

## INTERNATIONAL CONCLAVE ON GLOBALIZING INDIAN THOUGHT

Organized by the Indian Institute of Management Kozhikode

December 16th - 18th, 2021

### Conference Schedule

#### Day 01 - Thursday, December 16, 2021

01:00 pm - 02:15 pm

Meet the Editors: Guidance for Early Career Researchers

Panelists & Moderator

Sanjay Kumar Singh (Journal of Asia Business Studies)  
Chinmay Pattnaik (Cross Cultural and Strategic Management)  
Vijay Pereira (International Studies of Management and Organization)  
Moderator : Surya Prakash Pati (IIM Kozhikode)

#### Conference Inauguration (04.30 pm)

<https://iimk-ac-in.zoom.us/j/96954100440?pwd=UDNNRDRJeDhaOHI3cTJlQWwNFaHVtUT09>

#### Day 02 - Friday, December 17, 2021

##### Session I

Time

Track : Indian Cinema [Date : 17.12.2021 ; Time: 09.30 am - 11.00 am]

##### Parallel Session I

<https://iimk-ac-in.zoom.us/j/96701280116?pwd=SkRVSTlzaWFNNTdrdEhLMk9rZ1QwZz09>

Session Chair - Prof. Aishwarya Ramasundaram

	Serial Number	Submission Number	Author(s)	Paper-Title
09.30 am -11.00 am	1	9	Pinaki Dasgupta and Mrinmoy Majumder	Intersectionality of Gender, Ecology and Politics: a conceptual analysis of the hindi film 'Sherni'
	2	10	R Anuradha	Relevance of Mouna as an ascetic practice: Insights from The Guru
	3	13	Susmitha Patnaik and Vara Prasad Yallami	Local to Global - Strategic Learnings from the Making of the Bahubali Cinema
	4	104	Monali Chatterjee	Narratives of Communal Violence in Indian Cinema

Time

Track : Sports and Health [Date : 17.12.2021; Time: 09.30 am - 11.00 am]

##### Parallel Session II

<https://iimk-ac-in.zoom.us/j/95162177193?pwd=NGE0L0JoelA1RndmMTg1VXNzbUI4UT09>

Session Chair - Prof. Deepak Dhayanithy

	Serial Number	Submission Number	Author(s)	Paper-Title
09.30 am -11.00 am	1	14	Indraneel Pakala	Sports : Playing On
	2	15	Vijayshankar Krishnamurthy	Implementation of the Sports Policy in India: A scan of extant literature and Conceptual Framework
	3	25	Lakshmi Kannan and Arul Jyothi M	Strategic Management and Branding of Sports Leagues An Analysis on the Indian Super League
	4	50	Pramodh Korula	Indian Yoga: A Transcending Career enhancement trigger for Management Graduates
	5	160	Chitwan Lalji and Debayan Pakrashi	Sleeping pattern and psychological wellbeing

Time

Track : Management and Business: General [Date : 17.12.2021; Time: 09.30 am - 11.00 am]

