



**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)
<b>09:00 AM TO 09:50 AM</b> <b>Conference Inaugural</b> Keynote Session -09: 55 AM TO 10: 20 AM, <i>Prof. Thomas Turk</i> , Dean, Agryos School of Business and Economics, Chapman University, USA.	<b>Session-5 09:00 AM TO 10:30 AM</b> <b>Tracks: MKT, HRM, GM, E&amp;I, CM,</b> <b>DTIS</b>
<b>Session-1 10:30 AM TO 12:00 PM</b> <b>Tracks: MKT, HRM, DTIS, GM, FIN, BA</b>	
<b>Session-2 02:00 PM TO 03:30 PM</b> <b>Tracks: MKT, E&amp;I, OSC</b>	<b>Keynote Session</b> <b>11:00 AM TO 12:00 PM</b> <i>Prof. Rishiksha T. Krishnan</i> Director, IIM Bangalore, India
<b>Session-3 03:45 PM TO 05:15 PM</b> <b>Tracks: MKT, HRM, OSC, FIN, DTIS, GM</b>	
<b>Session-4 05:30 PM TO 06:45 PM</b> <b>Tracks: MKT, HRM, OSC, E&amp;I, GM</b>	<b>Session-6 03:45 PM TO 05:15 PM</b> <b>Tracks: MKT, FIN, PL, HRM, OSC, SM</b>
<b>Keynote Sessions</b> <b>7.00 PM-8.00 PM</b> <i>Dr. Kate Blackmon</i> , University of Oxford, England <i>Dr. Elizabeth Davis</i> , Dean, SEBA, St. Mary's College of California, USA	<b>Session-7 05:30 PM TO 06:45 PM</b> <b>ECO</b>
	<b>Valedictory: 07:30 PM TO 08:30 PM</b> Keynote Session 07:55 PM TO 08:10 PM <i>Prof. Anthony D. Wilbon</i> , 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
	<i>Chair: Prof. Kantha Dayaram, Curtin University, Australia</i>
GCIMB210137	Leadership: A Footprint on Personnel Sustainability in Higher Educational Institutions <i>Kushwanth Kumar T, Ankita Nagra, Konka Soujanya</i>
GCIMB210082	Compassionate Leadership Matters Within Higher Education <i>Haleh Hashemi Toroghi</i>
GCIMB210095	From Hiring for What We Know to Hiring for Who We are <i>Niti Chatterji, Deeksha Malviya</i>
GCIMB210204	High Performance Work Systems: A Bibliometric Analysis <i>Padamata Karthik, Rama Devi V</i>
GCIMB210197	Work from Home and its Effect on the Quality of Work Life of Private Sector Employees in India <i>Joan J</i>
GCIMB210147	Impact of COVID-19 on the Workplace and Employee Behavior: A Topic Modeling Study <i>Rohit Bhuvaneshwar Mishra</i>

**TUESDAY, JULY 27, 2021**

**Financial Management and Investment**

**Time: 10:30 AM TO 12:00 PM**

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

GCIMB210060	Does mood take the front seat in determining the financial risk-taking propensity of Individuals? Evidence from India. <i>Crystal Glenda Rodrigues.</i>
GCIMB210092	The Mediating Role of Financial Self-Efficacy between Social Determinants and Personal Finance Behavior of Women within Micro Finance Sector of Sri Lanka <i>Don Domingo Arachchige Sachithra Manojee Domingo &amp; Shantharuby Buvanendra</i>
GCIMB210112	A Study on How Scaling- Up Investment in Agribusiness is Fostering in Attaining Sustainable Development Goal in India. <i>Arti Chauhan</i>
GCIMB210229	Volatility and instability during COVID-19 pandemic – a case of Indian Capital Markets <i>Abraham KP, Rishi Kumar, Yaganti CH</i>

