

14th Nasmei International Marketing Conference 2020

21 & 22 December 2020

Inaugural Session: 08:30 – 10:00am
(Zoom link: <https://us02web.zoom.us/j/89651657211>)

- **Welcome address**
- **Keynote address**

Monday 21 December 2020 (10:00 - 4:30pm)

SESSION 2A (Consumer Behaviour)
10:00 – 11:30 (Zoom link: <https://us02web.zoom.us/j/81295811170>)

MASSTIGE Brands in India: Attributes and its effect on Self Brand Connect among Indian Automobile Brands

Chidambaranathan T, Goutham Krishna N, Narayani P & Sriram D
Great Lakes Institute of Management, Chennai

Did COVID make me read my electricity bill?

Gauri Joshi & Vasundhara Sen
Symbiosis Centre for Management and Human Resource Development, Pune

SESSION 2B (Net Marketing)
10:00 – 11:30 (Zoom link: <https://us02web.zoom.us/j/89181555945>)

My Bucket List: How Carts and Wish lists Affect Behavior

Sukriti Sekhri & Sanjeev Tripathi
Indian Institute of Management, Ahmedabad; Indian Institute of Management, Indore

Selling Online: Challenges of the Indian Handicrafts Market

Akriti
Shiv Nadar University

Service Failure after Online Flash Sale (OFS): Investigating the role of Consumer Competition and Deal type on re-participation intention

*Jayasimha K R & Anjali Sharma
Indian Institute of Management, Indore,*

SESSION 2C (Literature Review)

10:00 – 11:30 (zoom link: <https://us02web.zoom.us/j/87419428081>)

A Thematic Exploration on the Role of Technology in Consumer Decision Making

*Anupama Ambika & Varsha Jain
MICA*

A Literature Review on Paradigm shift in Education Sector amidst COVID-19, Opportunities and Challenges

*Lakshay Mehla & Pratima Sheorey
Symbiosis Centre for Management and Human Resource Development, Pune*

Social media as a marketing tool for luxury brands: Managerial implications & research recommendations

*Rakesh Mohan Joshi & Suman Si
Indian Institute of Foreign Trade*

SESSION 2D (Research Grant)

10:00 – 11:30 (zoom link: <https://us02web.zoom.us/j/89406619529>)

Raj Sethuraman Research Grant

The Impact of Product Anthropomorphism on Price-Quality Judgments

*Sanjeev Tripathi, Arvind Sahay & Amogh Kumbargeri
IIM Ahmedabad & IIM Indore*

Individual decisions for joint consumption in close relationships – the role of relative relationship power

*Atul Kumar & Arvind Sahay
IIM Ahmedabad*

Too Many Cooks Spoil the Broth? Number of Promotional Gifts and Impact on Consumer Choice

*Rashmi Kumari, Aruna Tatavarthy & Arvind Sahay
Indian Institute of Management Ahmedabad, Indian Institute of Management Nagpur*

11:30 - 11:45 BREAK

SESSION 3A (e WoM & Net Marketing)

11:45 - 01:15 pm (Zoom link : <https://us02web.zoom.us/j/86022477704>)

Electronic Word-of-Mouth (e WOM) influences on Travel-related Decision Making in International Tourism

*Savitha Nair & Initha Rina
PSGR Krishnammal College for Women, Coimbatore*

Antecedents of e WOM Credibility: A Meta-Analytic Perspective

*Deepak Verma & Prem Prakash Dewani
Indian Institute of Management, Lucknow*

Towards an Integrated Model of Online Store Environment

*Aishwarya Ramasundaram
Institute-Indian Institute of Management, Kozhikode*

SESSION 3B (New Product Development)

11:45 - 01:15 pm (zoom link <https://us02web.zoom.us/j/82243029546>)

Organizational factors and New Product Development Success: A study of Indian Start-ups

*Kishore Bhatte, Shameem S & Rajeshwari K
Great Lakes Institute of Management, Chennai*

Consumer adoption of e- learning systems

Shameem S & Divya S

Great Lakes Institute of Management, Chennai; VIT Business School, Chennai

OTT Platforms - Impact and influence on consumers

Mansurali A, Shanmugapriyaa M & Harish V

PSG College of Technology, Coimbatore

SESSION 3C (Retailing)

11:45 - 01:15 pm (Zoom link: <https://us02web.zoom.us/j/82742452958> ; passcode: 283248)

Case Study on comparison of low cost technological innovations for small retailers

Vikram Choudhary & Rajesh Aithal

Indian Institute of Management, Lucknow

E-Trust and Customization: Do these atmospheric cues impact emotional state?

Farah.S.Choudhary & Alka Sharma

The Business School, University of Jammu, India

Annotating the attributes of Mall Loyalty in the Indian Shoppers during the COVID 19 pandemic

Chitralekha Kumar

L. N. Welingkar Institute of Management Development and Research, Mumbai

SESSION 3D (Research Grant)

11:45 - 01:15 pm (Zoom link: <https://us02web.zoom.us/j/89670995973>)

Bala and Vasantha Balachandran Research Grant

Social Distance and Physical Distancing: Perceived Discrepancy in Distance Impacts Physical Distancing Behaviors during a Pandemic

Priya Narayanan

IIM Kozhikode, Kerala

Living in the present or drawing from the past: The effect of dynamic ranks on consumer perceptions

*Sanjeev Tripathi & Arpita Pandey
IIM Indore, IIM Ahmedabad*

Above the line or below the line: An investigation in how consumers evaluate rates

*Sanjeev Tripathi & Abdul Wahid Khan
IIM Indore*

01:15 - 01:45 BREAK

SESSION 4A (Marketing and the Pandemic)

01:45 – 03:15 (Zoom link : <https://us02web.zoom.us/j/82527289712>)

A powerless consumer's quest for wellbeing: A case of transition from offline to online education during the pandemic

*Divya Gogia , Shreya Talur , Paromita Goswami & Jaideep Ghosh
Shiv Nadar University, Uttar Pradesh*

Exploring Customers' Journey of Grocery Shopping during the COVID-19 Lockdown

*Priya Rathi, Sanaah Khurana, Paromita Goswami & Jaideep Ghosh
Shiv Nadar University, Uttar Pradesh*

SESSION 4B (Qualitative Research)

01:45 – 03:15 (zoom link: <https://us02web.zoom.us/j/83470332115>)

Collective Community Response to Uncertainty during Crisis

*Vedha Ponnappan, Prakash Sathyavageswaran & Manisha Dutta
Indian Institute of Management Udaipur*

Exploring patient's experiential values and its impact on service quality assessment by consumers in public health institution: A Qualitative Study

*Alisha Dhal
Indian Institute of Management, Indore*

Exploration of Consumer Skepticism in High involvement vs. Low involvement Categories

Helly Veera & Sandeep Rawat

Narsee Monjee Institute of Management Studies (NMIMS), Mumbai

SESSION 4C (Sustainable Marketing)

01:45 – 03:15 (zoom link <https://us02web.zoom.us/j/88179311422>)

Mindful (ness) Consumption- Will It Be 'The New Normal' In Marketing?

Amir Shikalgar, Vaishali Mahajan & Preetha Menon

Symbiosis International Deemed University, Pune; Flame University, Pune

Impact of Environmental Concern and Perceived Moral Responsibility on Ecofriendly Products Purchase Intention

Ranjani Kumari

Chandragupta Institute of Management Patna

Factors influencing Consumer's willingness to Bring Your Own shopping Bag (BYOB) towards plastic avoidance behavior

Geetha R & Padmavathy C

VIT University, Vellore

03:15 - 03:30 BREAK

SESSION 5A (Innovation & Marketing)

03:30 -04:30pm (Zoom link: <https://us02web.zoom.us/j/86482471864> ; passcode: 571985)

Informal Innovations - Current Context and Challenges

Rajeshwari K & Pavithra .M

Great Lakes Institute of Management, Chennai

The Dilemma of Repositioning – A Public Sector Perspective

Suja Karthika & Joshy Joseph

CUSAT

SESSION 5B (OTT & Marketing)

03:30 -04:30pm (zoom link: <https://us02web.zoom.us/j/2363355695>; passcode: cN2d5E)

Role of “bundling” in Indian OTT sector?

Satyaki Datta, Shirshendu Ganguli & Utkarsh

T.A. Pai Management Institute, Indian Institute of Management, Kashipur

The Impact of OTT Penetration on Consumer Habits: An Emerging Markets Perspective

Chitwan Lalji & Aishwarya Ramasundaram

Indian Institute of Management, Kozhikode

SESSION 5C (Consumer Behaviour)

03:30 -04:30pm (zoom link: <https://us02web.zoom.us/j/81236225302>)

Impact of Ethical Certifications and Product Involvement on Consumers Decision to Purchase Ethical Products at Price Premiums

Swetarupa Chatterjee & Naman Sreen

IIM Shillong

What Motivates Consumers To Adopt Fitness Lifestyle? An Exploratory Study

Abdul Wahid Khan, Nishant Marskole, Subhankar Mandal; Tina Bagga, Anisha Kumari, Shivali Bhardwaj

Indian Institute of Management, Indore

Tuesday, 22th December 2020 (08:45- 10:15am)

SESSION 1A (Behavioural & Decision Theory)

08:45 -10:15am (zoom link: <https://us02web.zoom.us/j/89798834400>)

No Cost EMI: Will she now buy? The Effect of an Oscillating Decoy on Consumer Choice

Tulsi Jayakumar & Sunny Arora
SPJIMR

The impact of thinking style on attraction effect

Pravesh Kumar Padamwar, Jagrook Dawra & Vinay Kumar Kalakbandi
Indian Institute of Management, Sambalpur; Indian Institute of Management, Raipur; Institute of Management Technology Hyderabad

It depends': Regulatory Focus & Risk-taking Behavior

Sakshi Aggarwal
Indian Institute of Management, Indore

SESSION 1B (Miscellaneous)

08:45 -10:15am (zoom link : <https://us02web.zoom.us/j/88004928289> ; passcode : 106568)

Customer's purchase intention in brick and mortar stores: Can employees act as influencers?

Shameem Shagirbasha, Booshnam Dinakaran & Angeline Vilma
Great Lakes Institute of Management, Chennai

Gratification through gamification in COVID 19? A study of gamification in an online virtual community and intrinsic need satisfaction during the global crisis

Swati Tayal, K.Rajagopal & Vaishali Mahjan
SCMHRD, SIU Pune

A study on organizational and regional cultures using Geert Hofstede and Lewis paradigm and its impact on Sales and Marketing performance in consumer Durables industry.

Akshay Augustine & A.S.Suresh
Christ School of business and management, Bangalore

SESSION 1C (Green Marketing)

08:45 -10:15am (zoom link: <https://us02web.zoom.us/j/84685513613>)

The Effect of Environmental Beliefs on Purchase Intention for Plastic-Free Packed Pulses and Cereals: An Analysis

Beena John Jiby

International Institute of Management & Human Resource Development (W)

Affiliated to Savitribhai Phule Pune University.

The Role of Upstream Social Marketing Strategy in Youth's Adoption of Renewable Energy

Ragu Prasad Rajendran & Joe Arun C

Loyola Institute of Business Administration, Chennai, India

Ecotels Green Practices- Achieving Online Community Engagement through Social Media

Parvinder Arora, Sigma Soni & Jay Trivedi

MICA, Ahmedabad, India

10:15 - 10:30 BREAK

SESSION 2A (Marketing & Tourism)

10:30 -12:00 pm (zoom link <https://us02web.zoom.us/j/83095227682>)

Location vs. Accommodation: An Experimental Research on Preferences of Domestic Indian Tourists Post COVID-19

Sayan Kar, Abdul Wahid Khan & Amit Kumar

Indian Institute of Management, Ranchi; Indian Institute of Management, Indore; The University of Newcastle, NSW, Australia

Role of Assurance cues by operator impacting the purchase likelihood of consumers: A mediating role of Perceived Trust

Alisha Dhal & Shivam Singh

Indian Institute of Management, Indore

Dark Tourism: Do We Feel and Think Differently with Time?

Sakshi Aggarwal & Abdul Wahid Khan

Indian Institute of Management, Indore

SESSION 2B (Consumer Behaviour)

10:30 -12:00 pm (zoom link <https://us02web.zoom.us/j/82099801131>)

An Exploratory Study of the Relationship between Intercultural Sensitivity, Consumer Ethnocentrism and Patriotism

*Vivek Madupu
Indian Institute of Management – Visakhapatnam*

Helping others makes me eat healthy! Prosocial behavior leading to healthy food choice

*Sarita Uniyal
IIM Udaipur*

Examining response of men to gender-inclusive branding

*Nivedita Bhanja & Ritu Mehta
Indian Institute of Management Kozhikode; Indian Institute of Management Calcutta*

SESSION 2C (IMC)

10:30 -12:00 pm (zoom link : <https://us02web.zoom.us/j/83877808071>)

How the Following of Social Media Influencers Impacts Their Persuasiveness

*Jayant Nasa, Swati Garg & Tanvi Gupta
Indian Institute of Management Udaipur*

Nike India and Gender Representation in Sports Advertisement

*Benson Rajan
O.P. Jindal Global University, Sonipat*

Demystifying the Impact of COVID-19 on Influencer Marketing: The case of #Instafamous

*Preksha Tekriwal & Satyam
O.P. Jindal Global University*

12:00 -12:30 BREAK

SESSION 3A (Technology and Net Marketing)

12:30 -02:00 pm (zoom link: <https://us02web.zoom.us/j/81369159825>)

Does my online profile matter? Personal branding and social media

*Rajendra V. Nargundkar, Bhagyalakshmi Venkatesh & Shweta Jha
Indian Institute of Management, Indore; Indian Institute of Management, Raipur*

*Perceiving the potential of VR based service innovations and marketing practices through
Netnography*

*E-commerce adoption by middle-aged and older adults: An exploratory study from the
consumer socialization perspective*

*Ayushi Gangwar & Prem P Dewani
Indian Institute of Management, Lucknow*

SESSION 3B (Miscellaneous)

12:30 -02:00 pm (zoom link: <https://us02web.zoom.us/j/89187983665>)

Selling to the Government: Tendering change in emerging market

*Sakshi Babar , Prakash Satyavageeswaran & Sundar G Bharadwaj
Indian Institute of Management Udaipur; Terry College of Business, University of Georgia*

*Residents' Participation in Sharing Economy: Application of Motivation Opportunity and
Ability Theory*

*Anil Gupta & Honeyka Mahajan
University of Jammu, Jammu*

Digital Strategies and SME Internationalization

*Anupama Kumar, Prakash Satyavageeswaran, Elizabeth L.Rose & Srinivas Pingali
Indian Institute of Management Udaipur*

SESSION 3C (Consumer Behaviour)

12:30 -02:00 pm (zoom link: <https://us02web.zoom.us/j/83946659810>)

Effect of Anthropomorphism on Word of Mouth in a Service Failure context

*Gurbir Singh & Archit Vinod Tapar
Indian Institute of Management Amritsar, Indian Institute of Management Rohtak*