##### Parallel Session III

	<a href="https://iimk-ac-in.zoom.us/j/91292711699?pwd=S1RQV0h1ZmdGOGQ3MndzRk5CUFpJZz09">https://iimk-ac-in.zoom.us/j/91292711699?pwd=S1RQV0h1ZmdGOGQ3MndzRk5CUFpJZz09</a>			
	<b>Session Chair - Prof. Praveen Sugathan</b>			
<b>09.30 am -11.00 am</b>	<b>Serial Number</b>	<b>Submission Number</b>	<b>Author(s)</b>	<b>Paper-Title</b>
	1	12	Srijanani Devarakonda and Lara Priyadarshini	A Study on Analyzing & Predicting the Attitude of "gen Z" Towards Selecting Financial Institutions
	2	68	Rijo Gratus and Renjini D	Mediation Effect of Shopping Mall Entertainment Experience, Utilitarian Value and Hedonic Value: A Study on Mall Repatronage Intention
	3	58	Sunil Mashru, Niharika Bajaja and Aarti Joshi	Service Quality and Restaurant's Customer Satisfaction An Empirical Evidence from Rajkot City
	4	21	Sunil George and Hari Sundar G	Coaching – An Indian Definition – For 21st Century Gurukuls
<b>Time</b>	<b>Track : Management and Business: Work from home [Date : 17.12.2021; Time: 09.30 am - 11.00 am]</b>			
	<b>Parallel Session IV</b>			
	<a href="https://iimk-ac-in.zoom.us/j/99396217197?pwd=TXVCZ1dURGdwd0szbVR1ZkY2M05XZz09">https://iimk-ac-in.zoom.us/j/99396217197?pwd=TXVCZ1dURGdwd0szbVR1ZkY2M05XZz09</a>			
	<b>Session Chair - Prof. Promila Agarwal</b>			
<b>09.30 am -11.00 am</b>	<b>Serial Number</b>	<b>Submission Number</b>	<b>Author(s)</b>	<b>Paper-Title</b>
	1	101	PVL Ramana and Chethana G Krishna	Need and Usefulness of hybrid workplace post pandemic in India
	2	149	Arti Maini and Deepika Chaudhary	Factors affecting Work from Home: Lessons Learnt during Covid-19 Pandemic
	3	155	Jenifer Arokia Selvi A, Geetha M and B. Aiswarya	Impact of Emotional Intelligence and Personality Traits on Motivation While Working from Home: The Mediating Effect of Psychological Empowerment
	4	107	Aparna M. Varma and Manoranjan Dhal	Employee Relations as Enterprise Soft Power: The Case of Tata Sons
	<b>Session II</b>			
<b>Time</b>	<b>Track : Indian Cinema [Date : 17.12.2021; Time: 11.30 am - 01.00 pm]</b>			
	<b>Parallel Session 1</b>			
	<a href="https://iimk-ac-in.zoom.us/j/99913217510?pwd=aFZySGtGVm1kQ3FnbTdsQ2pNYU5lUT09">https://iimk-ac-in.zoom.us/j/99913217510?pwd=aFZySGtGVm1kQ3FnbTdsQ2pNYU5lUT09</a>			
	<b>Session Chair - Prof. Pinaki Dasgupta</b>			
<b>11.30 am - 01.00 pm</b>	<b>Serial Number</b>	<b>Submission Number</b>	<b>Author(s)</b>	<b>Paper-Title</b>
	1	24	Rajiv Ranjan	Revisiting Possession in the Oriental and Occidental Traditions: Lessons from a Comparative Study of American Television Series and Pakistani Dramas
	2	96	Rajesh Pillania	Globalising Indian Thought Through Indian Cinema
	3	70	Umayal Palaniappan, Booshnam Dinakaran, Angelin Vilma and V Prasanna	Theatres to Ott: Potential Drivers for Switching
<b>Time</b>	<b>Track : Wellness [Date : 17.12.2021; Time: 11.30 am - 01.00 pm]</b>			
	<b>Parallel Session II</b>			
	<a href="https://iimk-ac-in.zoom.us/j/91317658834?pwd=REYyN0JKRXZENGJBb2VTT1tRk1OUT09">https://iimk-ac-in.zoom.us/j/91317658834?pwd=REYyN0JKRXZENGJBb2VTT1tRk1OUT09</a>			
	<b>Session Chair - Prof. Abhishek Behl</b>			
<b>11.30 am - 01.00 pm</b>	<b>Serial Number</b>	<b>Submission Number</b>	<b>Author</b>	<b>Paper-Title</b>
	1	6	Salamah Ansari	Sustainability of Wellness Tourism: Systems Thinking Perspective
	2	154	Saparya Suresh and Geetha M	Can Yoga Practice help in adoption of Minimalistic Lifestyle? -An Overview