**TUESDAY, JULY 27, 2021**

**Marketing and Customer Insights**

**Time: 10:30 AM TO 12:00 PM**

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

TUESDAY, JULY 27, 2021

**Digital Transformation and Information Systems****Time: 10:30 AM TO 12:00 PM**

<b>Abstract ID</b>	<b>TITLE OF PRESENTATION</b> <i>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</i>
GCIMB210035	The Study of Digital Marketing: Transforming the Future of Sales & Marketing Jyoti Singh <i>Pradhyuman Singh Lakhawat</i>
GCIMB210062	The Impact of Content and Sentiment Coherence on Information Diffusion <i>Zihan Chen</i>
GCIMB210108	Effect of COVID 19 on Adoption of Unified Payment Interface: A Study on Baby Boomers <i>Poulami Saha</i>
GCIMB210111	Digital Transformation of Home-based Women Artisans during COVID-19 Pandemic in the Thar Desert of Rajasthan <i>Jaya Kritika Ojha, Nikhil Raj</i>
GCIMB210125	Analysis of Virtual Interactions Platforms <i>Prashant V Jadhav, Pradeep Pendse</i>
GCIMB210091	Mobile Learning by the Gig-Workforce: The Case of E-Commerce Delivery <i>Surendra M Dixit, Moutusymaity</i>

TUESDAY, JULY 27, 2021

**General Management****Time: 10:30 AM TO 12:00 PM**

<b>Abstract ID</b>	<b>TITLE OF PRESENTATION</b> <i>Chair: Dr. Amy Hurley-Hanson, Chapman University, U.S.A.</i>
GCIMB210059	Measuring Academic Research Sustainability: A Scale Development Study <i>Ankur Kashyap</i>
GCIMB210063	Trend of Integrated Reporting and its impact on financial performance: evidence from Indian listed companies <i>Parthvi Rastogi, Sushila Soriya</i>
GCIMB210077	Views and Usage of MOOCs by Engineering and Management Students: A Case Study Based on India <i>Shailesh Prabhu N</i>
GCIMB210078	Technical Innovation in the Automobile Sector: A Case Study of Electric Vehicles Using Patent Analytics Approach <i>Tasneem Ahmad</i>

GCIMB210103	The Continuous and Comprehensive Evaluation, its scope and limitation of implementation <b><i>Srinivas Rao B</i></b>
GCIMB210115	Mega Merger Drive in Indian Banking Sector Proving Successful: An Analysis <b><i>Ruchitra Kaparwan</i></b>

**TUESDAY, 27 JULY, 2021**

**Business Analytics**

**Time: 10:30 AM – 12:00 PM**

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

**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**

<b>Abstract ID</b>	<b>TITLE OF PRESENTATION</b> <i>Chair: Prof. Pritee Ray, IIM Ranchi, India</i>
GCIMB210023	Impact of Industry 4.0 on Supply Chain Management <i>Ivan Kenny Raj L</i>
GCIMB210177	An Innovative Approach to Understanding Strategic Supply Chain Issues and Risks through Modified Johari Supply Chain Window <i>Raja Roy, Soma Roychowdhury</i>
GCIMB210193	Development of Structural Framework for Sustainable Healthcare Supply chain in the Era of Covid 19: Circular Economy Perspective <i>Amit Viswakarma, G S Dangayach, M L Meena , Sumit Gupta</i>
GCIMB210154	Dynamics of Equity and Efficiency of Public Services in Developing Countries: The Case of Cell Tower Coverage <i>Firouz Mohammad</i>
GCIMB210011	Risk in Oil and Gas Supply Chain <i>S Priya, Mavoothu D</i>

**TUESDAY, JULY 27, 2021**

**Marketing and Customer Insights**

**Time: 02:00 PM to 3:30 PM**

<b>Abstract ID</b>	<b>TITLE OF PRESENTATION</b> <i>Chair: Prof. Nasser, K.F.U.P.M. Business School, Saudi Arabia</i>
GCIMB210035	The Study of Digital Marketing: Transforming the Future of Sales and Marketing <i>Jyoti Singh, Pradhyuman Singh Lakhawat</i>
GCIMB210232	Country-of-Origin and its impact on Brand Equity and Purchase intension <i>Linda Susan Mathew</i>
GCIMB210014	Dynamics Prompting Consumer Buying Behavior towards Green Purchasing and Sustainable Living <i>Neha Vaibhav Deshmukh, Kirti Arekar, Rinku Jain</i>
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 <i>Sudeshna Bordoloi</i>
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**TUESDAY, JULY 27, 2021**

