap Chandra Mohanty
Entrepreneurship

Thursday, 13 December, 2018
Concurrent session I: Room #M24
11:30 AM to 1:00 PM

Entrepreneurship Education Ecosystem in India: Current Practice and Proposed Framework
Sana Shawl

Doctoral Track - Prioritization of barriers and solutions in Startup ecosystem using Fuzzy AHP and Fuzzy TOPSIS
Jitendra Gaur and Kumkum Bharti

Doctoral Track - Understanding Opportunities and Challenges of Startups in a Developing Economy: The Case of India
Natasha Tageja and Divya Sethi

Doctoral Track - Handloom weavers weaving entrepreneurial dream at Sualkuchi, Assam
Reshmi

Thursday, 13 December, 2018
Concurrent session II: Room #M24
2:00 PM to 3:30 PM

Adolescents’ Rule Breaking Behavior and Entrepreneurial Tendency: An Empirical Study
Neha Sharma

Entrepreneurs! Are you VUCA ready?
Manoj Joshi, Mallika Srivastava and Ashok Kumar

Cyberentrepreneurs of Kashmir: Exploring Web 2.0 as a Critical Success Factor
Sharfa Hassan and Ajaz Mir

Organizational Stigma and Resource Mobilization Challenges in a Social Enterprise Context
Pradeep Kumar Hota and Sumit Mitra

Mapping the Experiences of Entrepreneurs: A Qualitative Study
Shubhi Gupta and Syed Ahmed Wajih
Entrepreneurship

Friday 14 December, 2018
Concurrent session III: Room #M24
9:00 AM - 10:30 AM

**Doctoral Track – Challenging Institutional Logics through a Symbol: The Case of Bakeys**  
*Shalini, Bhupesh Manoharan and Rishikesan Parthiban*

**Monitoring and Value-Add by Indian Venture Capital Firms in Business Ventures: A Study of 3 Distinct VC Firm Clusters**  
*Kshitija Joshi*

**CSR funding into incubators – an analysis of existing trends in India**  
*Prof. Manna Jacob and Prof. K Kumar*

**Impact of leverage in cross-border mergers and acquisitions**  
*T C Arun, T C Neethu and M Dharmalingam*

Friday 14 December, 2018
Concurrent session IV: Room #M24
5:00 PM to 6:30 PM

**Effect of intellectual capital and role model on the start-up propensity of Indian women**  
*Imran Saleem, Amit Kumar Dwivedi, Mohd Ahmad, Ahmed Musa Khan and Mohd Yasir Arafat*

**Measuring Individual’s Entrepreneurial Orientation in Indian Higher learning Institutions**  
*Sumit Kumar, Zahoor Ahmad Paray and Amit Kumar Dwivedi*

**Understanding Entrepreneurial Competencies among Undergraduate Students from Family Business Background**  
*Amit Kumar Dwivedi, Sumit Kumar, Zahoor Ahmad Paray, Sudhir Kumar Pandey and Siddhartha Saxena*

**Emotional Intelligence: A Secret Recipe for Successful Performance of Start-ups**  
*Subhendu Mishra*

**Money earns money: cultural heuristics as an entrepreneurial method**  
*Dalhia Mani*
Finance and Accounting

Thursday, 13 December, 2018
Concurrent session I: Room #M11
11:30 AM to 1:00 PM

Sub Group: Accounts
Doctoral Track - Corporate governance and firms’ performance: Evidence from Indian business and non-business group firms
Malaya Ranjan Mohapatra and Chandra Sekhar Mishra

Doctoral Track - Founder ownership and earnings management: Evidence from Indian IPOs
Priyesh V P and Jijo Lukose P J

Doctoral Track – Change in Value Relevance of Earnings and Book Value over Twenty-five years in India
Pooja Kumari and Chandra Sekhar Mishra

Doctoral Track- Family firms and earnings management: empirical evidence from India
Manish Bansal and Prof. Kn Badhani