11:30 am - 01:00 pm	3	60	Snigdha Choudhury and Sidhartha S Padhi	Managing anxiety at grass root :A proactive strategy to fight pandemic
	4	88	Radhakrishna Pillai R	Simple Solutions for Complex Problems – Developing the Right Mental Model Based on the Godly Wisdom
	5	59	Preshita Neha Tudu, Piyushita Meha Tudu and Neha Gahlawat	A study on the psychological impact of COVID-19 lockdown on people in the Indian context
Time	Track : Environment [Date : 17.12.2021; Time: 11.30 am -01.00 pm]			
	Parallel Session III			
<a href="https://iimk-ac-in.zoom.us/j/95660357341?pwd=byt6UHhhaUMvWTBkOGRSTlprUER1Zz09">https://iimk-ac-in.zoom.us/j/95660357341?pwd=byt6UHhhaUMvWTBkOGRSTlprUER1Zz09</a>				
Session Chair - Prof. Surya Prakash Pati				
11.30 am - 01.00 pm	Serial Number	Submission Number	Author	Paper-Title
	1	103	Dinisha C M and Sankara Moorthy K	Consumer Purchase Intention of Electric Vehicles in India
	2	139	Neena Sinha, Ritu Sehwat and Varnika Jain	Value Belief Norm theory through the lens of Indian Ethos: the context of Electric Vehicle Adoption
	3	56	Vaibhav Mishra, Vidushi Pandey and Pankaj Vishwakarma	Indian Approach to maintaining the circular economy for e-waste disposal–Selection of disposal mechanism for smartphones waste in India
Time	Track : Management and Business: India's Soft Power [Date : 17.12.2021; Time: 11.30 am - 01.00 pm]			
	Parallel Session IV			
Session Chair - Prof. Suram Balasubrahmanyam				
<a href="https://iimk-ac-in.zoom.us/j/91489298716?pwd=VzdU0dsZnFwamI3aWJ4THZPN2RzQT09">https://iimk-ac-in.zoom.us/j/91489298716?pwd=VzdU0dsZnFwamI3aWJ4THZPN2RzQT09</a>				
11.30 am - 01.00 pm	Serial Number	Submission Number	Author	Paper-Title
	1	128	Abheeshkek Dev Roye and Aditya Iyengar	Finding a Balance between Consequentialism & Essentialism: Lessons from Art Management for Business Management
	2	114	Liji James and Manoranjan Dhal	Paternalistic leadership and Team Learning
	3	145	Manoranjan Dhal	Paternalistic Strategy and Employee Relations: an Indian Exploration
	4	158	Manisha Seth, Athar Mahmood and Deepa Sethi	Bridging the Competency Gap between Corporate World and Job Seekers: Evidence from India
	5	69	Niti Shekhar and Veena Bansal	The Process of Entrepreneurial Learning in High-Technology Enterprises: A Study on Entrepreneurs in the Pharmaceutical and Biotechnology Sector in India.
Time	Track : Presentations by Students Pursuing Master's Degrees [Date : 17.12.2021; Time: 11:00 am - 12:00 pm]			
	Parallel Session V			
<a href="https://iimk-ac-in.zoom.us/j/94595721235?pwd=T0pNUUwrSkRBWk1HRlBvdkiOV09Wdz09">https://iimk-ac-in.zoom.us/j/94595721235?pwd=T0pNUUwrSkRBWk1HRlBvdkiOV09Wdz09</a>				
Session Chair - Prof. Ekta Sikarwar				
11:00 am - 12:00 pm	Serial Number	Submission Number	Author	Paper-Title
	1	16	Kartikay Laddha and Siba Panda	ESG Investing and Financial Performance
	2	20	Aditi Arora, Juhi Jotwani and Shubhda Arora	Anthropocene in the Bollywood film 'Kedarnath': Representation of social vulnerability and an ecological disaster
	3	38	Krishna Shwetha and G Radhika	Personalized Advertisements and Purchase intention: Role of Attention and Attraction
	4	43	Jeganathan Gomathi Sankar and S Priya Dharshini	To Examine the Service Quality Dimensions in Wellness Tourism and Its Impact on Customer Satisfaction
	5	53	Vijaya Uthaman, Axa Mariyam Sajan, Rahul A, Devi Krishna and Elizabath Liza Mathew	A conceptual model for Enhancing the Quality of Online Learning experience in E-Technical Education

