



# Doctoral Symposium 2020

9th, 10th & 11th December

## SCHEDULE

Date	Time	Event	Moderator/Host
9th December	9:00am-10:00am IST	<b>Objectivity, Ideology, and the Market for Ideas in Social Science Research</b> by Prof. Mitchell Langbert	Hosted by Prof. Kausik Gangopadhyay Coordinator: Pooja Bhatia
	10:00am-11:00am IST	<b>Research in Operations Management: The Publication Process and Some Promising Research Directions</b> by Prof. Milind Dawande	Hosted by Prof. Ashutosh Sarkar Coordinator: Soumyadeep Kundu
	11:00am-12:00pm IST	<b>What, Why, and How of Your Research: The Challenges Ahead</b> by Prof. Ramadhar Singh	Hosted by Prof. Mohammed Shahid Abdulla Coordinator: Sivadasan TM
	12:15pm-1:15pm IST	<b>'Publish Or Perish': Reflections On Research In Indian B-Schools</b> by Prof. Mathew J Manimala	Hosted by Prof. Unnikrishnan K Nair Coordinator: Jagriti Srivastava
	2:30pm-4:00pm IST	<b>Pre-Symposium Workshop</b> <b>Writing and Publishing Teaching Caselets</b>	<b>Dr. Gopalakrishnan Narayanamurthy</b> Coordinator: Puram Praveen
10th December	8:30am-9:15am IST	Musings on the Foundational Pillars of a Career in the Academia: Service, Teaching, Administration and Research (STAR) / Administration, Research, Teaching and Service (ARTS) Inaugural address by Prof. Rajan Varadarajan	Hosted by Prof. Aishwarya Ramasundaram Coordinator: Jagriti Srivastava
	9:15am-9:30am IST	<b>INAUGURAL CEREMONY</b>	Hosts: Jagriti Srivastava & Christina Sanchita Shah
	9:30am-10:30am IST	<b>An Academic's Life-Worlds – Balancing Teaching and Research</b> Inaugural address by Prof. Divakaran Liginlal	Hosted by Prof. Mohammed Shahid Abdulla Coordinator: Christina Sanchita Shah
	10:45am-12:00pm IST	Session 1 Theme: <i>Attitudes, Behaviors and Personal-Organizational Outcomes</i>	Chair: Prof. Kapil Verma HOST: Liji James
		Session 2 Theme: <i>Emerging Trends in Corporate Sustainability</i>	Chair: Prof. Sanjoy Mukherjee (IIM Shillong) HOST: Sandeep Yadav
	12:15pm-1:30pm IST	Session 3 Theme: <i>Management Information Systems</i>	Chair: Prof. Radhakrishnan Pillai HOST: Mukesh Narmetta
		Session 4 Theme: <i>Consumer Behaviour</i>	Chair: Prof. Nivedita Bhanja HOST: Rahul
	2:15pm-3:15pm IST	<b>Blue Ocean Shift: What is it and Practical application in Japan</b> by Prof. Ikegami Jusuke	Hosted by Prof. Rajesh Updhyayula Coordinator: Sandeep Yadav
	3:30pm-4:45pm IST	Session 5 Theme: <i>HRM &amp; Sustainability</i>	Chair: Prof. Surya Prakash Pati HOST: Anjali G Nath
		Session 6 Theme: <i>Operations Management &amp; Supply Chain</i>	Chair: Prof. Rupesh Pati HOST: Puram Praveen
5:00pm-6:00pm IST	<b>Addressing Grand Challenges through Social Entrepreneurship and Social Intermediation Research</b> by Prof. Israr Qureshi	Hosted by Prof. Sumit Mitra Coordinator: Christina Sanchita Shah	
6:30pm-7:15pm IST	<b>NETWORKING SESSION</b>	Coordinator: Soumyadeep Kundu & Pooja Bhatia	
11th December	9:00am-10:00am IST	<b>Deriving research insights using machine learning algorithms</b> by Prof. Himanshu Mishra	Hosted by Prof. Priya Narayanan Coordinator: Aditi Sharma
	10:15am-11:30am IST	Session 7 Theme: <i>Emerging Trends in Financial Management</i>	Chair: Prof. Balagopal Balakrishnan HOST: Jagriti Srivastava
		Session 8 Theme: <i>Technology Penetration &amp; Marketing</i>	Chair: Prof. Ekta Srivastava HOST: Soumyadeep Kundu
		Session 9 Theme: <i>Sustainable Development</i>	Chair: Prof. Somdeep Chatterjee (IIM Lucknow) HOST: Jayanth SSR
	11:45am-1:00pm IST	Session 10 Theme: <i>Spirituality at the Workplace</i>	Chair: Prof. B.S. Pawar HOST: Geethika
		Session 11 Theme: <i>States &amp; Markets</i>	Chair: Prof. Chitwan Lalji HOST: Aariya Sen
	2:45pm-3:45pm IST	<b>Block chain and Supply Chain Logistics: Research Opportunities</b> by Prof. Nachiappan Subramanian	Hosted by Prof. Arqum Mateen Coordinator: Puram Praveen
	4:00pm-5:15pm IST	Session 12 Theme: <i>Corporate Finance &amp; Risk Management</i>	Chair: Prof. Rachappa Shette HOST: Aneasha MA
		Session 13 Theme: <i>Emerging Trends in Strategic Management Research</i>	Chair: Prof. Nycil George HOST: Sandeep Yadav
	5:30pm-6:30pm IST	<b>Management Studies in Crisis: Fraud, Deception and Meaningless Research</b> Valedictory Address by Prof. Dennis Tourish	Hosted by Prof. Ram Kumar P.N Coordinator: Soumyadeep Kundu
6:30pm-7:00pm IST	<b>VALEDICTORY CEREMONY</b>	Host: Soumyadeep Kundu	