Thursday, 13 December, 2018
Concurrent session II: Room #M11
2:00 PM to 3:30 PM

Sub Group: Corporate Governance
Doctoral Track - Decades Long Experience of Meta Data Analysis on Corporate Governance
Khushboo Gulati and Dr Seema Gupta

Impact of Women Directors on Tunnelling Transactions: Evidence from Emerging Economies
Aghila Sasidharan and Thenmozhi M

Sub Group: Other
Are we living in the same economy post crisis? – The quest for a new normal using DCC MIDAS and Copula models
Amit Mittal and Ajay Kumar Garg
Finance and Accounting

Friday, 14 December, 2018
Concurrent session III: Room #M11
9:00 AM to 10:30 AM

Sub Group: Accounts
Doctoral track - Textual Analysis Variability within Annual Reports
Malvika Chhatwani and Rajesh Nvc

Sub Group: Banking
An empirical study of factors contributing to profitability of PSU banks in india
Dr. Birajit Mohanty and Dr. Sankersan Sarkar

Sub group: Stock
Doctoral track - Does cap size and pricing of issues influence wealth creation of Indian initial public offering (IPO) investors? an empirical investigation
Sujata Shankaran and P. Mohan

Sub Group: Stock
Doctoral Track - Unstructured data in stock prediction
Abhipsa Mohanty and Tushar Kanti Das

Saturday, 15 December, 2018
Concurrent session V: Room #M11
9:00 AM to 10:30 AM

Sub group: Derivatives
Doctoral Track – Options market and informed trading in M&As: An empirical examination of Indian acquiring companies.
Soniya Mohil, Archana Patro, Reena Nayyar and Ashu Tiwari

Sub group: Corporate Finance
Doctoral Track - Impact of deviation from optimal working capital on firm profitability: Evidence from India
Punam Prasad and Narayanasamy Sivasankaran

Sub group: M&A
Doctoral Track - Cross-border acquisition and earnings quality: Evidence from India
Priyesh V P and Jijo Lukose P J

Sub group: Stock
Analysis on Return on Equity of Selected Information Technology Companies in India
Rituparna Pandey and Uday Kumar Jagannathan
Human Resources Management / Organisation Behaviour

Thursday, 13 December, 2018
Concurrent session I: Room #M12
11:30 AM to 1:00 PM

LEADERSHIP:

The Role of Algorithm In Redefining Future Leadership In Organizations
Abhishek Bhushan Singhal

Empowering versus directive leadership: An experimental study comparing effects on team outcomes
Smita Mukherjee and Dr. Zubin Mulla

The Influence of Organizational Learning on Performance and Innovation: A Literature Review
Jahnavi Patky

Thursday, 13 December, 2018
Concurrent session II: Room #M12
2:00 PM to 3:30 PM

LIFE, FAM & SOC:

Doctoral Track - Job Switching and Communities of Practice: Mapping Facilitators and Dampeners to Life Cycle
Parijat Lanke and Papri Nath

Work-family guilt and Coping Mechanism adopted by employed father and mothers- A comparative study
Sasmita Dash

How and when does Employee monitoring lead to desirable outcomes in the workplace?
Madhurima Mishra

A study of socio-economic conditions of long-haul truck drivers in India
Rakesh Pathak and Sukhmeet Kaur
Human Resources Management / Organisation Behaviour

Friday, 14 December, 2018
Concurrent session III: Room #M12
9:00 AM – 10:30 AM

**ORGS AS SYSTEMS:**

- **Process for Developing PMS in Knowledge Based Teams: A Conceptual Framework**
  Varun Elembilassery
- **Doctoral Track - Emergence of HRM System: An Exploratory Study**
  Varun Elembilassery
- **Competency-based capability building and organisational development**
  Sateesh Shet, S.V Patil and Meena Chandawarkar