Time	Track : Presentations by Students Pursuing Master's Degrees [Date : 17.12.2021; Time: 11:00 am - 12:00 pm]			
	Parallel Session VI			
	<a href="https://iimk-ac-in.zoom.us/j/91565782988?pwd=cHRuWmVDRk16bTk2SGRTbnF2SkJUdz09">https://iimk-ac-in.zoom.us/j/91565782988?pwd=cHRuWmVDRk16bTk2SGRTbnF2SkJUdz09</a>			
	Session Chair - Prof. Gladys Stephen			
11:00 am - 12:00 pm	Serial Number	Submission Number	Author	Paper-Title
	1	61	Prattyush Roy	A Brief Overview of Business Strategies for the Graphene Market and Scope for India
	2	62	Saptorshi Das and Harsh Prakash	Indian Cinema Down The Ages
	3	73	Godwin Mathew Reji and Milan V Mathew	Changing Business Strategies During Pandemic Covid-19
	4	72	Anudheepthi V, Kavitha M V, Vani Haridasan, Dhanalakshmi S S, Dhiviyasaraswathi S S, Dolly Joy Kirubha V V, Janetta Issac and Lavanya R R	Consumer Preference Towards Ott Platforms During the Covid-19 Pandemic
	5	65	Saptorshi Das and Harsh Prakash	Indian Politics and the Future of Bureaucracy
	Session III			
Time	Track : India's Diverse Knowledge System [Date : 17.12.2021; Time: 02.00 pm - 03.30 pm]			
	Parallel Session I			
	<a href="https://iimk-ac-in.zoom.us/j/99837462304?pwd=b2RZaOU0ZHpZaHgzWk13dWdHaUR5Zz09">https://iimk-ac-in.zoom.us/j/99837462304?pwd=b2RZaOU0ZHpZaHgzWk13dWdHaUR5Zz09</a>			
	Session Chair - Prof. Sumeet Gupta			
02.00 pm - 03.30 pm	Serial Number	Submission Number	Author	Paper-Title
	1	40	S Balasubrahmanyam	Science to Meta-science: Indian Diverse Knowledge Systems
	2	109	Devendra Tayade and Brindha Srinivasan	Understanding "Vasudhaiva Kutumbakam" and its implications for the organization
	3	121	Snigdha Choudhury and Sidhartha S Padhi	Globalizing Indian Thought: A perennial effort from great Indian thinkers
	4	127	Radhakrishna Pillai R	Globalizing the Practice of Swadharma: A Spiritual Perspective
	5	132	Satbir Yadav	Corporate Social Responsibility: Modern Manifestation of Traditional Spirituality
6	125	Paramjit S. Lamba and Vidhu Gaur	Engagement with Action in Karma Yoga: Third Discourse of Bhagwad Gita	
Time	Track : India for all [Date : 17.12.2021; Time: 02.00 pm - 03.30 pm]			
	Parallel Session II			
	<a href="https://iimk-ac-in.zoom.us/j/96345137165?pwd=NCtGZFpYZGx0ZmpYeW5EUloxOHpwQT09">https://iimk-ac-in.zoom.us/j/96345137165?pwd=NCtGZFpYZGx0ZmpYeW5EUloxOHpwQT09</a>			
	Session Chair - Prof. Vidushi Pandey			
02.00 pm - 03.30 pm	Serial Number	Submission Number	Author	Paper-Title
	1	63	Rositta Valiyamattam	The Phoenixes of Mumbai: Women's Movements in the Aftermath of Communal Riots
	2	106	Veenu Shankar	A Contemporary Indian Thought on Green Behaviour: Is it channelled through the sense of feministic consciousness?
	3	29	Simy Joy and Priya Nair Rajeev	Enhancing market access of women micro-entrepreneurs through online platforms: A study of women micro-entrepreneurs of Kudumbashree, Kerala
	4	90	Rashmi Sharma	Female Entrepreneurship An Intersectional Discourse
5	22	Anjana Karumathil	Inequality of Gender or Caste? Analyzing Sociopolitical Responses to the Sabarimala Debate	