**Entrepreneurship and Innovation**

**Time: 02:00 PM TO 03:30 PM**

Abstract ID	TITLE OF PRESENTATION <i>Chair: Dr.Glory Swarupa, Director General, NIMSME,India</i>
GCIMB210025	Unleashing the power of Innovation Capability: Role of Competencies and Knowledge Capital in the Post-Covid-19 World <i>Saurabh Wadhawan</i>
GCIMB210039	Organizational Slack and Innovation: Role of Manager's Perception and Environmental Turbulence <i>Sunil Kumar and Jigmet Stobdan</i>
GCIMB210041	Senior Entrepreneurship among Retired Citizens in Sri Lanka <i>Amitha W.A.K.</i>
GCIMB210054	Nexus between Innovativeness, Entrepreneurial Knowledge, and Passion under the Mediation of Entrepreneurial Self-Efficacy <i>Rimsha Iqbal</i>
GCIMB210066	Gauging the Impact of Digital Financial Literacy on MSME Firms' Performance in India <i>Vijaya E, Glory Swarupa S</i>
GCIMB210073	Women in Small Entrepreneurial Ventures in Kolkata: A Study of Motivational Factors and Challenges <i>Sania Sami</i>

**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
	<i>Chair: Prof. Madhumati, Department of Management Studies, IIT Madras, India</i>
GCIMB210114	Towards an Ecosystem of Operational Supply Chain Finance for MSMEs: An Exploratory Case study on GNA Gears Ltd, India. <i>Rajini Ramdas</i>
GCIMB210123	Evolution of Social Banking in India <i>Priya Jhajharia, Teena Shivnani, Jampala Maheshchandra Babu</i>
GCIMB210145	Taxonomy of Risk Disclosure: Evidences from an Emerging Economy <i>Chandni Khandelwal</i>
GCIMB210180	Effect of Short-term Market Performance of Acquiring Firm by Using Event Study Approach: Empirical Analysis of Indian companies. <i>Debi Prasad Satapathy</i>
GCIMB210191	Issues and Challenges of Financial Distress during Coronavirus Pandemic. <i>Shristi Singh, Archana Singh</i>

**TUESDAY, JULY 27, 2021**

**Marketing and Customer Insights**

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

Abstract ID	TITLE OF PRESENTATION
	<i>Chair: Prof. Sevincgul Ulu, New Jersey City University, U.S.A.</i>
GCIMB210192	An Analytical Study on the Utilization of Eco-Friendly Cars in the Perspective of Sustainable Supply Chain Management on Automobile Industries <i>Chiranjib Mitra, Soma Roy Chowdhury</i>
GCIMB210102	MSME Borrowers of Commercial Banks: A Study on Consumer Satisfaction <i>Gopal Krishan Bhargava, Namrata Pancholi</i>
GCIMB210099	New Strategies Implemented by the Warangal Durrie Weavers During Pandemic Period-A Case Study. <i>Aruna K, Padma K</i>



GCIMB210085	An Empirical Analysis on the Crucial Role of Segmentation: The Key Success In Telecommunication Industry <i>Vivek Kumar, Dr. Soumya Mukherjee , Mrinal Kanti Das, Rama Koteswara Rao</i>
GCIMB210065	Measuring Desire to Make a Difference in the Context of Donations: A Scale Development Study <i>Navjiwan Hira</i>

**TUESDAY, JULY 27, 2021**

**Operations and Supply Chain Management**

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

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

**TUESDAY, JULY 27, 2021**

**Human Resource Management and Leadership**

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

Abstract ID	TITLE OF PRESENTATION <i>Chair: Prof. Ace Simpson, Brunel University, U.K.</i>
GCIMB210076	Does Workplace Culture Accelerate Work-Family Conflicts? <i>Srinivas Lakkoju</i>
GCIMB210080	Determinants of Organisational Citizenship Behaviour: Moderating Role of Value Incongruence and Mediating Role of Organisational Commitment <i>Misha Davis A, Sangeetha K. Prathap</i>