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## Paper Presentation Schedule

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		11:45am-1:00pm IST	Session 11	80	
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	4:00pm-5:15pm IST		Session 12	76	
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## Accepted Papers for Presentation

Paper ID	Title	Authors	Institute/Organization
7	Bank Capital and Monetary Policy Transmission in India	Silu Muduli, Harendra Behera,	Reserve Bank of India
8	Comparison of Regression, ANNs and SVMs methods for Prediction of the Indian Stock Market	Deepanshu Verma	Ambedkar University Delhi
9	Determining Indian Consumer Purchase Intention For Electric Vehicles	Saurabh Kumar, Syeedun Nisa	Jamia Hamdard
19	An Experimental Study on Goal-induced Focalism on Employees' Socially Responsible Behaviour	Ramachandran Veetikazhi, Kamalanabhan T.J., Andreas Mueller	Indian Institute of Technology Madras , University of Duisburg-Essen
22	A Systematic Literature Review on Mechanism for Building Sustainable Business Ecosystems: The Role of Actors, Structure and Strategy	Deeksha Gupta, Rohit Kumar	Indian Institute of Management Ranchi
23	Creating Sustainable Practices using HRM Systems during Turbulence: Towards a Model for Green Culture Development	Sudhanshu Maheshwari, Ashneet Kaur	Indian Institute of Management Ahmedabad
24	Understanding Leadership Claiming as a negotiation process	Shreyaa Mukherjee	Faculty of Management Studies Delhi
26	Sustainability in Business and Management: A bibliometric based integrative review and future research agenda	Milind Jha, K Rangarajan	Indian Institute of Foreign Trade
42	The mindful approach to save humankind from the COVID-19 pandemic	Sachin Kumar, Tapan K. Panda	O.P. JINDAL GLOBAL UNIVERSITY
44	Factors affecting acceptance of mobile payment: A vender perspective	Kanav Mehra, Sarvesh Patidar, Ankur Ankur. Rounak Polley	Indian Institute of Management, Vishakapatnam
50	Promoting Employees' Pro-Environmental Behaviour: Exploring The Role of Mindfulness and Connectedness to Nature	Sachin Kumar, Tapan K. Panda, Krishan K. Pandey	O.P. JINDAL GLOBAL UNIVERSITY
58	Determinants of M-Wallet adoption in an emerging market: A retail merchant's perspective	Nivedita Bhanja, Ambika Nanda	SPJIMR, Indian Institute of Management Kozhikode
60	A Comprehensive Framework for Assessment of e-Government Services	Sayantana Khanra, Rojers P Joseph	Woxsen University, Indian Institute of Management Rohtak
67	Environmental Sustainability Of Indian Thermal Power Sector: An Empirical Analysis	Abhinav Jindal, Rahul Nilakantan	Indian Institute of Management, Indore
74	Impact of Co-creation in the practice of developing IoT solutions	Vishal Goyal, Anita Goyal	Indian Institute of Management, Lucknow

