

4th INTERNATIONAL CONCLAVE ON GLOBALIZING INDIAN THOUGHT

Organized by Indian Institute of Management Kozhikode

Venue : Radisson Blu Plaza Hotel, Mysuru

Date : 14th - 16th December, 2023

Conclave Schedule

Day 01 - Thursday, December 14, 2023

Conclave Inauguration (Thursday, December 14, 2023, 05:00 PM - 06:30 PM)

Mr. Kinji Saito
Director & Senior Managing Officer, Suzuki Motor Corporation

Shri. Sanjeev Sanyal
Member - Prime Minister's Economic Advisory Council
Government of India

Prof. Debashis Chatterjee
Director, IIM Kozhikode

06.30 PM

Cultural Program : Pt. Vishwa Mohan Bhatt

07.30 PM

Program Dinner

Day 02 - Friday, December 15, 2023

Paper Development Workshop (02 Parallel sessions)

Session 1 @ Venue: MEHFIL 1

Session 02 @ Venue: MEHFIL 2

08.00 AM - 09.30 AM	<p style="text-align: center;">Prof. Vikas Kumar Chair of Discipline, International Business, University of Sydney Business School (USBS)</p>	<p style="text-align: center;">Prof. Frederik Beuk Associate Professor of Marketing, The University of Akron, Ohio, United States.</p>
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10.00 AM - 10.30 AM	Keynote Address @ Venue: MEHFIL 1	
	Dr. Kotaro Kataoka	
	Associate Professor Dept. of Computer Science and Engineering, Indian Institute of Technology Hyderabad.	

10.30 AM - 11.00 AM	Keynote Address @ Venue: MEHFIL 1	
	Prof. Deepak Somaya	
	Gies College of Business, University of Illinois, Urbana-Champaign, United States.	

Tea/Coffee Break @ 11.00 AM - 11.15 AM

Technical Session 1

Technical Session 1 Friday December 15, 2023	Parallel Track 1 : Organizational Behaviour and HR Practices		Venue: MEHFIL 1
	Session Chair - Prof. S Venkataraman		

11.15 AM - 12.15 PM	Serial Number	Submission Number	Author(s)	Paper-Title
	1	GIT23/105	Arun Joshi, Neha Arora	Demystifying the ERP Adoption Code Through the Lens of Personality
	2	GIT23/116	Prasannakumar Kalahasthi	Hybrid Workplace And HR Practices - Effect of Moonlighting and Work Engagement on Employee Performance of Indian Medium-sized IT Companies
	3	GIT23/160	Rimleena Boro	Authenticity Congruence: Scale Development and Validation of Value Congruence
	4	GIT23/175	Aastha Arora	Mapping Global Leadership Competencies: Understanding Competency Development through Experiences & Interactions

Technical Session 1 Friday December 15, 2023	Parallel Track 2 : Leadership styles, ethical decision-making, sustainable business practices		Venue: MEHFIL 2
	Session Chair - Prof. Frederik Beuk		

	Serial Number	Submission Number	Author(s)	Paper-Title
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11.15 AM - 12.15 PM	1	GIT23/130	Vidhu Gaur	A study on Corporate Governance Practices and Women Leadership in Business Organizations in India
	2	GIT23/133	Sai Naveen R	“Can we make our leaders more human?”: A Systematic Review of Vulnerability in Leadership
	3	GIT23/149	Arpit Singhvi, Narayanaswamy S.A, Vijay Baskar	Greening Higher Education : Achieving Carbon Neutrality on IIM Kozhikode Campus
	4	GIT23/174	Ayushi Agarwal, R. Radhakrishna Pillai	Mapping the Trajectory of Sustainable Industry 4.0 Advancement: A Systemic Approach through Causal Loop Diagram Analysis

Technical Session 1 Friday December 15, 2023	Parallel Track 3 : Innovation Emerging Markets			Venue: BOARD ROOM
	Session Chair - Prof. Rozanah Binti Ab Rahman			
	Serial Number	Submission Number	Author(s)	Paper-Title
11.15 AM - 12.15 PM	1	GIT23/156	Rajesh K Pillania	Lessons in Innovation Skills from Mahatma Gandhiji
	2	GIT23/189	M. P. Sebastian	Malicious Domain Names and Their Semantic Features: Building Intelligent Predictor Systems Using Textual Features of DNS Dataset
	3	GIT23/201	Vaishalini Singh Jamwal, A Venkataraman	Organisations, Individuals and Their Cognition of AI and ML: An Actor-Network Perspective
	4	GIT23/108	Nidhin M	Unlocking Trade Credit Opportunities through ESG Disclosure: A Working Capital Management Perspective