Time	Track : Management and Business: General [Date : 17.12.2021; Time: 02.00 pm - 03.30 pm]			
	Parallel Session III			
	<a href="https://iimk-ac-in.zoom.us/j/92429350769?pwd=SzM5YlNvc25qVnEralhLQzZmckloQT09">https://iimk-ac-in.zoom.us/j/92429350769?pwd=SzM5YlNvc25qVnEralhLQzZmckloQT09</a>			
	Session Chair - Prof. Deva Prasad M			
02.00 pm - 03.30 pm	Serial Number	Submission Number	Author	Paper-Title
	1	5	Salamah Ansari	Public Management Reforms: A Review
	2	133	Arti Jain and Bikramjit Ray Chaudhuri	Transformation from Traditional Non-profit Organisation to Non-profit Social Enterprise: Strategic Perspective
	3	134	Abheeshkek Dev Roye and Analjyoti Basu	Community Based Tourism: A case of Mawlynnong village, Meghalaya
	Session IV			
Time	Track : India's Diverse Knowledge System [Date : 17.12.2021; Time: 04.00 pm - 05.30 pm]			
	Parallel Session I			
	<a href="https://iimk-ac-in.zoom.us/j/93692771783?pwd=S2FIUTNTSHZuT2FyYnlwaUdaN0JMUT09">https://iimk-ac-in.zoom.us/j/93692771783?pwd=S2FIUTNTSHZuT2FyYnlwaUdaN0JMUT09</a>			
	Session Chair - Prof. Surya Prakash Pati			
04.00 pm - 05.30 pm	Serial Number	Submission Number	Author	Paper-Title
	1	91	Soumya Mudgal and Kumar Rahul	Chanakya Niti and Its implications in current management practices
	2	157	Sanjoy Mukherjee	The Quest for Creativity: Indian Insights
	3	98	Chetan Gandhi	Lessons from Vishnu Sahasranama: Leadership Context
	4	99	Jayant Athavale and Sean Clarke	Ancient Scientific Wisdom – Application for the Modern Era
Time	Track : India for all [Date : 17.12.2021; Time: 04.00 pm - 05.30 pm]			
	Parallel Session II			
	<a href="https://iimk-ac-in.zoom.us/j/99917185722?pwd=V0c5cVJLZU4zZEU4OHRuRU9kSy8xUT09">https://iimk-ac-in.zoom.us/j/99917185722?pwd=V0c5cVJLZU4zZEU4OHRuRU9kSy8xUT09</a>			
	Session Chair - Prof. Chitwan Lalji			
04.00 pm - 05.30 pm	Serial Number	Submission Number	Author	Paper-Title
	1	39	S Balasubrahmanyam	History-Mythology Divide: India for All
	2	147	Vijaya Sudha Gottumukkala and Sailaja Petikam	The Critical Empirical Analysis about the Choices of the Indian Youth
	3	23	Malvika Samnani, Sujata Shahi, Manish Samnani and Kanika Nanda	Social Inclusion of Children Diagnosed With Autism Spectrum Disorder in India: a Literature Review
	4	112	Satish Pai and N G Yamini	Cross-Pollination in Social Sector: An Indian Perspective
Time	Track : Management and Business: General [Date : 17.12.2021; Time: 04.00 pm - 05.30 pm]			
	Parallel Session III			
	<a href="https://iimk-ac-in.zoom.us/j/91827635858?pwd=YnZHWfVSVUw0bU9ZMEsxQXg1dmM1dz09">https://iimk-ac-in.zoom.us/j/91827635858?pwd=YnZHWfVSVUw0bU9ZMEsxQXg1dmM1dz09</a>			
	Session Chair - Prof. Shannu Narayan			
	Serial Number	Submission Number	Author	Paper-Title