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

**TUESDAY, JULY 27, 2021**

**General Management**

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

Abstract ID	TITLE OF PRESENTATION <i>Chair: Prof. Rofin T M, NITIE Mumbai, India</i>
GCIMB210219	The Health Care Sector of India: Pre and Post pandemic period <b><i>Manpreet Kailay</i></b>
GCIMB210055	Does Demographics has an Association with Usage Patterns and Level of Satisfaction towards Public Transport Systems: A Case of Metro Chennai Rail <b><i>Appu A, S G Balaji</i></b>
GCIMB210152	Affirmative Action in Education leads to Complacency or Complementarity? Evidence from Affirmative Action in Education Inclusion in Uttar Pradesh, India <b><i>Amod Kumar, Sanjay Kumar Sing</i></b>
GCIMB210093	How has Pandemic Influenced the Linkage between Market Orientation and Organizational Objectives of Various Types of Businesses? <b><i>Babita Khuttan</i></b>
GCIMB210198	Differential Wealth Impact of Covid-19 on the Industries in the Healthcare Sector <b><i>Ashok Margam, Thani Jambulingam</i></b>
GCIMB210223	Modeling the Social, Economic and Environmental Blockades of Electric Vehicle Mobility <b><i>Tushar Gahlaut, Ashish Dwivedi, Gourav Dwivedi</i></b>

**TUESDAY, JULY 27 2021**

**Digital Transformation and Information Systems**

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

Abstract ID	TITLE OF PRESENTATION
	<i>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</i>
GCIMB210087	The Key to Digital Transformation Reflections <i>Ani R, David S, Rajendra, Aniruddha</i>
GCIMB210184	Aadhaar-enabled Public Distribution System(AePDS) in India: Social Inclusion or Technology-driven exclusion? <i>Siddharth Sekhar Singh</i>
GCIMB210125	Analysis of Virtual Interactions Platforms <i>Prashant V.Jadhav, Pradeep Peendsc</i>
GCIMB210211	Covid-19 and Digital Entrepreneurship in Africa <i>Stephen, Ocheni</i>
GCIMB210178	Digital Transformation of Government Aided Primary Education System in COVID era: A value-focussed thinking based assessment <i>Shekar Shukla</i>
GCIMB210058	Reimagining the future of Contact Centre workspaces post-Covid: An Asia-Pacific perspective by COPC Inc. <i>Shreekant Vijaykar</i>

**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 <i>Chair: Prof. Deepak Pandit, BML Munjal University, India</i>
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 <i>Tulika Uniyal Verma</i>
GCIMB210090	Creative and Innovative Business Potential for Urban Women <i>Shikha Khichi, Pooja Nihalani, Dr.Jampala Maheshchandra Babu</i>
GCIMB210094	Survival of Indian MSMEs During the Pandemic <i>Suchitra Kumar M</i>
GCIMB210100	Entrepreneurship Education and Entrepreneurial Intentions in India: Does Gender Really Play a Role? <i>Mahesh Joshi , Deepak Pandit, Shalini Rahul Tiwari</i>
GCIMB210155	Determinants of Firm's Innovation in India: An Empirical Evidence from Enterprise Survey <i>Paras Kanojia</i>
GCIMB210182	Factors affecting Intrapreneurial Behavior of Academic Employees / Staff in Higher Education Institutions <i>Raj Karan Gupta, Pradeep Kumar Aggarwal</i>