Friday, 14 December, 2018
Concurrent session IV: Room #M12
5:00 PM to 6:30 PM

**GENDER:**

- **Challenges and opportunities of women entrepreneurs in India**
  Jaya Sweta Srivastava
- **Study of Gender Social provisions for Role Congruity within Family businesses**
  Siddhartha Saxena, Dr. Anjali Gokhru Gohkru and Kanu Priya Mishra
- **Doctoral Track- HRD programs and Women Executives: Are the current HRD initiatives right for women executives?**
  Liji James
**Human Resources Management / Organisation Behaviour**

Saturday, 15 December, 2018  
Concurrent session V: Room #M12  
9:00 AM to 10:30 AM

**ANIMA & AUTOMATA:**

- **Linking Personality and Occupational Commitment? Mediating Role of Mentoring Functions – An Empirical Test in India**  
  *Ridhi Arora*

- **Exploring Work Motivation of Gen Z - insights through the use of Method of Empathy-Based Stories**  
  *Deepika Dabke and Upasna Agarwal*

- **Implications of Automation on Work at Multiple Levels in Organizations**  
  *Ankur Jain and Vasanthi Srinivasan*

- **Doctoral Track: Goal-Competition Interactionist Model of Socially Responsible Behaviour of Public Sector Executives**  
  *Ramachandran Veetikazhi*

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Saturday, 15 December, 2018  
Concurrent session VI: Room #M12  
2:00 PM to 3:30 PM

**PEOPLE & PREF:**

- **Doctoral Track - Student Employability preferences towards Start-ups- An analytical study with respect to Technical Graduates**  
  *Mrs. Roopa Karnam and Dr.Veena A*

- **Doctoral track - What drives corporate environmental responsibility: The role of accurate mental models and green nudging**  
  *Ramya M and Rupashree Baral*

- **An exploratory study of the content of psychological contract in the Indian start ups**  
  *Sowdamini Thatta and Lakshmi Prasanthi Nutakki*

- **Doctoral Track- Human Capital a Key Factor in Scaling Social Entrepreneurship: A Case Study**  
  *Gunjan Joshi and Rajib Lochan Dhar*
Information Technology and Systems

Thursday, 13 December, 2018
Concurrent session I: Room #M13
11:30 AM to 1:00 PM

Exploring the Role of ICT Access on Corruption Control: Analysis of Country-Cohorts using Panel Data Regression
Prakrit Silal, Ashutosh Jha and Debashis Saha

Doctoral Track – Does interactivity matter? Conceptualizing and its impact on adoption intention in mobile banking context
Amit Shankar and Biplab Datta

Doctoral Track - Predictive Analytical Techniques for Oil Price Prediction
Manas Tripathi and Inderjeet Kaur

Effect of Business-IT Alignment on IS integration success in M&A: A three-stage alignment model
Ravikumar N and Rajendra Bandi

Thursday, 13 December, 2018
Concurrent session II: Room #M13
2:00 PM to 3:30 PM

Joint Impact of Information Inconsistency and Purchase Timing on Social Commerce Purchases: An Experimental Analysis
Samadrita Bhattacharyya and Indranil Bose

Doctoral Track- Short- and Long-Term Impact of Online Community Recognition on User Contribution Outcomes: A Quasi-experimental Study
Samadrita Bhattacharyya, Shankhadeep Banerjee and Indranil Bose

Doctoral Track - Does the use of Twitter promote transparency by constraining earnings management? A large scale analysis of firms
Adrija Majumdar, Indranil Bose and Alvin Leung

Doctoral Track - Social Media and Polarization of Public Opinion: Is there Balance of Frames in Social Media Content?
Sunil Reddy Kunduru and Rajendra K Bandi
Information Technology and Systems

Saturday, 15 December, 2018
Concurrent session VI: Room #M13
2:00 PM to 3:30 PM

**Doctoral Track - Crowdfunding for Technology Start-ups: Investigating the Interplay among Technology, Beneficiary and Patron**
*Shankhadeep Banerjee and Indranil Bose*