Technical Session 2				
Technical Session 2 Friday December 15, 2023	Parallel Track 1 : Indigenous Knowledge Systems			Venue: MEHFIL 1
	Session Chair - Prof. Radhakrishna Pillai			
	Serial Number	Submission Number	Author(s)	Paper-Title
12.15 PM - 01.30 PM	1	GIT23/103	Madhavi Gokhale	Vidura and Yagnavalkya in a B-school classroom: Creating Reflective Spaces for Indigenous Philosophical Systems in Management Pedagogy
	2	GIT23/162	Kailash B L Srivastava	Exploring the Concept of Well-being and Happiness Using Indigenous Approach and Indian Knowledge System
	3	GIT23/183	Anjali Kulkarni	Vedik Rashtriy Prarthana: Importance and Relevance
	4	GIT23/190	Divya Vaghrola	Indian Ancient Principles and Management : A Study to incorporate course in Indian Ancient Principles in Business Schools
	5	GIT23/196	Praveen K Choudhary	DEI in Indian Historical Context

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Technical Session 2 Friday December 15, 2023	Parallel Track 2 : Management practices and their integration with modern theories			Venue: MEHFIL 2
	Session Chair - Prof. Satish Krishnan			
12.15 PM - 01.30 PM	Serial Number	Submission Number	Author(s)	Paper-Title
	1	GIT23/197	Sudhanshu Shekhar	Business Organizations in Ancient India: An Institutional Perspective
	2	GIT23/205	Sathyarayanan Ramachandran	From hopelessness to hope through immersive storytelling– Instances from Indic texts and practices
	3	GIT23/210	Thomas Nishan Jacob, Razat Guptaa	Ancient Indian Wisdom In Modern Management
	4	GIT23/244	Ruhi Bakhare	Flywheel Marketing: a shift from funnel to flywheel
	5	GIT23/87	Sethumadhavan UK	Dritharashtra Syndrome

Technical Session 2 Friday December 15, 2023	Parallel Track 3 : Family Business and Entrepreneurship			Venue: BOARD ROOM
	Session Chair - Prof. Jijo Lukose P J			
12.15 PM - 01.30 PM	Serial Number	Submission Number	Author(s)	Paper-Title
	1	GIT23/113	Liya Teressa Alex	A Study Of Factors Influencing Impulsive Buying Behavior For Indian Handicrafts: Understanding Consumer Purchase Intentions.
	2	GIT23/121	Ajmal TK	Family Firms and Tax avoidance preferences: Evidence from India
	3	GIT23/216	Janisben Bino	Exploring the Nexus of Entrepreneurial Self-Efficacy: A Comprehensive Review and Future Directions
	4	GIT23/237	Varsha Singh	In-kind financing: An empirical investigation into family and non-family firms
	5	GIT23/66	Ratna Vadra	Swiss Beauty: Will it sustain growth momentum in India?

Lunch Break @ 01.15 PM - 02.00 PM
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02.00 PM -02.40 PM	Keynote Address @ Venue: MEHFIL 1
	Dr. Tessy Thomas
	Former Director-General, Aeronautical Systems of DRDO (also known as Missile Woman of India-ISRO)

02.45 PM - 03.15 PM	Keynote Address @ Venue: MEHFIL 1
	Mr. Chandra Shekhar Ghosh
	Founder, MD & CEO of Bandhan Bank

Tea/Coffee Break @ 03.15 PM - 03.30 PM	
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03.30 PM - 04.30 PM	Panel Discussion @ Venue: MEHFIL 1
	Diplomatic Panel
	Topic: India's Moment In The Sun - Strategic Adjustments For A Rapidly Changing World.
	<p>Lt. Gen. Raj Shukla, PVSM, YSM, SM (Retd.) Member, Union Public Service Commission, New Delhi.</p> <p>Mr. Ganbold Dambajavyn Ambassador of Mongolia to India.</p> <p>Mr. Ernest Nana Adjei Minister-Counsellor of Political & Economic. Ghana High Commission, New Delhi.</p>

Technical Session 3	
Technical Session 3 Friday December 15, 2023	Parallel Track 1 : Liberal Studies and Culture in Management Digital Divide Changing World Order & Strategy
	Venue: MEHFIL 1
	Session Chair - Prof. Sreejith A