**TUESDAY, JULY 27, 2021**

**Operations and Supply Chain Management**

**Time: 05:30 PM TO 06:45 PM**

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

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

**TUESDAY, JULY 27, 2021**

**Marketing and Customer Insights**

**Time: 05:30 PM TO 06:45 PM**

<b>Abstract ID</b>	<b>TITLE OF PRESENTATION</b> <i>Chair: Prof.Omer Cem Kutlubay, University of Arkansas, U.S.A.</i>
GCIMB210008	Consumer Forgiveness and Reconciliation: A Study on the Role of Post-Service Failure Employees' Behavior <b><i>Jatinderpreet Kaur Bath</i></b>
GCIMB210009	Impact of Service Failure Type and Severity on Consumer Forgiveness: A Study on Interaction Effect of Relationship Type <b><i>Jatinderpreet Kaur Bath</i></b>
GCIMB210132	Factors Affecting Consumers' Preference on Soft Drink in Nepal <b><i>Raju Bhai Manandhar</i></b>
GCIMB210203	Antecedents of Risk Perception and Travel Intention in the COVID- 19 Era <b><i>Neha Zaidi, Ajay Kumar</i></b>
GCIMB210195	Employing Technology to Deliver Superior Service: Addressing Challenges in the Hospitality and Travel Industry <b><i>Ronika Bhalla</i></b>

**TUESDAY, JULY 27, 2021**

**General Management**

**Time: 05:30 PM TO 06:45 PM**

Abstract ID	TITLE OF PRESENTATION <i>Chair: Cristina Giannantonio, Chapman University, USA</i>
GCIMB210190	Career Anchors and Motivational Expectancies of Prospective Indian Managers <i>Mihirajgaonkar, Debasis Mallik, Keith C Dsouza, Sanjana Khosla</i>
GCIMB210233	Literature Review- Impact of Krishi Vigyan Kendra's Vocational Training Programmes on Self Employment of Rural Youth <i>Bhawana Rathore, Sonal Sidana</i>
GCIMB210071	Impacts of Technology Advancement on a Firm's Strategic Decision of Customer Relationship Management <i>Wooje Cho</i>
GCIMB210148	Explore the Impact of "Strategic Management" Through Various Strategies Formulated by New Zealand on "Healthcare" Domain – A Theoretical Approach <i>Veerubhotla Vandana, Habeeb Syed</i>
GCIMB210217	Covid-19 And Higher Education Institutions in Africa: Lessons, Policy Options And Emerging New Normal <i>Sunday Agba, Michael</i>

**TUESDAY, JULY 27, 2021**

**Human Resource Management and Leadership**

**Time: 05:30 PM TO 06:45 PM**

Abstract ID	TITLE OF PRESENTATION <i>Chair: Prof. S. Srinivasan, VGSOM, IIT Kharagpur</i>
GCIMB210214	Cultural Distance between Partners in Alliance Networks and Firm Innovation: Role of Network Governance and Strength <i>Alok Raj</i>
GCIMB210239	The Psychological Impact of COVID-19 on Employees' Emotional Health: A Conceptual Framework <i>Mansi Babbar</i>
GCIMB210238	Impact of Workplace Diversity Management at Individual and Organizational level: A Conceptual Framework <i>Mansi Babbar, Reetesh K. Singh</i>
GCIMB210224	Resource Based View of HR Analytics Using Content Analysis <i>Dasari Shanti Ratnam, Rama Devi V</i>



GCIMB210207	An Empirical Review on Green Human Resource Management and Environmental Sustainability <i>Vikash Mandal, Durbapal</i>
GCIMB210162	Dimensions of (OCB) Organizational Citizenship Behavior and its Future Scope <i>Kaumudi Jha, Samrudhi Navale</i>

**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**

**Time: 09:00 AM TO 10:30 AM**

Abstract ID	TITLE OF PRESENTATION <i>Chair: Prof. Alan, Curtin University, Australia</i>
GCIMB210201	A Study on Adoption and Implementation of People Analytics in the IT Sector <i>Akhila Potla, Rama Devi V</i>
GCIMB210027	Strategic Alignment, HRM Practices and Digital Innovation: An Empirical Approach <i>Álvaro Nicolás-Agustín</i>
GCIMB210143	An Empirical Analysis on Role of HR Manager as Strategic Business Partner Using Structural Equation Modelling <i>Vijayasree D</i>
GCIMB210206	Changing Contours of Diversity, Equity and Inclusion Strategies in a Hybrid Workplace <i>Daleep Parimoo</i>