04.00 pm - 05.30 pm	1	47	Deva Prasad M	Legally ManDated Corporate Social Responsibility and Re-orienting Corporate Purpose: Exploring the Indian Law and Policy Experiment
	2	48	Abhipsa Pal	Interpreting Human Values for Information and Communication Technology: Evidence from Three Cases in India
	3	66	Shreya Bhardwaj and S. K. Sharma	A Review of Employee Attrition in Indian IT Companies in Context to Self & Organizational Efficacy
	4	64	Sethumadhavan UK and Ramesh Krishnan	Management and Business: India's Soft Power
	5	115	Sanchari Guha Niyogi and Vishnusaranya Ivaturi	Business Ethics in Implementing Artificial Intelligence- A Bibliometric Analysis
Time	Track : Management and Business: Finance & Economics [Date : 17.12.2021; Time: 04.00 pm - 05.30 pm]			
	Parallel Session IV			
	<a href="https://iimk-ac-in.zoom.us/j/95724374301?pwd=eC9paXJyVlF5Q1ZkRTJ5T3B0Q1dzUT09">https://iimk-ac-in.zoom.us/j/95724374301?pwd=eC9paXJyVlF5Q1ZkRTJ5T3B0Q1dzUT09</a>			
	Session Chair - Prof. Balagopal Gopalakrishnan			
04.00 pm -05.30 pm	Serial Number	Submission Number	Author	Paper-Title
	1	71	M. Sharmeen Farooq	Cryptocurrency Returns in India
	2	97	Divya Kumari and Abhishek Parikh	Asset pricing using Downside Risk Measurement Techniques: A New Dimension in Asset Pricing Models
	3	86	Kumar Saurabh	Relevance of Saint Kabir in Modern Age Personal Finance: An Empirical Study of Indian Investors
	4	34	Aswathi D. S and Balasubramanian P	The impact of behavioural and emotional factors on the investment behaviour - A review
5	95	Viswanathan Panchukrishnan and Srinidhi K Parthasarathi	The Triple Bottom Line: Insights from Srīmadvālmīkīrāmāyaṇam	
Time	Track : Presentations by Students Pursuing Master's Degrees [Date : 17.12.2021; Time: 04.00 pm - 05.30 pm]			
	Parallel Session V			
	<a href="https://iimk-ac-in.zoom.us/j/94811411162?pwd=QmpERDBqNEZRR0drUzJ4ZWd6azBWQT09">https://iimk-ac-in.zoom.us/j/94811411162?pwd=QmpERDBqNEZRR0drUzJ4ZWd6azBWQT09</a>			
	Session Chair - Prof. Ekta Srivastava			
04.00 pm - 05.30 pm	Serial Number	Submission Number	Author	Paper-Title
	1	74	Riya Chinnu Jose and Sanju P Cherian	A Study on Impact of Covid -19 on the Consumer Buying Behaviour
	2	75	Santanu Mandal, Abhijith Nair, Sujith D Pai and Payel Das	'Please..... allow me to complete the season.....': Audience Engagement in Binge-Watching
	3	79	Santanu Mandal, Krishnanunni J S, Haripriya Murali, Arun Chandran and Payel Das	'I really want to go back...the place was absolute bliss': Exploring the Drivers of Place Attachment.
	4	80	Abin Koshy Mathew, Joel Joseph Oommen and Sanju P Cherian	Digital Marketing During Covid Pandemic
5	81	Prateek Maheshwari, Arvind Sivakumar and D Vamsi Krishna	Sustainability: A Buzzword Only or An Age-Old Indian Way of Life	
Time	Track : Presentations by Students Pursuing Master's Degrees [Date : 17.12.2021; Time: 04.00 pm - 05.30 pm]			
	Parallel Session VI			
	<a href="https://iimk-ac-in.zoom.us/j/93505258407?pwd=cjNsTnEzWEdwTUVEEMGVsOGR2bDZNUt09">https://iimk-ac-in.zoom.us/j/93505258407?pwd=cjNsTnEzWEdwTUVEEMGVsOGR2bDZNUt09</a>			
	Session Chair - Prof. Nivedita Bhanja			
	Serial Number	Submission Number	Author	Paper-Title
	1	83	Tarsem Lal and Arjun Gupta	Evaluating the performance of selected public and private sector banks in India-A CamEL model approach