76	Discontinuity in Earnings and Market Performance	Jagriti Srivastava, Rachappa Shette	Indian Institute of Management, Kozhikode
80	Product Differentiation Dominance In An Oligopolistic Market: A Bibliometric Study	Keshvi Nandu, Anupriya Maliwal, Foram Shah, Anuj Shah, Dev Derasari,	Ahmedabad University
82	Motivation to write online reviews: Understanding Indian consumers' perspectives through qualitative research	Kulwinder Kaur	Panjab University
91	Sustainability Mind-set: Micro-foundation of Dynamic Capabilities for Innovation for Sustainability	Asha Nair, Som Sekhar Bhattacharyya	NITIE, Mumbai
92	Factors affecting green home purchase intention in India	Sk Kamaruz Zaman, Deepak Kumar Sahoo, Ayush Chaudhary, Jason Anuj Subba	Indian Institute of Management Visakhapatnam
97	When First is Best: Why Brand-First is Superior to Attribute-First during Sequential Presentation of Product Information	Priya Narayanan, Arvind Sahay	Indian Institute of Management Kozhikode, Indian Institute of Management Ahmedabad
98	Export Propensity of SMEs in Emerging Markets: The Effects of Institutional Factors and Foreign Linkages	Arun T M, Shaili Singh, Rojers P Joseph	Indian Institute of Management Rohtak
103	Increase of Value Added Service in Patient Process Flow: Value Stream Mapping	Vinodhini Anandharaman, R. Seethalakshmi Ramu, Ashish Kumar Biswas	Cauvery College for Women , Bharathidasan University Trichy, GITAM Hyderabad Business School, GITAM
106	Consumer affinity towards over the top (OTT) streaming services	Ravi Anand, Saurav Parihar, Pooja Agarwal, Himanshu Kashyap	Indian Institute of Management Visakhapatnam
111	Carbon Emissions & Ecological Business Conscience of Coal, Oil & Gas businesses in India	Harini K N	XLRI Jamshedpur
112	Analysis of Green Supply Chain Power Structure Under Fairness Scheme	Soumita Ghosh, Abhishek Chakraborty, Alok Raj	XLRI Jamshedpur
114	'It depends': Regulatory Focus & Risk-taking Behavior	Sakshi Aggarwal	Indian Institute of Management, Indore
118	Inclusive Business Models: What Is The Contribution Of Responsible Leadership And Mission-Driven Identity?	Lekha Warriar, Radha Iyer	KJ Somaiya Institute of Management Studies and Research
120	Dark Tourism: An Exploratory Study of Long-term Affective & Cognitive Impact	Sakshi Aggarwal, Abdul Wahid Khan	Indian Institute of Management, Indore
121	Machine Learning in Business and Applications: Bibliometric Analytics	Monalisha Pattnaik	SAMBALPUR UNIVERSITY
122	R&D Expenditure and Firm Performance: Evidence from Indian Companies	Sameena Ghazal, Tariq Aziz	Aligarh Muslim University
123	The resource-based view guided sustainable development: a co-citation analysis	Sayantana Khanra, Rojers P Joseph	Turku School of Economics, Indian Institute of Management Rohtak

