

# Organized by the Indian Institute of Management Kozhikode

## December 1st - 3rd December, 2022

### Conclave Schedule

DEC 02, 2022 01:30 PM - 02:00 PM	<b>Session IV : Centre For Digital Innovation And Transformation (CDIIT)</b>			
	<b>Venue: MDC Class Room C3</b>			
	<b>Prof. Peter Cardon [ Keynote Address ]</b>			
<b>Session IV : Centre For Digital Innovation And Transformation (CDIIT)</b>				
Time	<b>Track 1 : Centre For Digital Innovation And Transformation (CDIIT) [ Date : 03.12.2022; Time: 02.15 PM - 03.15 PM, Venue: PGP Class Room C1 ]</b>			
	<b>Parallel Session I : Digital Currency &amp; Digital Payments Track</b>			
	<b>Session Chair - Mr. Sunil Gupta [Managing Director, InnoVaL Digital Solutions Pvt. Ltd.]</b>			
02:15 PM - 3:15 PM	<b>Serial Number</b>	<b>Submission Number</b>	<b>Author</b>	<b>Paper-Title</b>
	1	27	Vandana Yadav, Pankaj Agrawal and Himendu Prakash Mathur	Thematic Analysis on Possibilities of Central Bank Digital Currency Implementation: An Emerging Research Agenda
	2	52	Navaneetha K and P Mohan	Fintech 4.0 for digital transformation and a comparative analysis of digital payment indicators in India
	3	6	Debajani Sahoo and Shailja Tripathi	Mobile App Engagement moderated by Brand Trust in Financial App: An Empirical Investigation in an emerging Economy
	4	90	M Sharmeen Farooq	The Gloom in the Crypto Market
Time	<b>Track 2 : Centre For Digital Innovation And Transformation (CDIIT) [ Date : 03.12.2022; Time: 02.15 PM - 03.15 PM, Venue: MDC Class Room C4 ]</b>			
	<b>Parallel Session II : Industry 4.0 &amp; Automation Track</b>			
	<b>Session Chair - Prof. A Sreejith [IIM Kozhikode]</b>			

	Serial Number	Submission Number	Author	Paper-Title
02:15 PM - 3:15 PM	1	31	Sindhu Ravindranath and Shiv Kumar	Chat-bots and humans – how we fare on a daily interaction A qualitative study on chatbots in daily life
	2	21	Bibaswan Basu and Radhakrishna Pillai	Comparative Performance of Baseline Machine Learning Classifiers for Denial-of-Service Intrusion Detection
	3	44	Gulam Goush Ansari and Rajorshi Sen Gupta	Determinants and Impact of ICT Investment among Service Sector Firms: A Systematic Literature Review

**3.15 PM - 03.30 PM Break**

Time	<b>Track 3 : Centre For Digital Innovation And Transformation (CDIIT) [Date : 03.12.2022; Time: 03:30 PM - 4:30 PM, Venue: MDC Class Room C5 ]</b>			
	<b>Parallel Session III : Digital Platforms &amp; Ecommerce</b>			
	<b>Session Chair - Prof. Vidushi Pandey [IIM Kozhikode]</b>			

	Serial Number	Submission Number	Author	Paper-Title
03:30 PM - 4:30 PM	1	64	Sneharose George and Manoj Edward	Measuring mobile app engagement for e-commerce users
	2	67	Rijo Gratus and Renjini Das	Mall shopping value and its mediation effect on word of mouth, purchase amount and repatronage intention: a study on mall shopping experience
	3	36	Ankur Amin	Influencing Factors of Willingness to Buy Country-of-Origin Brands Post COVID-19 Pandemic: An Empirical Study
	4	95	Ruby Chanda and Vanishree Pabalkar	Analysis of the Strategies of FLIPKART during COVID-19 Crisis and Corresponding Impact on Consumer Buying Behaviour

Time	<b>Track 4 : Centre For Digital Innovation And Transformation (CDIIT) [Date : 03.12.2022; Time: 03:30 PM - 4:30 PM, Venue: MDC Class Room C6 ]</b>			
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<b>Parallel Session IV : Digital Transformation</b>				
<b>Session Chair - Prof. Anindita Paul [IIM Kozhikode]</b>				
<b>03:30 PM - 4:30 PM</b>	<b>Serial Number</b>	<b>Submission Number</b>	<b>Author</b>	<b>Paper-Title</b>
	1	<b>79</b>	Wamika Sharma, Aastha Verma and Wami	Exploring the impact of gamification digital transformation in marketing through bibliometric analysis
	2	<b>69</b>	Sarathchandran Chandran and Radhakrish	Synergy between digital transformation and sustainability – An exploratory study in the container shipping industry
	3	<b>14</b>	Astha Singhal and Praveen Sugathan	The differential effect of product review time for experiential versus material purchase
	4	<b>32</b>	Sethumadhavan Uk, Davis A John and Ran	Digital India

**Conclave Valediction**  
**Saturday, December 3, 2022, 04.45 PM**  
**Venue: MDC Auditorium**