04.00 am - 05.30 pm	2	84	Sreepriya Sreelatha, Bhagyalakshmi Panicker and Sanju P Cherian	Career Development of Women in It Industry
	3	87	Ankit Goyal and Narain Gupta	Fresh Fruits & Vegetables Loss and Wastage Analysis to Build a Sustainable and Efficient Supply Chain – Farmers and Distributors Views
	4	94	Sreelekshmi Viswanathan, Niveditha Anil Sunny and Sanju P Cherian	The Study On Students Perspective On Online Learning
	<b>Day 03 - Saturday, 18 December, 2021</b>			
9:00 am - 10:00 am	<b>Key Note Session</b>			
	<b>Swami Sarvapriyananda is a monk of the Ramakrishna Order, serving currently as the Minister in charge of the Vedanta Society of New York</b>			
	<a href="https://iimk-ac-in.zoom.us/j/96437094917?pwd=OFpUT2JBT3JnZFZYaHQ5cjFrQUZSdz09">https://iimk-ac-in.zoom.us/j/96437094917?pwd=OFpUT2JBT3JnZFZYaHQ5cjFrQUZSdz09</a>			
<b>Session V</b>				
Time	<b>Track : Indian Politics and the future of bureaucracy [Date : 18.12.2021; Time:11:00 am - 12:00 pm]</b>			
	<b>Parallel Session I</b>			
<a href="https://iimk-ac-in.zoom.us/j/92567646227?pwd=allaaWZYak1PZEgyOVM2QWtmM0h6UT09">https://iimk-ac-in.zoom.us/j/92567646227?pwd=allaaWZYak1PZEgyOVM2QWtmM0h6UT09</a>				
<b>Session Chair - Prof. Paramjit S Lamba</b>				
11:00 am - 12:00 pm	<b>Serial Number</b>	<b>Submission Number</b>	<b>Author</b>	<b>Paper-Title</b>
	1	31	Suchetana Sinha, Rasananda Panda and Rashmi Panda	Prime Ministers of India: Governance and Leadership
	2	49	Deepti Prakash, Meenakshi Bisla and Twinkle Arora	The truth about Humility: A guide to Indian leaders
	3	4	Salamah Ansari	Logic of Governance: Performance Measurement in Public Administration
	4	93	Saurabh Gupta and Surya Prakash	De-marketing strategies by Government of India: Comparison of varied strategies and messages
Time	<b>Track : Sustainability [Date : 18.12.2021; Time:11:00 am - 12:00 pm]</b>			
	<b>Parallel Session II</b>			
<a href="https://iimk-ac-in.zoom.us/j/94011783849?pwd=czR6bm5iaWNXTnFCZUNic1FvZkpWUT09">https://iimk-ac-in.zoom.us/j/94011783849?pwd=czR6bm5iaWNXTnFCZUNic1FvZkpWUT09</a>				
<b>Session Chair - Prof. Nycil George</b>				
11:00 am - 12:00 pm	<b>Serial Number</b>	<b>Submission Number</b>	<b>Author</b>	<b>Paper-Title</b>
	1	7	Salamah Ansari	Resilience of Urban Infrastructure to Achieve Sustainable Ecosystem
	2	46	Himanshu Arora, Sapna A Narula and Naqui Anwer	Sustainability Reporting by Top Indian Energy sector companies: Motivation and Perception
	3	89	Amitava Ghosh and Sanjoy Mukherjee	Building Sustainable Livelihoods through Traditional Knowledge Systems
	4	130	Reshmi Tom and K.V Thomas	Sustainable Entrepreneurship: Opportunity Recognition and Entrepreneurial Intention - A Conceptual Model
	5	119	Venkataraman Sankaranarayanan	Corporate India's Financial Risk Appetite: A Juxtaposition with Ancient Indian Perspectives on Debt
Time	<b>Track : Presentations by Students Pursuing Master's Degrees [Date : 18.12.2021; Time:11:00 am - 12:00 pm]</b>			
	<b>Parallel Session III</b>			
<a href="https://iimk-ac-in.zoom.us/j/93888234399?pwd=TWxSaERvRE5rNFIsVXBnOZvTW1YZz09">https://iimk-ac-in.zoom.us/j/93888234399?pwd=TWxSaERvRE5rNFIsVXBnOZvTW1YZz09</a>				
<b>Session Chair - Prof. Sandip Barui</b>				