GCIMB210044	Predicting Applicants' Interest Level in Virtual Recruitment – An Analysis in the Post COVID-19 Scenario <i>Lingam Sreehitha</i>
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**WEDNESDAY, JULY 28, 2021**

**Entrepreneurship and Innovation**

**Time: 09:00 AM TO 10:30 AM**

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

**WEDNESDAY 28 JULY, 2021**

**Crisis Management**

**Time: 09:00 AM – 10:30 AM**

Abstract ID	TITLE OF PRESENTATION Chair: <i>Dr. Amy Hurley-Hanson, Chapman University, U.S.A. / Dr. Cristina Giannantonio, Chapman University, U.S.A.</i>
GCIMB210049	Benevolent Approach: The Theory of motivation probably pretermitted <i>John Stevenson Patra, Douglas McGregor</i>
GCIMB210075	Investigating the Embodied and Aesthetic Dimensions of Crisis Leadership: Insights from a Large-Scale Crisis Simulation <i>Cheick Diaby</i>
GCIMB210083	Towards a Tragic Crisis Theory: When Illusion Prevails Over Reality <i>Mary Lieta Clement</i>

GCIMB210127	Impact of Effective Doctor Patient communication on Vaccine Acceptance: An Observational Study Among Unvaccinated Patients During a Medical Visit <b><i>Runa Lobo</i></b>
GCIMB210046	The role of emotion regulation for organizational resilience: a biographical analysis of an elite paratrooper unit in the second world war <b><i>Vakilzadeh, Kijan</i></b>

**WEDNESDAY 28 JULY, 2021**

**Digital Transformation and Information Systems**

**Time: 09:00 AM TO 10:30 AM**

<b>Abstract ID</b>	<b>TITLE OF PRESENTATION</b> <i>Chair: Prof. Dr. Abhishek I, 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</i>
GCIMB210138	Role of Digitalization Effect on Economic Growth- A Study <b><i>Kotishwar A, Julakanti Navya Sree</i></b>
GCIMB210139	A Study of Adoption of E-Learning System by Indian Students <b><i>Swapnil Undale, Harshali Parag Patil</i></b>
GCIMB210158	Fighting Misinformation in Social Media during COVID 19: A Data based Approach <b><i>Arvin Subramanian</i></b>
GCIMB210160	The Moderating Effect of Gender on the Acceptance and Continuance Usage Intention of Mobile Banking Apps. <b><i>Maurice Jason Peters, Nambirajan T.</i></b>
GCIMB210166	A Study on Ed tech Platforms – A Perspective on E learning apps During Covid-19 <b><i>Ameena Babu</i></b>
GCIMB210175	Emerging Digital Platforms for Pharmaceutical Marketing Professionals <b><i>Gollapalli Raghu, N V Sriranga Prasad</i></b>

WEDNESDAY, 28 JULY, 2021

**General Management**

**Time: 09:00 AM TO 10:30 AM**

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

WEDNESDAY, 28 JULY, 2021

**Marketing and Customer Insights**

**Time: 09:00 AM TO 10:30 AM**

Abstract ID	TITLE OF PRESENTATION <i>Chair: Prof. Mesut Cicek, Washington State University, U.S.A.</i>
GCIMB210185	Impact of Green Marketing towards Creation of Brand Image <i>Sukriti Verma</i>
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 <i>Supreet Kaur</i>
GCIMB210144	Operationalizations and Moderators of Building Employee Commitment with Internal Branding- A Meta-Analytic Investigation! <i>Atul Prashar</i>

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

**28.07.2021**  
**Keynote Session**  
**11.00 AM – 12.00 PM**

<b>11. 00 AM – 12.00 PM</b>	<i>Prof. Rishikesh T. Krishnan, Director, IIM Bangalore, India</i>
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**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**

