



Society and Management: Indian Culture vis-à-vis Western Culture

Date: Friday 7 December 2018

9:30 am – 3:30 pm: Workshop on Comparative Science of Cultures

Venue: Classroom B1

Facilitators: Dr. Jakob de Roover, Ghent University

M. S. Chaitra, Aarohi Foundation

Dr. Nele de Gersem, Ghent University

Tea-break during 11:00 am – 11:30 am

Lunch Break during 1pm – 2 pm

3:30 pm: High Tea

4:00 pm – 6:00 pm: Inaugural Session

Venue: PGP Auditorium

Welcome by Dr. Kausik Gangopadhyay, Indian Institute of Management Kozhikode

Inaugural Address: Prof. Debashis Chatterjee, Director, Indian Institute of Management Kozhikode

Keynote Speaker: Prof. S. N. Balagangadhara, Professor, Ghent University

6:30 pm : Cultural Programme (Venue: PGP Auditorium)

7:30 pm : Conference Dinner (Venue: Below PGP Auditorium)

Date: Saturday 8 December 2018

9:00 am – 10:00 pm: Technical Session (5 parallel tracks: I-a, I-b, I-c, I-d, I-e)

10:15 am – 11:15 pm: Technical Session (5 parallel tracks; II-a, II-b, II-c, II-d, II-e)

Venue: Classrooms B1, B2, B3, B4, A4

11:15 am – 11:45 am: High Tea

11:45 am – 1:00 pm: Panel Discussion on “**Is there an Indian way of Management**”?

Venue: PGP Auditorium

Moderator: Dr. Vanita Vishwanath, Social Entrepreneur

Panellists: M. S. Chaitra, Director and Fellow, Aarohi Research Foundation

Vinay James Kynadi, Entrapreneur

Prof. Siddharth Mohapatra, Indian Institute of Management
Kozhikode

Prof. Jakob de Roover, Ghent University, Belgium

Prof. S. Subramanian, Indian Institute of Management
Kozhikode

1:00 pm – 2:00 pm: Lunch

2:00 – 3:30 pm – Plenary Session on **Management and Comparative Science of Cultures.**

Venue: PGP Auditorium

Session Chair: Prof. P. Kanagasabapathy

Paper Presentation: Dr. Nele de Gerssem, M. S. Chaitra, Kausik
Gangopadhyay, Dr. Jakob de Roover.

3:30 pm: High Tea

4:00 pm – 6:00 pm: Valedictory Session

Venue: PGP Auditorium

Opening Speech: Prof. T. N. Krishnan, Rearch Chair, IIM Kozhikode

Special Address: Dr. Jasbir Singh Chawla on Buddhism and
Management

Special Address: K. K. Muhammed, Retired Regional Director,
Archaeological Society of India

Keynote Address: Prof. P. Kanagasabapathy, Professor, Author and
ICSSR member

Vote of Thanks by Dr. Kausik Gangopadhyay, Conference Chair

7:30 pm : **Dinner** (Venue: MDC)

Plenary Session

Time: 2:00 pm – 3:30pm

Venue: Classroom PGP Auditorium

Session Chair: Prof P. Kanagasabapathi

Presenters and their papers:

1. **Nele De Gersem** - Cultural differences in management – Two threads
2. **M. S. Chaitra** - Where is Culture in Cross-Cultural Management?
3. **Kausik Gangopadhyay** - How effective is Theory Based Learning of Ethics in India?
4. **Jakob De Roover**- About the ‘Management’ in Temple Management

Technical Sessions

Session I-a: 9:00 am – 10:00 am

Venue: Classroom B1

Session Chair: Prof Sumit Mitra

Presenters and their papers:

1. **Abhisek Verma** - Cultural beliefs and consumer behaviour in Indian apparel market
2. **Baba Gnanakumar** - Reinforcement of Brands of Faith with the Paradox of Cultural Divergence in Indian FMCG Market
3. **Renuka Nifadkar** - Impact of Indian Ethnic Values and influence of western Lifestyle on the consumer behavior with reference to consumption of Branded Products
4. **Sangeeta Devanathan** - Indian Consumers’ Assessment of ‘Luxuriousness’: A Comparison of Indian and Western luxury brands

Session I-b: 9:00 am – 10:00 am

Venue: Classroom B2

Session Chair: Prof Satish Krishnan

Presenters and their papers:

1. **Archana Shrivastava** - Understand Cultures through Socio-Cultural Theory & Collaborative Learning Framework
2. **Senthil** - Conceptualizing the Introduction of Being Values in Indian Schools
3. **Shiva Kakkar** - Individual Unlearning Re-examining the concept from an Indological perspective
4. **Shivakumar** - On Revisiting The Ethical Structure Of Economics In The Light Of The Adavaita Vedanta

