

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
27th and 28th, July 2021 (IST)

27.07.2021 (TUESDAY)	28.07.2021 (WEDNESDAY)
09:00 AM TO 09:50 AM Conference Inaugural Keynote Address -09:55 AM TO 10:20 AM <i>Prof. Thomas Turk</i> , Dean, Agryos School of Business and Economics, Chapman University, USA.	Session-5 09:00 AM TO 10:30 AM Tracks: MKT, HRM, GM, E&I, CM, DTIS
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	
Session-3 03:45 PM TO 05:15 PM Tracks: MKT, HRM, OSC, FIN, DTIS, GM	Keynote Address 11:00 AM TO 12:00 PM <i>Prof. Rishiksha T. Krishnan</i> 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 7.00 PM-8.00 PM <i>Dr. Kate Blackmon</i> , University of Oxford, England <i>Dr. Elizabeth Davis</i> , Dean, SEBA, St. Mary's College of California, USA	Session-7 05:30 PM TO 06:45 PM ECO
	Valedictory: 07:30 PM TO 08:30 PM Keynote Address 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 & Shantharuby Buvanendra</i>
GCIMB210229	Volatility and instability during COVID-19 pandemic – a case of Indian Capital Markets <i>Abraham KP, Rishi Kumar, Yaganti CH</i>
GCIMB210198	Differential Wealth Impact of Covid-19 on the Industries in the Healthcare Sector <i>Ashok Margam, Thani Jambulingam</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>
GCIM210124	A Proposal to Bring Back Customers to Organised Retail Store during Post Pandemic Period <i>Swati Basu Ghose</i>

TUESDAY, JULY 27, 2021

Digital Transformation and Information Systems

Time: 10:30 AM TO 12:00 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>
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, Moutusymaiti

TUESDAY, JULY 27, 2021

General Management

Time: 10:30 AM TO 12:00 PM

Abstract ID	TITLE OF PRESENTATION <i>Chair: Dr. Amy Hurley-Hanson, Chapman University, U.S.A.</i>
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 <i>Tasneem Ahmad</i>
GCIMB210103	The Continuous and Comprehensive Evaluation, its scope and limitation of implementation <i>Srinivas Rao B</i>
GCIMB210115	Mega Merger Drive in Indian Banking Sector Proving Successful: An Analysis <i>Ruchitra Kaparwan</i>

TUESDAY, 27 JULY, 2021

Business Analytics

Time: 10:30 AM – 12:00 PM

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

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 <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>
GCIMB210189	Study on Driving Factors for Industry 4.0 of Retail Sector Supply Chain. <i>Bimal Kumar Mawandiya</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>
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

Abstract ID	TITLE OF PRESENTATION <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>

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>
GCIMB210182	Factors affecting Intrapreneurial Behavior of Academic Employees / Staff in Higher Education Institutions <i>Raj Karan Gupta, Pradeep Kumar Aggarwal</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 Supporting Businesses during Coronavirus Pandemic. <i>Shristi Singh, Archana Singh</i>
GCIMB210112	A Study on How Scaling- Up Investment in Agribusiness is Fostering in Attaining Sustainable Development Goal in India. <i>Arti Chauhan</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>
GCIMB210009	Impact of Service Failure Type and Severity on Consumer Forgiveness: A Study on Interaction Effect of Relationship Type <i>Jatinderpreet Kaur Bath</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 <i>Dr.Savitri Jayant G, Suji Raga Priya M R</i>
GCIMB210121	Workplace Bullying Behaviour, Preventive Strategies and Its Effectiveness in India <i>Huzaifa Arshad Md</i>
GCIMB210128	Workforce Management Strategies and Organizational Resilience: With Reference to the COVID 19 Pandemic <i>Poonam Sahoo, Runa Nefarita Lobo</i>
GCIMB210140	Creative Isomorphism in Organizations through the Lenses of Employees <i>Shalini Garg</i>

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 <i>Manpreet Kailay</i>
GCIMB210055	Does Demographics has an Association with Usage Patterns and Level of Satisfaction towards Public Transport Systems: A Case of Metro Chennai Rail <i>Appu A, S G Balaji</i>
GCIMB210152	Affirmative Action in Education leads to Complacency or Complementarity? Evidence from Affirmative Action in Education Inclusion in Uttar Pradesh, India <i>Amod Kumar, Sanjay Kumar Sing</i>
GCIMB210093	How has Pandemic Influenced the Linkage between Market Orientation and Organizational Objectives of Various Types of Businesses? <i>Babita Khuttan</i>
GCIMB210223	Modeling the Social, Economic and Environmental Blockades of Electric Vehicle Mobility <i>Tushar Gahlaut, Ashish Dwivedi, Gourav Dwivedi</i>
GCIMB210214	Cultural Distance between Partners in Alliance Networks and Firm Innovation: Role of Network Governance and Strength <i>Alok Raj</i>