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

GCIMB210172	A Study on the Influence of Industry 4.0 Technology on the Success of New Age Company Based on Resource Based View Theory <b>Bimal Kumar Mawandiya</b>
GCIMB210189	Study on Driving Factors for Industry 4.0 of Retail Sector Supply Chain. <b>Bimal Kumar Mawandiya</b>
GCIMB210057	Effect of COVID-19 Induced Panic Buying on The Dual-Channel Supply Chain Under Channel Power Structure: A Game-Theoretic Analysis. <b>Sarin Raju</b>
GCIMB210122	Impact of Social Media Marketing on Consumer Behaviour <b>Vastvikta Sandhir</b>
GCIMB210089	A Study on Factors Influencing Green Purchase Intention: The Mediating Role of Green Skepticism <b>Atifa Tamkeen</b>

WEDNESDAY, JULY 28, 2021

### Strategic Management

Time: 03:45 PM TO 05:15 PM

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



WEDNESDAY, JULY 28, 2021

**Financial Management and Investment**

Time: 03:45 PM TO 05:15 PM

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

WEDNESDAY, JULY 28, 2021

**Human Resource Management and Leadership**

Time: 03:45 PM TO 05:15 PM

Abstract ID	TITLE OF PRESENTATION <i>Chair: Prof. Ace Simpson Brunel, UK.</i>
GCIMB210228	Employer Branding to Leverage Employee Retention through Sequential Mediation Model: Evidence from Indian IT Industry <b>Shubhangi Bharadwaj</b>
GCIMB210069	A Study on Early Turnover among Employees in the Private Sector <b>Srinithi G</b>
GCIMB210045	The Impact of SHRM Practices on empower-Employee Relationships in Organizations-A conceptual Study <b>Jasmin S, Febina T A</b>
GCIMB210105	How to lessen attitude-behavior gap? Evaluating customer perceived values in organic food consumption by using extended model of value-attitude-behavior <b>Kavita Kamboj, Nawal Kishor</b>

GCIMB210107	CSR and Corporate Brand Image: The Mediating Role as Employee Faith <i>Sabbineni Poojitha</i>
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WEDNESDAY, JULY 28, 2021

### Marketing and Customer Insights

Time: 03:45 PM TO 05:15 PM

Abstract ID	TITLE OF PRESENTATION <i>Chair: Dr. Kyungwon Lee, University of Michigan-Dearborn, U.S.A</i>
GCIMB210202	How Social Media Influencers Reputation Influence Consumer Motivation for Purchase? <i>Biswarup Chatterjee</i>
GCIMB210194	Influence of Social Media Advertisements on Consumer Buying Behavior: Empirical Evidences From India <i>Lokesh Gupta, Rakesh Kumar</i>
GCIMB210171	Impact of COVID-19 on OTT Platforms and Future Business Scope <i>Raga Veena Bandari, Francis Sudhakar</i>
GCIMB210037	Website Information Characteristics and E-Purchase Intention in Online Platform: A Mediation Analysis <i>Aswini Priya S, Anjani Devi, Pulidindi Venugopal</i>
GCIMB210019	Analyzing Product Reviews from E-commerce Websites: Text analytics and Sentiment Analysis Approach <i>Udayna Mohindroo, Rishabh Mahajan, Dr. Neeraj Kaushik, Surbhi Choudhary</i>
GCIMB210072	An Empirical Study on Significance of Customer Relationship Management and Loyalty Programs in Retaining Customers - A Critical Review on Indian Retail Industry <i>Auadhati Datta</i>

WEDNESDAY, JULY 28, 2021

### Pluralism

Time: 03:45 PM TO 05:15 PM

Abstract ID	TITLE OF PRESENTATION <i>Chair: Prof. Carlo, David GBC College for Leadership Development Italy, and Prof. Jagdish Invertis University India</i>
GCIMB210005	Beyond Religious Tolerance <i>Oppecini, Carlo</i>
GCIMB210101	Developing an Indigenous Islamic Construct of Leadership: A Multi-Method Approach <i>Albugami, Faris</i>
GCIMB210213	Pandemic Management or Humanity's Call To Achieve Vaccines For All <i>Narendra K. Rustagi</i>

**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**

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

Valedictory follows at 07:30 PM

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