Session I-c: 9:00 am – 10:00 am

Venue: Classroom B3

Session Chair: Prof. T. N. Krishnan

Presenters and their papers:

1. **Bhavesh Kinkhabwala** - Strategies to deal Cross Cultural differences by MNCs
2. **Binoy Mathew** - A study of HRM Practices at Uralungal Labour Contract Co-operative Society Ltd., Vadakara
3. **Muktha** - 'Cross-Cultural Paradigms'-A Survey on Multinational Companies in Bangalore
4. **Anuj Kumar** - Impact of Cultural difference on Volkswagen-Suzuki Alliance

Session I-d : 9:00 am – 10:00 am

Venue: Classroom B4

Session Chair: Prof. M. P. Sabastian

Presenters and their papers:

1. **Anadi Pande** - Dimensions of Indian Philosophy and Implications for Agency Theory and Leadership A Conceptual Insight
2. **Medha Bakhshi** - Navigating Across Cultures
3. **Sesha Iyer** - Spirituality The Essence of Leadership Development.doc
4. **Uma Bhushan** - Perspectives on Workforce Coaching, Mentoring, and Counselling from Indian Mythologies

Session I-e: 9:00 am – 10:00 am

Venue: Classroom A4

Session Chair: Prof. Shannu Narayanan

Presenters and their papers:

1. **Ankit Ahuja** - Face Theories and Public Apologies by CEOs A Cross Cultural Evaluation
2. **Girija** - Corporate Vasanas maximization tendencies and the Advaitic counter-praxis
3. **Sateesh Shet** - Do Values of Indian and Western Organisations same A comparative study
4. **Jyoti Rana** - Organic Food A Revisit To The Ancient Indian Culture

Session II-a: 10:15 am – 11:15 am

Venue: Classroom B1

Session Chair: Prof. Sumit Mitra

Presenters and their papers:

1. **Deepa Sethi** - Engagement in Online Communities Role of virtual platform to globalize the local culture and crafting the distance of communication among people
2. **Vidhi Tyagi** - Social Media Usage and Student's Social Behaviour
3. **Rahul R. Lexman** -Insights into the influence of Culture on MOOCs adoption: A conceptual framework
4. **Geetanjali G.** - Business Communication India &Canada from a Cross Cultural Perspective

Session II-b: 10:15 am – 11:15 am

Venue: Classroom B2

Session Chair: Prof. Satish Krishnan

Presenters and their papers:

1. **Siddharth Mohapatra** -Bhoodān-based land acquisition (BhaLĀi) Creating stakeholder bhalai, spiritually
2. **Vanita Viswanath** - Indian Culture and Traditions: "Circles of Trust" for Next-Gen Aspirations
3. **Priya Chaudhary** - Culture and Learning A Traditional and Modern perspective
4. **Usha J C** - Empirical Study on Value Drivers of Angel Backed Start-up Companies in Bangalore

Session II-c: 10:15 am – 11:15 am

Venue: Classroom B3

Session Chair: Prof. T. N. Krishnan

Presenters and their papers:

1. **Dr. Mamatha S V** - Founder leaders and organization culture- A comparative study on Indian and American Founder Leaders based on Schein's model of Organizational Culture
2. **Simple Arora** - Balanced Scorecard Adoption and Organisational Effectiveness An exploration of PMS Effectiveness as a moderator.
3. **A Venkat Raman** - Who am I An ethnographic study exploring the construction of the organisational and individual self-amongst Indian IT employees
4. **Aishwarya** - The Role Of Culture On Maintaining Employee Sustainability In Organisations

Session II-d: 10:15 am – 11:15 am

Venue: Classroom B4

Session Chair: Prof. M. P. Sabastian

Presenters and their papers:

1. **Anindita Paul** - ICT Self-Regulation and Insights for Businesses An International Comparative Study of Indian and Chilean Women
2. **Dharmendra Kumar** - A Study of Employee Creativity in Indian Context Influences of Psychological Capital and Creative Self Efficacy
3. **Nandeesh Hiremath** - Gurukul-Tech Model of Education
4. **Rajani Suresh** - Evaluating the Role of Culture in the Formation of Psychological Contracts- An Exploratory Study in the Indian Business School Context

Session II-e: 10:15 am – 11:15 am

Venue: Classroom A4

Session Chair: Prof. Shannu Narayanan

Presenters and their papers:

1. **Debtanu Chakraborty** - The Political Economy of an Epistocracy
2. **Rashmi Uchil** - Analysis of change in organizational culture and its adaptation after merger
3. **Madhava Priya** and **Deepak Raj** - Less Cost, More Culture - Influence of Office Space Decision