11:00 am - 12:00 pm	Serial Number	Submission Number	Author	Paper-Title
	1	100	Rupan Sengupta, Sangeeta Shah Bharadwaj and Narain Gupta	Industry 4.0, Manufacturing Capabilities and Sustainable Development
	2	102	Gopika S and Sanju P Cherian	Impact of Work From Home During Covid-19 Outbreak
	3	105	Manish Kumar Rao, Kahkashan Khan and Ravi Kumar Gupta	An Analysis of Investment Pattern of Salaried Employees- A Case Study of Gorakhpur District
	4	108	Muhammed Haris T M and Muhammed Fasil K	Startup and India's Soft Power Management: Conceptual Analysis
	5	110	Pallabi Basu, Aishwarya Nadadur and K.Narendranath Menon	Corporate Action on Climate Change - A perspective
Time	<b>Track : Presentations by Students Pursuing Master's Degrees [Date : 18.12.2021; Time:11:00 am - 12:00 pm]</b>			
	<b>Parallel Session IV</b>			
	<a href="https://iimk-ac-in.zoom.us/j/95763463773?pwd=MkU1NllHVDE1eG5vL3hob2pLQWVWdz09">https://iimk-ac-in.zoom.us/j/95763463773?pwd=MkU1NllHVDE1eG5vL3hob2pLQWVWdz09</a>			
Session Chair - Prof. Saparya Suresh				
11:00 am - 12:00 pm	Serial Number	Submission Number	Author	Paper-Title
	1	117	Triveni P, Madhumitha K and Chandra Mouli Reddy	A study on integration of Indian Management in the 21st Century Management Education
	2	122	Jatin Mahesh Kumar Sapra and Niraj Kishore Chimote	Biodiesel Industry: A Descriptive Study on its Business Development with reference to recycling of cooking oil in a Delhi based company
	3	124	Ajmal Basheer	Capturing Indian Hearts through Patriotism and Nationalism
	4	137	Ronak Bhardwaj and Ritu Sinha	Exploring the Role of CSR Activities in Promoting Social Inclusion: A Case Study on House of Anita Dongre
	5	141	Ashish Kumar Trivedi	Asceticism and Spiritual Quest in Management: Some Philosophical Reflections
01:00 pm - 02:15 pm	<b>Meet the Chief Editors: A Panel Discussion</b>			
	<a href="https://iimk-ac-in.zoom.us/j/97210252009?pwd=QStCSGcxVThuZDhTYXovenFEN2xEZz09">https://iimk-ac-in.zoom.us/j/97210252009?pwd=QStCSGcxVThuZDhTYXovenFEN2xEZz09</a>			
	<b>Expectation and Experience</b>			
Panelists & Moderator	<b>Carlos Flavian (Spanish Journal of Marketing)</b> <b>Manlio Del Giudice (Journal of Knowledge Management)</b> <b>Vikas kumar (Journal of International Management)</b> <b>Yogesh K Dwivedi (International Journal of Information Management)</b> <b>Moderator: Deepa Sethi (IIM Kozhikode)</b>			
	<b>Session VI</b>			
Time	<b>Track : India's Diverse Knowledge System [Date : 18.12.2021; Time:03:00 pm - 04:30 pm]</b>			
	<b>Parallel Session I</b>			
	<a href="https://iimk-ac-in.zoom.us/j/95751639189?pwd=RGhVTm9ZTmhMd29TWFRzZ0NjYjE3Zz09">https://iimk-ac-in.zoom.us/j/95751639189?pwd=RGhVTm9ZTmhMd29TWFRzZ0NjYjE3Zz09</a>			
Session Chair - Prof. Radhakrishna Pillai R				
03:00 pm - 04:30 pm	Serial Number	Submission Number	Author	Paper-Title
	1	19	Priyanka Vallabh	Understanding Meaningfulness in Organizations: from the Lens of Indian Philosophy
	2	30	Avantika Singh	Leadership Lessons from the Lotus Flower in Pursuit of Creativity and Excellence
	3	36	Shelly Pandey	Locating Leadership as an Exemplar: Placing Kautilya's Arthashastra in Globalizing Indian Thought on Management
	4	41	Omkarprasad Vaidya	Challenges in Managing Large Scale Projects: Examples form Indian History