04.45 PM - 05.45 PM	Serial Number	Submission Number	Author(s)	Paper-Title
	1	GIT23/173	Anupam Das, Anusree K P	Impact of Corporate Activism on Advancing Gender Equality in Advertisements: A Content Analysis of YouTube Videos and Viewers' Feedback
	2	GIT23/207	Krishna Kanta Roy	Computers in Indian Schools: Making of Digital Divide with Special Focus on the State of West Bengal
	3	GIT23/96	Parshant Atkaan	Identity and Culture vis a vis Universal Perspective
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Technical Session 3 Friday December 15, 2023	Parallel Track 2 : Others			Venue: MEHFIL 2
	Session Chair - Prof. Chitwan Lalji			
	Serial Number	Submission Number	Author(s)	Paper-Title
1	GIT23/118	Anupam Ashokrao Gandhewar	India's Contribution To The World Of Globalisation, Indigenous Knowledge & Education System	
2	GIT23/146	VG Sridharan	Towards a New Accounting Model for Measuring Charity Organizations' Social Impact Performance.	
3	GIT23/153	Rajesh K Pillania	Three Important Strategy Lessons from Gita	
4	GIT23/167	Nemiraja Jadiyappa	The economic cost of mandatory CSR regulation: Evidence from Indian CSR regulation	
5	GIT23/181	Anupam Ashokrao Gandhewar	Chhatrapati Shivaji Maharaj – The Epitome Of Management Excellence	

Technical Session 3 Friday December 15, 2023	Parallel Track 3 : Leadership styles, ethical decision-making, sustainable business practices			Venue: BOARD ROOM
	Session Chair - Prof. Mridul Kumar Sagar			
	Serial Number	Submission Number	Author(s)	Paper-Title
1	GIT23/176	Pretty Sharma, Kirti Sharma	Leadership Lessons/Principles through Indian Literature	
2	GIT23/178	Sangeetha Rangasamy, Bharat Dash	Bucket of Milk for Governance – Leadership Lessons from the Indian Knowledge System	
3	GIT23/192	Samarth Shenoy B	Quality Perception Predictors on Street Food Phenomena: A working Model for Dakshina Kannada District	
4	GIT23/198	Sajeena, R. Radhakrishna Pillai	A Comparative Study of the Recent ESG Initiatives of Indian and Global IT Firms	

Day 03 - Saturday, December 16, 2023

Tea/Coffee Break @ 10.30 AM - 10.45 AM

Technical Session 4

Technical Session 4 Saturday December 16, 2023	Parallel Track 1 : Organizational Behaviour and HR Practices			Venue: MEHFIL 1
	Session Chair - Prof. Sreejith A			

10.45 AM - 11.45 AM	Serial Number	Submission Number	Author(s)	Paper-Title
	1	GIT23/239	Merin Prakash	Nudging and Teacher Empowerment: A Comprehensive Analysis of Job Performance
	2	GIT23/240	Sharon Thomas	Conflict Management In The Digital Age: Trends And Perspectives In The Information Technology Sector
	3	GIT23/70	Abhinaya Ramakrishnan	A Study on The Differences in Learning and Its Parameters Across Generations and Bridging Such Gaps at HAL, Hyderabad
	4	GIT23/78	Sanghamitra Tripathy	Navigating the Nexus: Gender Diversity, Inclusion Policies, Job-Related Stress, and Individual Work Performance of women employees in IT/ITES Sector

Technical Session 4 Saturday December 16, 2023	Parallel Track 2 : Leadership styles, ethical decision-making, sustainable business practices Labour System & Employment			Venue: MEHFIL 2
	Session Chair - Prof. Norashidah Binti Mohamed Nor			

10.45 AM - 11.45 AM	Serial Number	Submission Number	Author(s)	Paper-Title
	1	GIT23/213	Venkataraman S	Strategic Approaches to CSR: Do Regulations Facilitate or Hinder Integration?
	2	GIT23/222	Harish P M, Radhakrishna Pillai R	Digitalization for Corporate Sustainability in Top 2 Indian banks by Market capitalization: An exploratory study
	3	GIT23/132	Kingshuk Sarkar	Revisiting Employment Relations in the Gig and Platform Economy