**New Theoretical Elements of Design Thinking Impacting ICT4D Performance: Theorizing from GPower, a CINI-Accenture Initiative in India**
*Kushal Saha, Anjan Ghosh and Rishikesan Parthiban*

**Techno-Economics of 4G-LTE Deployment in India: Forecasting the Innovation Adoption and Evaluating the Profitability Potential**
*Ashutosh Jha and Debashis Saha*

Legal Management

Friday, 14 December, 2018
Concurrent session IV: Room #C5
5:00 PM to 6:30 PM

**Corporate Governance Rating: a myth or reality? a prospective from Indian Corporate World**
*Dr. Ayyagari Lakshmana Rao, Dr. Nikhil Kulshrestha, Dr. Prakash Chandra Bahuguna and Dr. G. Ramakrishnan*

Followed by Panel discussion on Law and Management
Marketing & Business Communication

Thursday, 13 December, 2018
Concurrent session I: Room #N001
11:30 AM to 1:00 PM

Need for touch in online shopping environments
Rupa Rathee and Pallavi Rajain

Establishing Role and Interaction of Personality Elements in Online Reviews
Lalit Ojha

Management and Spirituality: Literature Review
Zillur Rahman and Vivek Vyas

Impact of Country of Origin and Media Type on Brand Placement Effectiveness: An Experimental Investigation
Murtaza Hassan Ittoo, Komal Nagar, Raouf Ahmad Rather and Paramdeep Kour

Thursday, 13 December, 2018
Concurrent session I-A: Room#M22
11:30 AM to 1:00 PM

Start, Scale up and Decline: Consumption Behaviour in High & Low Sunk costs
Shivendra Pandey

Doctoral Track - Exploring the factors of scale development to measure electronic word of mouth effectiveness
Mrs. Anshu Rani and Dr H N Shivaprasad Nayak

Emotional branding scale and its role in formation of brand trust
Vikas Singla and Gaurav Gupta

Teenagers’ Perception towards Celebrity Endorsement and Its Impact on Brand Building for Branded Apparels: An Empirical Analysis
Dr. Gincy Jiju Mathew, Dr Pinaki Ranjan Bhattacharyya and Jiju Mathew John

Thursday, 13 December, 2018
Concurrent session II: Room #N001
2:00 PM to 3:30 PM

Factors Influencing Satisfaction of Indian Voters: An Empirical Investigation
Danish Kirmani and Faiz Hasan

Doctoral Track - What LIEs in the news I shared? Digital Self and its manifestations on Social Media
Parvathi Jayaprakash and Ranjitha Gp

Examining the Effect of Store Characteristics, Attitude and Gender on Trust in Online Social Media Marketing
Nirankush Dutta and Anil Bhat

Business Communication***
Swimming against the current: a case analysis of Patanjali’s iconoclast positioning
Kashika Sud and Sukriti Sekhri
Marketing & Business Communication

Friday, 14 December, 2018
Concurrent session III: Room #N001
9:00 AM to 10:30 AM

Understanding Consumption: A Life-Course Narrative Approach
Sushant Kumar and Pradip Sadarangani

Doctoral Track-Consumer attitudes and attitudinal functions towards counterfeits:
A comprehensive review and conceptual Framework
Sushin M

Consumers’ Switch between Employee-based Services and Self-service Technologies
Arun Kaushik and Geetha Mohan

Donating to Someone or Friend - Does Recipient’s social distance matters in Donor’s Happiness
Gopal Das and M S Balaji

Friday, 14 December, 2018
Concurrent session IV: Room #N001
5:00 PM to 6:30 PM

Behavioural Dimensions and Marketing: Perspectives on Teaching Consumer Behaviour
Prof. S.Ramesh Kumar, IIMB Chair of Excellence and Professor of Marketing
Marketing & Business Communication

Saturday, 15 December, 2018
Concurrent session V: Room #N001
9:00 AM to 10:30 AM

Doctoral Track – M-B-QUAL: A Scale for Measuring Mobile Banking Service Quality
Amit Shankar, Biplob Datta and Charles Jebarajkirthy

