

ARCHITECTING INDIAN MANAGEMENT SCHOLARSHIP IN THE ERA OF DISRUPTION

Sixth Biennial Conference of the Indian Academy of Management

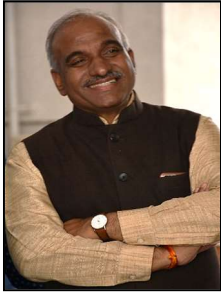
January 2 - 4, 2020

Indian Institute of Management Tiruchirappalli

Conference Brochure



Message from the Director, IIM Tiruchirappalli

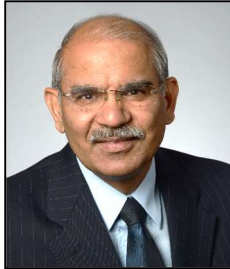


It gives me immense pleasure to congratulate IIM Tiruchirappalli and the Indian Academy of Management (INDAM) for hosting the 6th Biennial Conference of Indian Academy of Management (INDAM 2020 Conference) at IIM Tiruchirappalli, India. My heartiest congratulations to the dynamic and passionate team of IIMT and INDAM, particularly, the organizing committee members for organizing the conference of this magnitude. The recent developments like artificial intelligence, machine learning, internet of things, robotic process automation, fintech, block chain, analytics, etc., in the era of Industry 4.0 has triggered the concept for this conference and has undoubtedly pooled together the academicians and the corporates with an objective of liberating the management thought process and architecting management scholarship in this era of disruption. I am glad to note that this 6th biennial conference has set many benchmarks in terms of research papers, number of participants, number of panel discussions as well as participating countries. It is a remarkable accomplishment and I applaud the whole team for this feat. I am sure that the outcome of this conference will set an example for the forthcoming conferences and will benefit scholars, researchers, academicians and industry leaders to scale up their knowledge, expertise and performance. On behalf of IIM Tiruchirappalli, I wish the 6th Biennial Conference of Indian Academy of Management a great success and wish everyone a great year ahead.

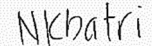


Dr. Bhimaraya Metri
Director, IIM Tiruchirappalli

Message from the President, INDAM



On behalf of the Indian Academy of Management, I welcome you to the Sixth INDAM Research Conference hosted by IIM Trichy. The conference has received an overwhelming response from scholars of management institutions from all over India and abroad. The conference has 21 tracks that capture the complexity of the management research. The conference program offers fascinating keynote addresses, panel sessions, symposiums, and parallel sessions. It has attracted many well-known scholars and editors of journals publishing research on India. I am very happy with both the number and quality of paper submissions to the conference. A special feature of this conference is that we have identified high quality papers as best papers for each track. The number of best papers for each track depends upon the number of submissions to a particular track. We will offer awards to a limited number of overall best papers submitted to the conference. I am confident that the conference will offer great opportunities for stimulating discussions and exchange of ideas. Please find time to enjoy food and culture of Trichy as well.



Prof. Naresh Khatri
President, INDAM

CONFERENCE COORDINATORS



PROF. NARESH KHATRI
PRESIDENT, INDAM
UNIVERSITY OF MISSOURI



PROF. VISHAL GUPTA
PRESIDENT-ELECT, INDAM
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PROF. KARTHIK DHANDAPANI
CONFERENCE CO-CHAIR
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IIM TIRUCHIRAPPALLI INTERNAL ORGANIZING TEAM