129	Lean Inventory and Firm performance: Evidence from India	Jagriti Srivastava, Anannya Gogoi, Rudra Sensama	Indian Institute of Management Kozhikode
142	Differential effects of historical and social aspiration-related performance feedbacks on corporate sustainability strategy	Bikramjit Ray Chaudhuri	S P Jain Institute of Management and Research
149	Global Financial Crisis and Emerging Economies: Evidence from India	Jagriti Srivastava, Sandeep Yadav	Indian Institute of Management, Kozhikode
155	Synergistic Combination of Constructivist Grounded Theory and Analytic Auto ethnography: A Novel Hybrid Research Paradigm to Develop Indigenous Theories	Awanish Chaudhary	Indian Institute of Management Lucknow
156	The Determinants Effecting the Outreach of Micro, Small and Medium Enterprises: A Comprehensive Study	Seema Gupta, Sudhir K. Jain, Vijeta Singh	Amity College of Commerce and Finance, Amity University, Noida
158	Self-Choice of household firms to transition from informality: Evidence from service sector micro units	Dinabandhu Bag	National Institute of Technology Rourkela
161	Workplace Spirituality and Remote-Cyberloafing: A Conceptual View in the Context of Distributed Work Environments	Sauvik Kumar Batabyal, Kanika Tandon Bhal	Department of Management Studies, Indian Institute of Technology Delhi
164	Organizational Citizenship Behaviour: Evidence from the Indian Armed Forces and Call for Discussion on a Broader Definition	Awanish Chaudhary	Indian Institute of Management Lucknow
177	GREAT' model of non-monetary levers to enhance employee engagement in Indian software services industry	Swaminathan Mani, Mridula Mishra	LPU, Punjab
180	Perspectives on Logistics Outsourcing	Satya Tripathi	IGNOU New Delhi
185	Can Institutional Investors Reduce Security Issuance Frictions? Evidence from Anchor Backed IPOs in India	Aarti Sharma, Ankit Singhal, Vishwanath S R	Shiv Nadar University
187	An Analytical Study On Privatization Of Oil Industry In Kuwait: Challenges And Opportunities	Hanan Al-Hashash, Raphael Heffron	University of Dundee, Scotland
188	The Behavioral Drivers of Product Diversification Strategy	Supratim Kundu, Bikramjit Ray Chaudhuri, Ranjan Banerjee	S P Jain Institute of Management & Research (SPJIMR)
189	ICT Adoption and Insurance uptake in India	Shreya Biswas, Shreya Lahiri	Birla Institute of Technology, Pilani, Hyderabad Campus
192	Bank lending relationship and the maturity structure of public debt	Jagan Kumar Sur	Indian Institute of Management Raipur
194	The impact of promoter holdings on the textual component of Management Discussion and Analysis	Somya Arora, Yogesh Chauhan	Indian Institute of Management Raipur
199	Does Exchange Rate Volatility Impact Export Trade Of India-U.S. At Commodity-Level?	Mohini Gupta, Sakshi Varshney	Jaypee Institute of Information Technology, Noida
203	Career Success Of Women: Role Of Family Responsibilities, Mentoring And Perceived Organizational Support	Jyoti Chauhan, Geeta Mishra, Suman Bhakri	Amity College of Commerce and Finance, Amity University, SRCC, University of Delhi

213	An Empirical Investigation Of The Job Satisfaction Of Indian Expatriates: The Mediating Role Of Cultural Adjustment	Chhaya Mani Tripathi, Tripti Singh	MNNIT Allahabad
216	Impact Of Perceived Workplace Diversity On Organizational Outcomes: Gender As Moderator	Itinpreet Kaur, Geeta Mishra, Rahela Farooqi	Amity College of Commerce and Finance, Amity University, Centre for Management Studies, Jamia Millia Islamia
218	Can Online Product Sales be Increased by Ordering a Positive Review before a Negative One?	Spandan Chowdhury, Bijit Ghosh	Indian Institute of Technology Delhi, Jadavpur University
219	Collaborative Work Compatibility: Changing Work Practices in Business Organizations at Indian Industries in COVID-19 disruption	Rajesh Mokale, Vicky Nandgaye	Indian Institute of Management Indore, Tata Institute of Social Sciences
220	Consumer's Buying Intentions Regarding SUVs in India: An Empirical Analysis	Saurabh Verma, Sunil Yadav, Rubu Gogoi	National Institute of Technology Silchar, Rukmini Devi Institute of Advanced Studies
221	Impact of Corporate Tax Aggressiveness on Firm Value: Evidence from India	Taruntej Singh Arora	University Business School, Panjab University, Chandigarh
223	Reinvigorating Green Bond as an Alternative Energy Investment amidst Foreseeable Funding Crisis due to the Great Lockdown	Suvajit Banerjee, Avik Ghosh	Visva Bharati University, Reserve Bank of India
225	Investigating the Impact of Economic Growth on CO2 emission: Evidence from Developing Economies of the Asian Region	Avik Ghosh, Harsh Kumar	Amity University, Noida
229	Novelty and Serendipity in Recommender Systems: A Social Choice Theory Perspective	Aariz Javed	Indian Institute of Management Ranchi
232	The First Half-Century of Demand Modelling and Inventory Modelling for Substitutable Products: A Literature Review and Bibliographic Analysis	Gaurav Nagpal, Udayan Chanda, Himanshu Seth	Birla Institute of Technology and Science, Pilani
233	Nature of Internal Labor Migration in India: Do Education and Digitalization matter?	Sana Tabassum, Leena Eapen	Indian Institute of Management, Kozhikode