Doctoral Track - Customer retention practices executed at the middle level by the managerial executives
Harpreet Kaur and Sangeeta Arora

Integration of Stimulus Organism Response (SOR) Model with Geddesian Town Planning Theory:
An Interdisciplinary Approach for Bottom of Pyramid Market
Ayush Chaudhary and Dr. Varisha Rehman

Doctoral Track-Transformative Impacts of Technology Enabled Value Co-Creation:
Insights from the Case of Farmizen in India
Bhupesh Manoharan, Rishikesan Parthiban and Shalini

Saturday, 15 December, 2018
Concurrent session VI: Room #N001
2:00 PM to 3:30 PM

Role of Environmental concerns on the start-ups networking: a study of Indian start-ups
Monika Sheoran and Dr. Divesh Kumar

Cultural Beliefs and Consumer Behaviour in Indian Apparel Market
Prof. Akhaya Kumar Nayak and Abhisek Verma

Paying for “Me” versus paying for “Us”: Impact of Price-Benefit Trade-offs in Consumers’
Green Purchases
Dhrithi Mahadevan
Empirical analysis of factors influencing supplier satisfaction: A mediating role of relationship
Manoj Hudnurkar, Suhas Ambekar, Prakash Waknis, Pankaj Sharma and Manish Sinha

Doctoral Track - Designing a Spatially-Differentiated Pricing Strategy under Competition and Product Differentiation
Tania Saha and Arnab Adhikari

Strategic fit of service supply chains based on operant resources
Raveen R Menon, Tarikere T. Niranjan and Dayna Simpson

Dynamic Capabilities and Firm Operational Performance: A Resource Based View
Ritu Singh and Parikshit Charan

Doctoral Track – Mechanism design using virtual organization to coordinate sustainable supply chain
Patanjal Kumar, Gourav Dwivedi and Peeyush Pandey
Strategic Management & International Business

Thursday, 13 December, 2018
Concurrent session I: Room #C5
11:30 AM to 1:00 PM

Doctoral Track - Business Model: Explorative Case Study on activities deployed by firms when implementing Digital Transformation
Satyasiba Das and Radhakrishnan Balakrishnan

Board diversity and Exploration-Exploitation strategy: The role of Technological Intensity of Industry
Muneza Kagzi and Mahua Guha

Doctoral Track - Do cognitive capabilities influence firm innovation performance? - Disambiguating the drivers of innovation in an ecosystem
Rajan Goparaju and Akbar Mohammed

Thursday, 13 December, 2018
Concurrent session II: Room #C5
2:00 PM to 3:30 PM

Breaking barriers – Regime changes and the path towards paradigm shifts
Amritha John and Ashwin Mahalingam

International Business**
Re-Internationalization: How different it is from initial internationalization?
Salman Ali

Learning experiences of expert poker players: coaching cube diversity and managerial relevance
Deepak Dhayanithy

Towards a dynamic view of ambidexterity
Santosh Prusty
Strategic Management & International Business

Friday, 14 December, 2018
Concurrent session III: Room #C5
9:00 AM – 10:30 AM

**Doctoral Track - Impact of partner characteristics on SME alliance performance:**
*Through the mediating influence of partner dynamics*
*Rohit Prabhudesai, Nitin Pangarkar, Ch. V.V.S.N.V. Prasad, Abhishek Kumar Sinha and Aswini Kumar Mishra*

**Alliance Portfolio Configurations of High-Tech Firms: Implications for Firm Performance**
*Dhirendra Mani Shukla, Amita Mital and Israr Qureshi*

**Doctoral Track - Strategic Partner Selection: A Networks Perspective**
*Harini K N*

**Ownership, spatial patterns and the adoption of new environment-friendly practices**
*Santanu Bhadra, Abhirup Chakrabarti and Sougata Ray*