	4	GIT23/188	Shyamala K	An Empirical Perspective on Factors Impacting Employee Retention

Technical Session 4 Saturday December 16, 2023	Parallel Track 3 : Others			Venue: BOARD ROOM
	Session Chair - Prof. Chitwan Lalji			
10.45 AM - 11.45 AM	Serial Number	Submission Number	Author(s)	Paper-Title
	1	GIT23/211	Revanth Raju	Marketing Strategies and Children's Influence: A Comparative Analysis of Malted Health Drink Brands"
	2	GIT23/223	Dhanya Alex, Jomy Lawrence	Assessing Educators' Readiness for Education 4.0 - A Survey of Higher Secondary School Teachers
	3	GIT23/247	G.Sathianarayanan	Social Sustainability in the Context of Construction Projects: A Literature Review
	4	GIT23/248	R. Radhakrishna Pillai	Globalizing Indian Festivals - The "Raksha Bandhan" and its Spiritual Significance for Sustainability

Technical Session 5				
Technical Session 5 Saturday December 16, 2023	Parallel Track 1 : Management practices and their integration with modern theories Organizational Behaviour and HR Practices			
	Venue: MEHFIL 1			
	Session Chair - Prof. Sreejith A			
12.00 PM - 01.00 PM	Serial Number	Submission Number	Author(s)	Paper-Title
	1	GIT23/127	Sonal Khatri	Employer Branding- An Insight from Bibliographic Review: Capturing the Future Research Scope
	2	GIT23/147	Veena Bansal, Anjali Kulkarni	Trust: In Indian Knowledge System and its Modern Interpretation
	3	GIT23/185	Sushma V	Skill Assessment for Management Students and Employability Model, an Empirical Study
	4	GIT23/200	Gerald Sam KJ, Kerwin Savio Nigli	Thriving at Work and Workplace Social Courage Among Coffee House Employees in Bangalore
	5	GIT23/225	S. Raghavendra, Mushtaque Mujawar	Balancing Spirituality, Mindfulness, and Technology: Nurturing Employee Well-being in the Digital Workplace

Technical Session 5 Saturday December 16, 2023	Parallel Track 2 : Indigenous Knowledge Systems			Venue: MEHFIL 2

December 16, 2023	Session Chair - Prof. Radhakrishna Pillai			
12.00 PM - 01.00 PM	Serial Number	Submission Number	Author(s)	Paper-Title
	1	GIT23/202	Suram Balasubrahmanyam	Biological Bootstrapping: Eclectic Knowledge Systems
	2	GIT23/206	Aniruddh Kulkarni, Triveni P	Corporate Administration cues from Kautilya's Arthashastra
	3	GIT23/230	Ganapati B Sinnoor	Motivation and Maslow: An Indian Reprise through Vachana Philosophy
	4	GIT23/236	Amritesh	Yog-Sutra: A transformative route from consumerism to minimalism
	5	GIT23/86	Sethumadhavan UK	Significance of Goal Setting in Life

Technical Session 5 Saturday December 16, 2023	Parallel Track 3 : Family Business and Entrepreneurship Financial Markets and Instruments Economic Thought			
	Venue: BOARD ROOM			
	Session Chair - Prof. S Venkataraman			
12.00 PM - 01.00 PM	Serial Number	Submission Number	Author(s)	Paper-Title
	1	GIT23/94	Arpita Goyal	The effect of entrepreneurial education and attitude on the entrepreneurial intention of university students in India: The mediating role of an entrepreneurial mindset
	2	GIT23/159	Veena S	Objectives of Investment: A Ranking Perspective
	3	GIT23/171	Nisha Shankar	A Study on Adaptability of Micro-Fintech on Financial Inclusion in India
	4	GIT23/91	Sourav Mondal	The factors of artificial intelligence and industry 4.0 that influence waste management and the circular economy: a Study from emerging economy perspectives

Lunch Break @ 01.00 PM - 01.45 PM

	Panel Discussion @ Venue: MEHFIL 1
	Topic: Globalizing Indian Festivals

02.00 PM - 03.00 PM

Prof. Pankaj Gupta

Prof. Radhakrishna Pillai (Moderator)

Rajayogini BK Manjula

Mr. Ramesh Banoth IPS
Commissioner of Police, Mysuru

Tea/Coffee Break @ 03.00 PM - 03.15 PM

Conclave Valediction (Saturday, December 16, 2023, 04:00 PM - 05:00 PM)

(Guest of Honour)

Mr. Vineet Jain

Managing Director

Bennett Coleman & Co. Ltd. (The Times of India)