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>
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>
GCIMB210066	Gauging the Impact of Digital Financial Literacy on MSME Firms' Performance in India <i>Vijaya E, Glory Swarupa S</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 <i>Sanya Khan</i>
GCIMB210151	Comparative Study on Risks of Type 1 Error and Type 2 Error for Procurement Department-A Study on Saint Gobain <i>Rama Lingeswara Sarma D, Krishna Sudheer</i>
GCIMB210235	Dynamic Supplier Selection under Product Supply Network through Tolerance Design <i>Tanweer Ahmad Md</i>
GCIMB210030	Effect of COVID-19 in changing the Performance of Supply Chain Barriers: A Case of the Indian MSME sector <i>Tarunima Mishra, Jitesh Thakkar, Kunal Kanthi Ghosh, Swagato Chatterjee</i>
GCIMB210154	Dynamics of Equity and Efficiency of Public Services in Developing Countries: The Case of Cell Tower Coverage <i>Firouz Mohammad</i>

TUESDAY, JULY 27, 2021

Marketing and Customer Insights

Time: 05:30 PM TO 06:45 PM

Abstract ID	TITLE OF PRESENTATION <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 <i>Jatinderpreet Kaur Bath</i>
GCIMB210065	Measuring Desire to Make a Difference in the Context of Donations: A Scale Development Study <i>Navjiwan Hira</i>
GCIMB210132	Factors Affecting Consumers' Preference on Soft Drink in Nepal <i>Raju Bhai Manandhar</i>
GCIMB210203	Antecedents of Risk Perception and Travel Intention in the COVID- 19 Era <i>Neha Zaidi, Ajay Kumar</i>
GCIMB210195	Employing Technology to Deliver Superior Service: Addressing Challenges in the Hospitality and Travel Industry <i>Ronika Bhalla</i>
GCIMB210105	How to lessen attitude-behavior gap? Evaluating customer perceived values in organic food consumption by using extended model of value-attitude-behavior <i>Kavita Kamboj, Nawal Kishor</i>

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>
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, India</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, Daniel Jiménez-Jiménez and Francisco Maeso-Fernández</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, Santhi Narayanan</i>
GCIMB210044	Predicting Applicants' Interest Level in Virtual Recruitment – An Analysis in the Post COVID-19 Scenario <i>Lingam Sreehitha</i>

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>
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>
GCIMB210088	Challenges of Social Entrepreneurship: Entrepreneurs Hesitance Towards Social Entrepreneurship0 <i>Thushara Dassanayake</i>

WEDNESDAY 28 JULY, 2021

Crisis Management

Time: 09:00 AM TO 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 <i>Runa Lobo</i>

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

WEDNESDAY 28 JULY, 2021

Digital Transformation and Information Systems

Time: 09:00 AM TO 10:30 AM

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

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, Lorenzo Lucianetti</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

11. 00 AM – 12.00 PM	<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

Abstract ID	TITLE OF PRESENTATION <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 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

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 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

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. <i>Jyothi Kumar, Parvathy V K</i>
GCIMB210220	Analyzing the Efficiency and Adequacy of Inventory in Power Sector - A Case Study with reference to National Thermal Power Corporation Limited. (NTPC Ltd.) <i>Pradeep Kumar Agarwal</i>
GCIMB210015	Impact of Green Banking Channel on Customer Perception <i>Amandeep Kaur, Nidhi Sharma</i>
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 <i>Renuka Deshmukh, Aparna Dixit</i>
GCIMB210043	Behavioural Finance: A Bibliometric analysis with Biblioshiny App <i>Rupinder Katoch</i>
GCIMB210102	MSME Borrowers of Commercial Banks: A Study on Consumer Satisfaction <i>Gopal Krishan Bhargava, Namratatanchoi</i>

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 <i>Shubhangi Bharadwaj</i>
GCIMB210069	A Study on Early Turnover among Employees in the Private Sector <i>Srinithi G</i>
GCIMB210045	The Impact of SHRM Practices on empower-Employee Relationships in Organizations-A conceptual Study <i>Jasmin S, Febina T A</i>
GCIMB210107	CSR and Corporate Brand Image: The Mediating Role as Employee Faith <i>Sabbineni Poojitha</i>

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>
GCIMB210052	Are Chinese really "a tray of loose sand"? From perspectives of national culture and social psychology <i>Zhibiao Zhang</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

Abstract ID	TITLE OF PRESENTATION <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>
GCIMB210130	Recent Developments in Antitrust Law and the Impact on Healthcare Marketing <i>William Trombetta</i>

Valedictory follows at 07:30 PM