PROF. SIRISH KUMAR GOUDA
IIM TIRUCHIRAPPALLI



MR. SANJITH SL
SYSTEMS ADMINISTRATOR, IIM TIRUCHIRAPPALLI



FARHEEN FATHIMA SHAIK
FPM CANDIDATE (OB&HR AREA)
IIM TIRUCHIRAPPALLI

INDAM 2020 Conference Track Chairs		
TRACK	TRACK CHAIR	AFFILIATION
TRACK 01 - ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT	Prof. Sankalp Pratap	Indian Institute of Management Trichy
	Prof. Raj Shankar	Nord University Business School
TRACK 02 - DIVERSITY & INCLUSION IN ORGANIZATIONS	Prof. Barjinder Singh	Elon University
	Prof. Lata Dayaram	IIT Madras
TRACK 03 - HEALTH CARE MANAGEMENT	Prof. Rajesh Chandwani	Indian Institute of Management Ahmedabad
	Prof. Sundeep Sahay	University of Oslo
TRACK 04 - HUMAN RESOURCES	Prof. Naresh Khatri	University of Missouri
	Prof. Sudhir Saha	Memorial university
TRACK 05 - INDIAN CULTURE, PHILOSOPHY & SPIRITUALITY	Prof. Richa Awasthy	Ambedkar University Delhi
	Prof. Dharam S P Bhawuk	University of Hawaii at Manoa
	Prof. Surender Munjal	University of Leeds
TRACK 06 - INTERNATIONAL MANAGEMENT	Prof. Sumati Varma	Delhi University
	Prof. Pawan Budhwar	Aston University
TRACK 07 - LEADERSHIP IN ORGANIZATIONS	Prof. Nagaraj Sivasubramanian	Duquesne University
	Prof. Srinivasan Tatachari	TAPMI University
TRACK 08 - ORGANIZATION & MANAGEMENT THEORY	Prof. Abhoy Ojha	Indian Institute of Management Bangalore
	Prof. Vidyanand Jha	IIM Calcutta
TRACK 09 - ORGANIZATIONAL BEHAVIOUR	Prof. Vishal Gupta	Indian Institute of Management Ahmedabad
	Prof. Charmi Patel	Henley Business School, University of Reading
TRACK 10 - SOCIAL ISSUES IN MANAGEMENT	Prof. Kunal Kamal Kumar	Indian Institute of Management Udaipur
	Prof. Sushanta Kumar Mishra	Indian Institute of Management Indore
TRACK 11 - STRATEGIC MANAGEMENT	Prof. Manikandan K S	Indian Institute of Management Tiruchirappalli
	Prof. Parthiban David	Kogod School of Business, American University
TRACK 12 - INFORMATION & COMMUNICATION TECHNOLOGIES & ORGANIZATIONS	Prof. Sujeet Kumar Sharma	Indian Institute of Management Tiruchirappalli
	Prof. Sanjay Tyagi	Higher College of Technology, UAE
TRACK 13 - TECHNOLOGY AND INNOVATION MANAGEMENT	Prof. Amit Karna	Indian Institute of Management Ahmedabad
	Prof. Rajesh S. Upadhyayula	Indian Institute of Management Kozhikode
TRACK 14 - INDIAN FAMILY BUSINESS	Prof. Chitra Singla	Indian Institute of Management Ahmedabad

TRACK 15 - CONSUMER BEHAVIOUR & RETAIL MANAGEMENT	Prof. S K Pandey	Indian Institute of Management Rohtak
	Prof. Prof. Abhishek	Institute of Management Technology Ghaziabad
TRACK 16 - BEHAVIOURAL FINANCE AND ECONOMICS	Prof. Professor K P Narwal	DIRECTOR, HARYANA SCHOOL OF BUSINESS
	Prof. Santi G Maji	North Eastern Hill University
TRACK 17 - OPERATIONS & SUPPLY CHAIN MANAGEMENT	Prof. Sirish Gouda	Indian Institute of Management Trichy
	Prof. Sriram Narayanan	Michigan State University
TRACK 18 - CRITICAL MANAGEMENT STUDIES	Prof. Ashish Malik	University of New Castle
	Prof. M K Nandakumar	Indian Institute of Management Kozhikode
TRACK 19 - DECISION SCIENCES	Prof. Anand Gurumurthy	Indian Institute of Management Kozhikode
	Prof. Rachna Shah	University of Minnesota
TRACK 20 - PUBLIC AND NON-PROFIT SECTOR MANAGEMENT	Prof. Upasana Agarwal	National Institute of Industrial Engineering
	Prof. Saswata Biswas	Institute of Rural Management Anand
TRACK 21 - HUMANISTIC MANAGEMENT	Prof. Jyoti Bachani	Saint Mary's College of California
	Prof. Asha Bhandarker	International Management Institute New Delhi

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CONFERENCE PROGRAM

<i>Day 1: Wednesday, 1st January 2020</i>		
Start Time	End Time	Activity
12:45 hrs	14:00 hrs	Lunch Venue: Staff Canteen
14:00 hrs	15:30 hrs	Registration <i>Junior Faculty Consortium</i> by Prof. Nagaraj Sivasubramaniam (Palumbo Donau School of Business Management) and Prof. Sushanta Kumar Mishra (IIM Indore) Venue: CR-106
15:30 hrs	15:45 hrs	Tea
15:45 hrs	17:15 hrs	<i>Junior Faculty Consortium (continues)</i> Venue: CR-106
17:15 hrs	17:45 hrs	Tea
19:30 hrs	20:45 hrs	Dinner Venue: Staff Canteen
<i>Day 2: Thursday, 2nd January 2020</i>		
Start Time	End Time	Activity
08:30 hrs	09:00 hrs	Registration Venue: Registration Lounge (First Floor, Academic Block)
09:00 hrs	10:30 hrs	Parallel Track Presentations (21BFE-IA; 21C8R-IA; 21DIO-IA; 21Ent-IA; 21HCM-IA; 21HRM-IA; 21IM_-IA; 21LiO-IA; 21OB_-IA; 21OB_-IB; 21OSC-IA; 21PNP-IA; 21SIM-IA)
10:30 hrs	10:45 hrs	Tea
10:45 hrs	12:15 hrs	Inauguration CHIEF GUEST - Shri Deepak Kumar Hota (Chairman and Managing Director, BEML Ltd.) Video message by Sadhguru Venue: CR-005 Inauguration of Rural Artisan Expo Venue: CR-002
12:15 hrs	12:30 hrs	High - Tea
12:30 hrs	13:30 hrs	Parallel Workshops: <i>Structural Equation Modeling</i> by Prof. Israr Quraishi (Australian National University) Venue: CR-009 <i>Manuscript Preparation</i> by Prof. Naresh Khatri (University of Missouri) Venue: CR-001 <i>Multivariate Analysis</i> by Prof. Sirish Kumar Gouda (Indian Institute of Management Tiruchirappalli) Venue: CR-101 <i>Humanistic Management Panel - 1</i> by Prof. Jyoti Bachani (Saint Mary's College, California); Prof. Vasanti Srinivasan (Indian Institute of Bangalore, India); Prof. Dharam Bhawuk (Shidler College of Business, University of Hawaii at Manoa) Venue: CR-111

13:30 hrs	14:30 hrs	Lunch Venue – Multipurpose Hall (Sports Complex)
14:30 hrs	16:00 hrs	AMD Paper Development Workshop by Prof. Peter Bamberger (Editor, Academy of Management Discoveries Journal) Venue: CR-005
16:00 hrs	16:15 hrs	Tea
16:15 hrs	17:45 hrs	<i>Panel 1: Future Role of B-Schools & Management Education</i> by Dr. Bhimaraya Metri (Director, IIM Trichy); Prof. Anju Seth (Director, IIM Calcutta); Prof. Dheeraj P. Sharma (Director, IIM Rohtak); Prof. Maahadeo Jaiswal (Director, IIM Sambalpur); Prof. LS Murty (Director, IIM Nagpur); Mr. Richard Rekhy (Ex-CEO, KPMG); Prof. K. Ramachandran (NUEPA, New Delhi) Venue: CR-005 Parallel Track Presentations (25BFE-A; 25CBR-A; 25CMS-A; 25DIO-A; 25Ent-A; 25HCM-A; 25HRM-A; 25HRM-B; 25HuM-A; 25ICS-A; 25ICT-A; 25IFB-A)
17:45 hrs	18:00 hrs	Tea
18:00 hrs	19:30 hrs	Parallel Track Presentations (26BFE-B; 26CBR-B; 26Ent-B; 26HRM-C; 26HRM-D; 26IM_-A; 26LiO-A; 26OB_-A; 26OMT-A; 26OSC-A; 26SM_-A; 26TIM-A) <i>AMD Paper Development Workshop (feedback on selected papers)</i> Venue: CR-106
19:20 hrs	20:30 hrs	Cultural Evening – Performance by Prof. Sudharani Raghupathy Group Venue: Amphitheatre
20:30 hrs onwards		Director's Dinner Venue – Multipurpose Hall (Sports Complex)
Day 3: Friday, 3rd January 2020		
Start Time	End Time	Activity
08:30 hrs	09:00 hrs	Registration Venue: Registration Lounge (First Floor, Academic Block)
09:00 hrs	10:30 hrs	Parallel Track Presentations (31CBR-IB; 31Ent-IB; 31HCM-B; 31HRM-E; 31HRM-F; 31HRM-IB; 31LiO-B; 31OB_-B; 31OB_-C; 31OMT-IA; 31TIM-IA; 31TIM-IB)
10:30 hrs	10:45 hrs	Tea
10:45 hrs	12:15 hrs	<i>Panel 2: High Quality Publishing</i> by Prof. Pawan Budhwar (Co-Editor in Chief, British Journal of Management; Professor, Ashton University); Prof. Mohan Thite (Editor-in-Chief, South Asian Journal of Human Resource Management; Griffith University); Prof. Shanti Gopalakrishnan (Chief Editor, South Asian Journal of Business Studies; Martin Tuchman School of Management); Prof. Jim Jawahar (Editor, Career Development International; Illinois State University); Dr. Vijay Pereira (Associate Editor, Journal of Business Research; Khalifa Univeristy) Venue: CR-005 <i>Humanistic Management Panel – 2</i> by Prof. Jyothi Bachani (Saint Mary's College of California); Prof. Nisha Pandey (VESIM, Mumbai); Prof. Ashish Pandey (IIT Mumbai) Venue: CR-111
12:15 hrs	12:30 hrs	Tea

12:30 hrs	13:30 hrs	<p>Parallel Workshops/Panet</p> <p><i>Social Network Analysis</i> by Prof. Israr Quraishi (Australian National University) Venue: CR-001</p> <p><i>Bibliometric Analysis</i> by Dr. Gopalakrishnan Narayanamurthy (University of Liverpool) Venue: CR-009</p> <p><i>Predatory Publishing</i> by Dr. Sneha Rhode (Journal Quality Auditor at Cabells, UK) Venue: CR-111</p> <p><i>Panel 3: Industry-Academia Interaction in the Era of Disruption</i> by Prof. Rajive Kumar (Member Secretary, AICTE); Prof. Sridhar N (Great Lakes Institute of Management); Dr. Raj Agarwal (Director, Center for Management Education, AIMA); Shri Venkatnarayanan R (President – HR, IT & Education, Rane Group); Ms. Vishala (Managing Director, Loyal Textiles) Venue: CR-005</p>
13:30 hrs	14:30 hrs	Lunch
14:30 hrs	16:00 hrs	<p><i>Panel 4: Policy, Populism and Global Value Chains: Implications for India</i> by Prof. Somnath Lahiri (Illinois State University); Prof. Surender Mujhal (University of Leeds); Dr. SP Sharma (Chief Economist – PhD Chambers of Commerce); Dr. PC Mishra (Ministry of Commerce and Industry, