



# Global Conference on Innovations in Management and Business (Virtual) July 27-28, 2021 (IST)

### **Conference Program Schedule**

All times below are Indian Standard Time (IST). For your local time, please use the World Clock https://www.timeanddate.com/worldclock/

Summary of the Schedule 27<sup>th</sup> and 28<sup>th</sup>, July 2021 (IST)

27.07.2021 (TUESDAY)	28.07.2021 (WEDNESDAY)
09:00 AM TO 09:50 AM	
<b>Conference Inaugural</b>	Session-5 09:00 AM TO 10:30 AM
Keynote Address -09:55 AM TO 10:20 AM	Tracks: MKT, HRM, GM, E&I, CM,
Prof. Thomas Turk, Dean, Agryos School of Business	DTIS
and Economics, Chapman University, USA.	
Session-1 10:30 AM TO 12:00 PM	
Tracks: MKT, HRM, DTIS, GM, FIN, BA	
Session-2 02:00 PM TO 03:30 PM	
Tracks: MKT, E&I,OSC	Keynote Address
	11:00 AM TO 12:00 PM
Session-3 03:45 PM TO 05:15 PM	Prof. Rishikesha T. Krishnan
Tracks: MKT, HRM, OSC, FIN, DTIS, GM	Director, IIM Bangalore, India
Session-4 05:30 PM TO 06:45 PM	
Tracks: MKT, HRM, OSC, E&I, GM	Session-6 03:45 PM TO 05:15 PM
	Tracks: MKT, FIN, PL, HRM, OSC, SM
Keynote Address	Session-7 05:30 PM TO 06:45 PM
7.00 PM-8.00 PM	ECO
Dr. Kate Blackmon, University of Oxford, England	Valedictory: 07:30 PM TO 08:30 PM
Dr. Elizabeth Davis, Dean, SEBA, St. Mary's	Keynote Address 07:55 PM TO 08:10 PM
College of California, USA	Prof. Anthony D. Wilbon, Dean, Howard
	University School of Business.

MKT: Marketing; HRM: Human Resource Management; DTIS: Digital Transformation and Information System; GM: General Management, FIN: Finance, E&I: Entrepreneurship and Innovation; OSC: Operations and Supply Chain; CM: Crisis Management; PL: Pluralism; SM: Strategic Management; ECO: Economics and International Business; BA: Business Analytics



### 27.07.2021 SESSION 1 10:30 AM TO 12:00 PM

### **TUESDAY, JULY 27, 2021**

### **Human Resource Management and Leadership**

Time: 10:30 AM TO 12:00 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Kantha Dayaram, Curtin University, Australia
GCIMB210137	Leadership: A Footprint on Personnel Sustainability in Higher Educational
	Institutions
	Kushwanth Kumar T, Ankita Nagra, Konka Soujanya
GCIMB210082	Compassionate Leadership Matters Within Higher Education
	Haleh Hashemi Toroghi
GCIMB210095	From Hiring for What We Know to Hiring for Who We are
	Niti Chatterji, Deeksha Malviya
GCIMB210204	High Performance Work Systems: A Bibliometric Analysis
	Padamata Karthik, Rama Devi V
GCIMB210197	Work from Home and its Effect on the Quality of Work Life of Private Sector
	Employees in India
	Joan J
GCIMB210147	Impact of COVID-19 on the Workplace and Employee Behavior: A Topic
	Modeling Study
	Rohit Bhuvaneshwar Mishra

### **TUESDAY, JULY 27, 2021**

### **Financial Management and Investment**

Time: 10:30 AM TO 12:00 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Pankaj Sinha, FMS, University of Delhi, India
GCIMB210004	Does Beauty Matter in Mutual Fund Performance?  Xiaobo Liang
GCIMB210038	A Study on Investor Behavior towards various Stock Market, Mutual funds and Commodity market.  Erram Ramesh



GCIMB210060	Does mood take the front seat in determining the financial risk-taking propensity of Individuals? Evidence from India.  Crystal Glenda Rodrigues.
GCIMB210092	The Mediating Role of Financial Self-Efficacy between Social Determinants and Personal Finance Behavior of Women within Micro Finance Sector of Sri Lanka  Don Domingo Arachchige Sachithra Manojee Domingo & Shantharuby Buvanendra
GCIMB210229	Volatility and instability during COVID-19 pandemic – a case of Indian Capital Markets  Abraham KP, Rishi Kumar, Yaganti CH
GCIMB210198	Differential Wealth Impact of Covid-19 on the Industries in the Healthcare Sector  Ashok Margam, Thani Jambulingam

# **Marketing and Customer Insights**

Time: 10:30 AM TO 12:00 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Amit Shanker, Indian Institute of Management Visakhapatnam,
	India
GCIMB210221	Contemporary and Significant Factors Affecting Green Purchase Intention and
	Behaviour
	Naini Shalini Reddy, Ravinder Reddy M
GCIMB210146	Customer Satisfaction and Requirement Analysis towards E-vehicles using
	Kano Model -A Pilot Study
	Rusha Sri Y and PRC Gopal
GCIMB210163	Prediction of Customer Satisfaction through Online Reviews for Eco-friendly
	Products
	Hima Varsha CVSLA and PRC Gopal
GCIMB210061	Why do farmers purchase chemical pesticides? An Emerging Nation Context
	Police Keerthi and Vikas Gautam
GCIMB210048	Buying behaviour of Consumer in Pandemic Conditions
	Yerra Jahangir
GCIM210124	A Proposal to Bring Back Customers to Organised Retail Store during Post
	Pandemic Period
	Swati Basu Ghose



### **Digital Transformation and Information Systems**

Time: 10:30 AM TO 12:00 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Abhishek Kathuria, Indian School of Business, Hyderabad/ Prof.
	Prasanna, Shidler College of Business, University of Hawai'i at Mānoa, U.S.A./
	Prof. Shekhar Shukla, S. P. Jain Institute of Management and Research, India
GCIMB210035	The Study of Digital Marketing: Transforming the Future of Sales & Marketing
	Jyoti Singh
	Pradhyuman Singh Lakhawat
GCIMB210062	The Impact of Content and Sentiment Coherence on Information Diffusion
	Zihan Chen
GCIMB210108	Effect of COVID 19 on Adoption of Unified Payment Interface: A Study on Baby
	Boomers
	Poulami Saha
GCIMB210111	Digital Transformation of Home-based Women Artisans during COVID-19
	Pandemic in the Thar Desert of Rajasthan
	Jaya Kritika Ojha, Nikhil Raj
GCIMB210125	Analysis of Virtual Interactions Platforms
	Prashant V Jadhav, Pradeep Pendse
GCIMB210091	Mobile Learning by the Gig-Workforce: The Case of E-Commerce Delivery
	Surendra M Dixit, Moutusymaity

# **TUESDAY, JULY 27, 2021**

### **General Management**

Time: 10:30 AM TO 12:00 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Dr. Amy Hurley-Hanson, Chapman University, U.S.A.
GCIMB210059	Measuring Academic Research Sustainability: A Scale Development Study
	Ankur Kashyap
GCIMB210063	Trend of Integrated Reporting and its impact on financial performance:
	evidence from Indian listed companies
	Parthvi Rastogi, Sushila Soriya
GCIMB210077	Views and Usage of MOOCs by Engineering and Management Students: A
	Case Study Based on India
	Shailesh Prabhu N



GCIMB210078	Technological Innovation in the Automobile Sector: A Case Study of Electric
	Vehicles Using Patent Analytics Approach
	Tasneem Ahmad
GCIMB210103	The Continuous and Comprehensive Evaluation, its scope and limitation of
	implementation
	Srinivas Rao B
GCIMB210115	Mega Merger Drive in Indian Banking Sector Proving Successful: An Analysis
	Ruchitra Kaparwan

### **TUESDAY, 27 JULY, 2021**

# **Business Analytics**

Time: 10:30 AM - 12:00 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Anjana Susrla, Michigan State University & Prof. Jonathan Hersh,
	Chapman University
GCIMB210074	Detection of Birth asphyxia from cardiotococraphy data using Machine
	Learning Methods.
	Sadhvi G, R. Majhi
GCIMB210168	Performance of Investment Avenues: An In-depth Analysis Using Various
	Measures CMA.
	Jeelan Basha, Shravani V
GCIMB210176	Factors determining the Adoption of Mobile Wallet Technology at Rural
	Market
	Chandrabai Thumma, Srivalli J
GCIMB210053	Do Managers Trust Algorithms for High-Stakes Decisions? A Machine
	Learning Decision Support Tool for Estimating Delays in Multi-Million Dollar
	Loans
	Hersh, Jonathan
GCIMB210205	Eliciting Blockchain adoption challenges in Indian Healthcare Ecosystem: A
	value-focussed thinking based Text Analytics.
	Shekar Shukla



### 27.07.2021 SESSION 2 02:00 PM TO 3:30 PM

### **TUESDAY, JULY 27, 2021**

#### **Operations and Supply Chain Management**

Time: 02:00 PM TO 3:30 PM

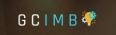
Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Pritee Ray, IIM Ranchi, India
GCIMB210023	Impact of Industry 4.0 on Supply Chain Management
	Ivan Kenny Raj L
GCIMB210189	Study on Driving Factors for Industry 4.0 of Retail Sector Supply Chain.
	Bimal Kumar Mawandiya
GCIMB210193	Development of Structural Framework for Sustainable Healthcare Supply
	chain in the Era of Covid 19: Circular Economy Perspective
	Amit Viswakarma, G S Dangayach, M L Meena , Sumit Gupta
GCIMB210011	Risk in Oil and Gas Supply Chain
	S Priya, Mavoothu D

### **TUESDAY, JULY 27, 2021**

### **Marketing and Customer Insights**

Time: 02:00 PM to 3:30 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Nasser, K.F.U.P.M. Business School, Saudi Arabia
GCIMB210035	The Study of Digital Marketing: Transforming the Future of Sales and Marketing <i>Jyoti Singh</i> , <i>Pradhyuman Singh Lakhawat</i>
GCIMB210232	Country-of-Origin and its impact on Brand Equity and Purchase intension Linda Susan Mathew
GCIMB210014	Dynamics Prompting Consumer Buying Behavior towards Green Purchasing and Sustainable Living  Neha Vaibhav Deshmukh, Kirti Arekar, Rinku Jain
GCIMB210020	The Valued-Added Shrimp-The Way Forward for The Indian Shrimp Industry to Sustain Competition in The Global Market-Perspective Review <i>Judit Starlin S, G. Jothi</i>
GCIMB210118	Antecedents to Tourist Intentions Driven by Data Assisted Decision Making Style Sudeshna Bordoloi



### **Entrepreneurship and Innovation**

Time: 02:00 PM TO 03:30 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Dr. Glory Swarupa, Director General, NIMSME, India
GCIMB210025	Unleashing the power of Innovation Capability: Role of Competencies and
	Knowledge Capital in the Post-Covid-19 World
	Saurabh Wadhawan
GCIMB210039	Organizational Slack and Innovation: Role of Manager's Perception and
	Environmental Turbulence
	Sunil Kumar and Jigmet Stobdan
GCIMB210041	Senior Entrepreneurship among Retired Citizens in Sri Lanka
	Amitha W.A.K.
GCIMB210054	Nexus between Innovativeness, Entrepreneurial Knowledge, and Passion under
	the Mediation of Entrepreneurial Self-Efficacy
	Rimsha Iqbal
GCIMB210182	Factors affecting Intrapreneurial Behavior of Academic Employees / Staff in
	Higher Education Institutions
	Raj Karan Gupta, Pradeep Kumar Aggarwal
GCIMB210073	Women in Small Entrepreneurial Ventures in Kolkata: A Study of Motivational
	Factors and Challenges
	Sania Sami



### 27.07.2021 SESSION 3 03.45 PM TO 05.00 PM

### **TUESDAY, JULY 27, 2021**

#### **Financial Management and Investment**

Time: 03:45 PM TO 05:00 PM

Paper ID	TITLE OF PRESENTATION
	Chair: Prof. Madhumati, Department of Management Studies, IIT Madras, India
GCIMB210114	Towards an Ecosystem of Operational Supply Chain Finance for MSMEs: An
	Exploratory Case study on GNA Gears Ltd, India.
	Rajini Ramdas
GCIMB210123	Evolution of Social Banking in India
	Priya Jhajharia, Teena Shivnani, Jampala Maheshchandra Babu
GCIMB210145	Taxonomy of Risk Disclosure: Evidences from an Emerging Economy
	Chandni Khandelwal
GCIMB210180	Effect of Short-term Market Performance of Acquiring Firm by Using Event
	Study Approach: Empirical Analysis of Indian companies.
	Debi Prasad Satapathy
GCIMB210191	Issues and Challenges of Supporting Businesses during Coronavirus Pandemic.
	Shristi Singh, Archana Singh
GCIMB210112	A Study on How Scaling- Up Investment in Agribusiness is Fostering in
	Attaining Sustainable Development Goal in India.
	Arti Chauhan

### **TUESDAY, JULY 27, 2021**

### **Marketing and Customer Insights**

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Sevincgul Ulu, New Jersey City University, U.S.A.
GCIMB210192	An Analytical Study on the Utilization of Eco-Friendly Cars in the Perspective of Sustainable Supply Chain Management on Automobile Industries
GCIMB210102	Chiranjib Mitra, Soma Roy Chowdhury  MSME Borrowers of Commercial Banks: A Study on Consumer Satisfaction
GCHVID210102	Gopal Krishan Bhargava, Namrata Pancholi



GCIMB210099	New Strategies Implemented by the Warangal Durrie Weavers During Pandemic
	Period-A Case Study.
	Aruna K , Padma K
GCIMB210085	An Empirical Analysis on the Crucial Role of Segmentation: The Key Success In
	Telecommunication Industry
	Vivek Kumar, Dr. Soumya Mukherjee , Mrinal Kanti Das, Rama Koteswara Rao
GCIMB210009	Impact of Service Failure Type and Severity on Consumer Forgiveness: A Study
	on Interaction Effect of Relationship Type
	Jatinderpreet Kaur Bath

### **Operations and Supply Chain Management**

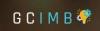
Time: 03:45 PM TO 05:15 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. G.V.R.K Acharyulu, School of Management Studies, University of
	Hyderabad, India
GCIMB210017	Digital Twin in Logistics: Methodological review and Stratification
	Dhrupad Hindocha
GCIMB210157	Evaluating Climate Change Risks in Supply Chain Within the Indian E-
	Commerce Industry Using AHP and DEMATEL Techniques
	Shashank Hariharnath Tripathi, Krishnanand L, PRC Gopal
GCIMB210042	Emerging Technologies: A Paradigm Shift in SCM
	Raparla Venkata Krishna Veni
GCIMB210200	Role of Socially Responsible Supply Chains in Protecting Human Rights
	Sunil Kumar C V, Anand Akundy
GCIMB210161	A Review on Supply Chain Activities of Self Help Groups (SHGS)
	Jamsheer Khan K, T Nambirajan
GCIMB210021	The Impact of Demand and Supply Risk on Supply Chain Integration: A
	Configuration Approach
	S Priya, Mavoothu D

### **TUESDAY, JULY 27, 2021**

### **Human Resource Management and Leadership**

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Ace Simpson, Brunel University, U.K.
GCIMB210076	Does Workplace Culture Accelerate Work-Family Conflicts?  Srinivas Lakkoju
GCIMB210080	Determinants of Organisational Citizenship Behaviour: Moderating Role of



	Value Incongruence and Mediating Role of Organisational Commitment
	Misha Davis A, Sangeetha K. Prathap
GCIMB210098	Impact of Pandemic on Employee Stress: A Study with Reference to
	Nursing Staff of Hospitals During Covid 19 in Bangalore, India
	Dr.Savitri Jayant G, Suji Raga Priya M R
GCIMB210121	Workplace Bullying Behaviour, Preventive Strategies and Its Effectiveness in
	India
	Huzaifa Arshad Md
GCIMB210128	Workforce Management Strategies and Organizational Resilience: With
	Reference to the COVID 19 Pandemic
	Poonam Sahoo, Runa Nefarita Lobo
GCIMB210140	Creative Isomorphism in Organizations through the Lenses of Employees <i>Shalini Garg</i>

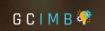
### **General Management**

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Rofin TM, NITIE Mumbai, India
GCIMB210219	The Health Care Sector of India: Pre and Post pandemic period
	Manpreet Kailay
GCIMB210055	Does Demographics has an Association with Usage Patterns and Level of
	Satisfaction towards Public Transport Systems: A Case of Metro Chennai Rail
	Appu A, S G Balaji
GCIMB210152	Affirmative Action in Education leads to Complacency or Complementarity?
	Evidence from Affirmative Action in Education Inclusion in Uttar Pradesh,
	India
	Amod Kumar, Sanjay Kumar Sing
GCIMB210093	How has Pandemic Influenced the Linkage between Market Orientation and
	Organizational Objectives of Various Types of Businesses?
	Babita Khuttan
GCIMB210223	Modeling the Social, Economic and Environmental Blockades of Electric
	Vehicle Mobility
	Tushar Gahlaut ,Ashish Dwivedi, Gourav Dwivedi
GCIMB210214	Cultural Distance between Partners in Alliance Networks and Firm Innovation:
	Role of Network Governance and Strength
	Alok Raj



### **Digital Transformation and Information Systems**

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Abhishek Kathuria, Indian School of Business, Hyderabad/ Prof.
	Prasanna, Shidler College of Business, University of Hawai'i at Mānoa, U.S.A./
	Prof. Shekhar Shukla, S. P. Jain Institute of Management and Research, India
GCIMB210087	The Key to Digital Transformation Reflections
	Ani R, David S, Rajendra, Aniruddha
GCIMB210184	Aadhaar-enabled Public Distribution System(AePDS) in India: Social
	Inclusion or Technology-driven exclusion?
	Siddharth Sekhar Singh
GCIMB210211	Covid-19 and Digital Entrepreneurship in Africa
	Stephen, Ocheni
GCIMB210178	Digital Transformation of Government Aided Primary Education System in
	COVID era: A value-focussed thinking based assessment
	Shekar Shukla
GCIMB210058	Reimagining the future of Contact Centre workspaces post-Covid: An Asia-
	Pacific perspective by COPC Inc.
	Shreekant Vijaykar



# 27.07.2021 SESSION 4 05:30 PM TO 06:45 PM

#### **TUESDAY, JULY 27, 2021**

### **Entrepreneurship & Innovation**

Time: 05:30 PM TO 06:45 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Deepak Pandit, BML Munjal University, India
GCIMB210086	A Study of Satisfaction and Financial Stability among the Migrants to Dehradun
	from other Parts of Uttarakhand State- A Special Case of Middle Level
	Employees
	Tulika Uniyal Verma
GCIMB210090	Creative and Innovative Business Potential for Urban Women
	Shikha Khichi, Pooja Nihalani, Dr.Jampala Maheshchandra Babu
GCIMB210094	Survival of Indian MSMEs During the Pandemic
	Suchitra Kumar M
GCIMB210100	Entrepreneurship Education and Entrepreneurial Intentions in India: Does
	Gender Really Play a Role?
	Mahesh Joshi , Deepak Pandit, Shalini Rahul Tiwari
GCIMB210155	Determinants of Firm's Innovation in India: An Empirical Evidence from
	Enterprise Survey
	Paras Kanojia
GCIMB210066	Gauging the Impact of Digital Financial Literacy on MSME Firms' Performance
	in India
	Vijaya E, Glory Swarupa S

#### **TUESDAY, JULY 27, 2021**

### **Operations and Supply Chain Management**

Time: 05:30 PM TO 06:45 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Fariborz Partovi, Drexel University, U.S.A.
GCIMB210012	The level of Demand and Supply Risks in Supply Chains of Manufacturing firms
	S Priya

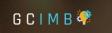


GCIMB210117	From Derbyshire to Umuofia Reading the Anglo-African Contact Zone Through
	the Texts of D.H. Lawrence and Frantz Fanon
	Sanya Khan
GCIMB210151	Comparative Study on Risks of Type 1 Error and Type 2 Error for Procurement
	Department-A Study on Saint Gobain
	Rama Lingeswara Sarma D, Krishna Sudheer
GCIMB210235	Dynamic Supplier Selection under Product Supply Network through Tolerance
	Design
	Tanweer Ahmad Md
GCIMB210030	Effect of COVID-19 in changing the Performance of Supply Chain Barriers: A
	Case of the Indian MSME sector
	Tarunima Mishra, Jitesh Thakkar, Kunal Kanthi Ghosh, Swagato Chatterjee
GCIMB210154	Dynamics of Equity and Efficiency of Public Services in Developing
	Countries: The Case of Cell Tower Coverage
	Firouz Mohammad

### **Marketing and Customer Insights**

Time: 05:30 PM TO 06:45 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof.Omer Cem Kutlubay, University of Arkansas, U.S.A.
GCIMB210008	Consumer Forgiveness and Reconciliation: A Study on the Role of Post-
	Service Failure Employees' Behavior
	Jatinderpreet Kaur Bath
GCIMB210065	Measuring Desire to Make a Difference in the Context of Donations: A
	Scale Development Study
	Navjiwan Hira
GCIMB210132	Factors Affecting Consumers' Preference on Soft Drink in Nepal
	Raju Bhai Manandhar
GCIMB210203	Antecedents of Risk Perception and Travel Intention in the COVID- 19 Era
	Neha Zaidi, Ajay Kumar
GCIMB210195	Employing Technology to Deliver Superior Service: Addressing Challenges
	in the Hospitality and Travel Industry
	Ronika Bhalla
GCIMB210105	How to lessen attitude-behavior gap? Evaluating customer perceived values in
	organic food consumption by using extended model of value-attitude-behavior
	Kavita Kamboj, Nawal Kishor



### **General Management**

Time: 05:30 PM TO 06:45 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Cristina Giannantonio, Chapman University, USA
GCIMB210190	Career Anchors and Motivational Expectancies of Prospective Indian
	Managers
	Mihirajgaonkar, <b>Debasis Mallik, Keith C Dsouza</b> , Sanjana Khosla
GCIMB210071	Impacts of Technology Advancement on a Firm's Strategic Decision of
	Customer Relationship Management
	Wooje Cho
GCIMB210148	Explore the Impact of "Strategic Management" Through Various Strategies
	Formulated by New Zealand on "Healthcare" Domain – A Theoretical
	Approach
	Veerubhotla Vandana, Habeeb Syed
GCIMB210217	Covid-19 And Higher Education Institutions in Africa: Lessons, Policy
	Options And Emerging New Normal
	Sunday Agba, Michael

### **TUESDAY, JULY 27, 2021**

# **Human Resource Management and Leadership**

Time: 05:30 PM TO 06:45 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. S. Srinivasan, VGSOM, IIT Kharagpur, India
GCIMB210239	The Psychological Impact of COVID-19 on Employees' Emotional Health: A
	Conceptual Framework
	Mansi Babbar
GCIMB210238	Impact of Workplace Diversity Management at Individual and Organizational
	level: A Conceptual Framework
	Mansi Babbar, Reetesh K. Singh
GCIMB210224	Resource Based View of HR Analytics Using Content Analysis
	Dasari Shanti Ratnam, Rama Devi V
GCIMB210207	An Empirical Review on Green Human Resource Management and
	Environmental Sustainability
	Vikash Mandal, Durbapal
GCIMB210162	Dimensions of (OCB) Organizational Citizenship Behavior and its Future
	Scope
	Kaumudi Jha, Samrudhi Navale



# 27.07.2021 Keynote Session 07:00 PM – 08:00 PM

07:00 PM – 07:15 PM	Dr. Kate Blackmon, University of Oxford, England
07:20 PM – 07:50 PM	Dr. Elizabeth Davis, Dean, SEBA, St. Mary's College of California,
	USA

## 28.07.2021 SESSION 5 09:00 AM TO 10:30 AM

### WEDNESDAY, JULY 28, 2021

### **Human Resource Management and Leadership**

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Alan, Curtin University, Australia
GCIMB210201	A Study on Adoption and Implementation of People Analytics in the IT Sector
	Akhila Potla, Rama Devi V
GCIMB210027	Strategic Alignment, HRM Practices and Digital Innovation: An Empirical
	Approach
	<b>Álvaro Nicolás-Agustín,</b> Daniel Jiménez-Jiménez and Francisco Maeso-Fernández
GCIMB210143	An Empirical Analysis on Role of HR Manager as Strategic Business Partner
	Using Structural Equation Modelling
	Vijayasree D
GCIMB210206	Changing Contours of Diversity, Equity and Inclusion Strategies in a Hybrid
	Workplace
	Daleep Parimoo, Santhi Narayanan
GCIMB210044	Predicting Applicants' Interest Level inVirtual Recruitment – An Analysis in
	the Post COVID-19 Scenario
	Lingam Sreehitha



### **Entrepreneurship and Innovation**

Time: 09:00 AM TO 10:30 AM

Abstract ID	TITLE OF PRESENTATION
	Chair: P.K.Shukla, Chapman University, USA
GCIMB210196	Awareness on Government Schemes to Encourage Women Entrepreneurs in
	Telangana State
	Alekhya P, Vijaya Lakshmi Pothuraju
GCIMB210233	Literature Review- Impact of Krishi Vigyan Kendra's Vocational Training
	Programmes on Self Employment of Rural Youth
	Sonal Sidana, Bhawana Rathore
GCIMB210120	Analyzing the Factors Affecting Sustainable Entrepreneurship
	Nikhil Suryakant Ghag, Koteswara Nayak B
GGD (D210047	
GCIMB210047	Creating Corporate Entrepreneurship: The Need for a New Paradigm
	Bala Murugan S, Anbu Geetha
GCIMB210231	The Culture of Innovation
	Sandra
GCIMB210088	Challenges of Social Entrepreneurship: Entrepreneurs Hesitance Towards Social
	Entrepreneurship0
	Thushara Dassanayake

### WEDNESDAY 28 JULY,2021

### **Crisis Management**

Abstract ID	TITLE OF PRESENTATION
	Chair: Dr. Amy Hurley-Hanson, Chapman University, U.S.A.
	Dr. Cristina Giannantonio, Chapman University, U.S.A.
GCIMB210049	Benevolent Approach: The Theory of motivation probably pretermitted
	John Stevenson Patra, Douglas McGregor
GCIMB210075	Investigating the Embodied and Aesthetic Dimensions of Crisis Leadership:
	Insights from a Large-Scale Crisis Simulation
	Cheick Diaby
GCIMB210083	Towards a Tragic Crisis Theory: When Illusion Prevails Over Reality
	Mary Lieta Clement
GCIMB210127	Impact of Effective Doctor Patient communication on Vaccine Acceptance: An
	Observational Study Among Unvaccinated Patients During a Medical Visit
	Runa Lobo

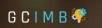


GCIMB210046	The role of emotion regulation for organizational resilience: a biographical
	analysis of an elite paratrooper unit in the second world war Vakilzadeh, Kijan
GCIMB210136	The Efficacy of Bootcamps in the Refugee Crisis
	Sharon Segrest

### WEDNESDAY 28 JULY, 2021

### **Digital Transformation and Information Systems**

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Dr. Abhishek 1, Indian School of Business, Hyderabad/ Prof.
	Prasanna, Shidler College of Business, University of Hawai'i at Mānoa,
	U.S.A./ Prof. Shekhar Shukla, S. P. Jain Institute of Management and Research,
	<u>India</u>
GCIMB210138	Role of Digitalization Effect on Economic Growth- A Study
	Kotishwar A, Julakanti Navya Sree
GCIMB210139	A Study of Adoption of E-Learning System by Indian Students
	Swapnil Undale, Harshali Parag Patil
GCIMB210158	Fighting Misinformation in Social Media during COVID 19: A Data based
	Approach
	Arvin Subramanian
GCIMB210160	The Moderating Effect of Gender on the Acceptance and Continuance Usage
	Intention of Mobile Banking Apps.
	Maurice Jason Peters, Nambirajan T.
GCIMB210166	A Study on Ed tech Platforms – A Perspective on E learning apps During
	Covid-19
	Ameena Babu
GCIMB210175	Emerging Digital Platforms for Pharmaceutical Marketing Professionals
	Gollapalli Raghu, N V Sriranga Prasad



### WEDNESDAY, 28 JULY, 2021

### **General Management**

Time: 09:00 AM TO 10:30 AM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof.Monica Shukla Belmontes, Brandman University, USA
GCIMB210149	Do Big Data Have Big Value to Business Management: A Case Study from
	Selected IT Companies.
	Vijaya Kumar Thota
GCIMB210150	Predicting the Performance of Research and Development Organizations: A
	Perspective from the Organizations Under the Department of Atomic Energy
	Govardhan Rao S, Nambirajan T
GCIMB210156	Liquidity Creation, Stock Market Liquidity And EPU- Evidence from Indian
	Banks
	Naina Grover
GCIMB210186	Total Factor Productivity, Technical Efficiency and Technological Change in
	Indian Manufacturing: New Evidences Using Data Envelopment Analysis
	Vijayalalitha V
GCIMB210199	Analysis of Socio-Economic Impact of Mahatma Gandhi National Rural
	Employment Guarantee Act (MGNREGA) Scheme: A Case Study of Jodhpur
	District
	Kunal Vijaya, Neelam Shekhawat, Swati Vashisth, Kshitiz Maharshi
GCIMB210209	Should Your Organization Characteristics Influence the Choice of
	Performance Metrics?
	Ravi Kathuria, Lorenzo Lucianetti

### WEDNESDAY, 28 JULY, 2021

### **Marketing and Customer Insights**

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Mesut Cicek, Washington State University, U.S.A.
GCIMB210185	Impact of Green Marketing towards Creation of Brand Image
	Sukriti Verma
GCIMB210165	The Dawn of Aesthetic Marketing and The Downside Road: Analyzing the
	Impact of Aesthetic Appeal on the Purchasing Decisions of the Consumers
	Using Rotational Factor Analysis
	Supreet Kaur
GCIMB210144	Operationalizations and Moderators of Building Employee Commitment with
	Internal Branding- A Meta-Analytic Investigation!
	Atul Prashar



GCIMB210029	The Role of Brand Image and Brand Extension Strategies on Brand Equity: A
	Study With Reference to the Banking Sector
	Rema , Divyansh Tripathi, Devolina Gupta
GCIMB210000	Assessing the Role of Food Safety, Nutrition Attributes, Value Attributes And
	Package Attributes in Consumers' Purchase Intentions of Organic Food
	Products
	Cherukuri Jayasankara Prasad,
GCIMB210050	Determination of Preventive Behaviour Intention to Chronic Diseases Using
	Dietary Supplements: Application of Health Belief Model
	Sachin Srivastava

# 28.07.2021 Keynote Session 11.00 AM – 12.00 PM

11. 00 AM – 12.00 PM	Prof. Rishikesha T. Krishnan, Director, IIM Bangalore, India
11. 00 AM - 12.00 I M	

28.07.2021 SESSION 6 03:45 PM TO 05:15 PM

### WEDNESDAY, JULY 28 2021

**Operations and Supply chain Management** 

Time: 3.45 PM to 5.15 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Ram Kumar, IIM Raipur, India
GCIMB210024	Offshore Analytics Business Process Organizations and their Clients -A Dual
	Perspective
	David John Fogarty



GCIMB210172	A Study on the Influence of Industry 4.0 Technology on the Success of New
	Age Company Based on Resource Based View Theory
	Bimal Kumar Mawandiya
GCIMB210177	An Innovative Approach to Understanding Strategic Supply Chain Issues and
	Risks through Modified Johari Supply Chain Window
	Raja Roy, Soma Roychowdhury
GCIMB210057	Effect of COVID-19 Induced Panic Buying on The Dual-Channel Supply
	Chain Under Channel Power Structure: A Game-Theoretic Analysis.
	Sarin Raju
GCIMB210122	Impact of Social Media Marketing on Consumer Behaviour
	Vastvikta Sandhir
GCIMB210089	A Study on Factors Influencing Green Purchase Intention: The Mediating
	Role of Green Skepticism
	Atifa Tamkeen

### **Strategic Management**

Abstract ID	TITLE OF PRESENTATION
	Chair: Dr. Shalini Tiwari, Institute of Management Technology, Ghaziabad, India
GCIMB210031	Examining the Impact of Knowledge Based Dynamic Capability on Innovation
	Based Performance: Moderating role of Market Dynamism
	Sunali Bindra
GCIMB210032	In Search of an Innovative Organization: Narrative Analysis and Storytelling as
	Tools from a Postmodernism Perspective
	Bikramjit Ray Chaudhuri
GCIMB210067	SME Corruption in Vietnam: A Case of the Glass Being Half Empty
	Anh Phan T, Kentaro Hayashi
GCIMB210135	An Empirical Study on the Role of Employees in Formulating the Sustainable
	Reporting Practices of Companies included within the SENSEX of BSE, India.
	Narayana Goud Talla
GCIMB210181	Effects of Sustainability Initiatives on Performance of Hospitality Industry
	Alok Bihari Singh, Govind Sharan, Dangayach Makkhan Lal Meena, Prabir
	Sarkar
GCIMB210153	A Conceptual Framework of Performance Measurement of Research &
	Development Organizations: A Case of R & D Organizations Under the
	Department of Atomic Energy
	Goverdhan Rao S, Nambirajan T



### **Financial Management and Investment**

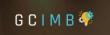
Time: 03:45 PM TO 05:15 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof.Ramana Sonti, ISB, Hyderabad, India
GCIMB210234	Financial Capability Index of the Women from Middle Income Families:
	Evidences from India.
	Jyothi Kumar, Parvathy V K
GCIMB210220	Analyzing the Efficiency and Adequacy of Inventory in Power Sector - A Case
	Study with reference to National Thermal Power Corporation Limited. (NTPC
	Ltd.)
	Pradeep Kumar Agarwal
GCIMB210015	Impact of Green Banking Channel on Customer Perception
	Amandeep Kaur, Nidhi Sharma
GCCIMB21022	Digital Cashless Banking Economy and Financial Inclusivity in India- A study
	of the adoption intension, effectiveness, barriers and challenges with special
	reference to Pradhan Mantri Jan- Dhan Yojana
	Renuka Deshmukh, Aparna Dixit
GCIMB210043	Behavioural Finance: A Bibliometric analysis with Biblioshiny App
	Rupinder Katoch
GCIMB210102	MSME Borrowers of Commercial Banks: A Study on Consumer Satisfaction
	Gopal Krishan Bhargava, Namratatancholi

### WEDNESDAY, JULY 28, 2021

### **Human Resource Management and Leadership**

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Ace Simpson Brunel, UK.
GCIMB210228	Employer Branding to Leverage Employee Retention through Sequential
	Mediation Model: Evidence from Indian IT Industry
	Shubhangi Bharadwaj
GCIMB210069	A Study on Early Turnover among Employees in the Private Sector
	Srinithi G
GCIMB210045	The Impact of SHRM Practices on empower-Employee Relationships in
	Organizations-A conceptual Study
	Jasmin S, Febina T A
GCIMB210107	CSR and Corporate Brand Image: The Mediating Role as Employee Faith
	Sabbineni Poojitha



### **Marketing and Customer Insights**

Time: 03:45 PM TO 05:15 PM

TITLE OF PRESENTATION
Chair: Dr. Kyungwon Lee, University of Michigan-Dearborn, U.S.A
How Social Media Influencers Reputation Influence Consumer Motivation for
Purchase?
Biswarup Chatterjee
Influence of Social Media Advertisements on Consumer Buying Behavior:
Empirical Evidences From India
Lokesh Gupta, Rakesh Kumar
Impact of COVID-19 on OTT Platforms and Future Business Scope
Raga Veena Bandari, Francis Sudhakar
Website Information Characteristics and E-Purchase Intention in Online
Platform: A Mediation Analysis
Aswini Priya S, Anjani Devi, Pulidindi Venugopal
Analyzing Product Reviews from E-commerce Websites: Text analytics and
Sentiment Analysis Approach
Udayna Mohindroo, Rishabh Mahajan, Dr. Neeraj Kaushik,
Surbhi Choudhary
An Empirical Study on Significance of Customer Relationship Management
and Loyalty Programs in Retaining Customers - A Critical Review on Indian
Retail Industry  Auadhati Datta

### WEDNESDAY, JULY 28, 2021

**Pluralism** Time: 03:45 PM TO 05:15 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof. Carlo, David GBC College for Leadership Development Italy,
	and Prof. Jagdish Invertis University India
GCIMB210005	Beyond Religious Tolerance
	Oppecini, Carlo
GCIMB210101	Developing an Indigenous Islamic Construct of Leadership: A Multi-Method
	Approach
	Albugami, Faris
GCIMB210213	Pandemic Management or Humanity's Call To Achieve Vaccines For All
	Narendra K. Rustagi
GCIMB210052	Are Chinese really "a tray of loose sand"? From perspectives of national culture
	and social psychology
	Zhibiao Zhang



### 28.07.2021 SESSION 7 05:30 PM TO 07:00 PM

### WEDNESDAY, JULY 28, 2021

#### **Economics and International Business**

Time: 05:30 PM TO 07:00 PM

Abstract ID	TITLE OF PRESENTATION
	Chair: Prof.Emmanuel Anaruo, Coppin State University, USA
GCIMB210040	Financial Inclusion and Development Outcomes
	Govindapuram Suresh
GCIMB210068	The Impact of International Trade on Indian Employment
	Aasmi Goyal
GCIMB210109	A Study on Rise of Cryoto Currency in India
	Gunda Srinivas
GCIMB210164	Study on Socio-Economic Aspects of Substance Abuse in Auto-Rickshaw
	Drivers of Kolkata, West Bengal, India.
	Sudipta Halder
GCIMB210230	Green Economy - A Road Ahead
	Swarna G
GCIMB210084	The importance of perception and its impact on business relationships in
	regions that are considered at risk
	Chidebelu-Eze, Maduka
GCIMB210130	Recent Developments in Antitrust Law and the Impact on Healthcare
	Marketing
	William Trombetta

Valedictory follows at 07:30 PM

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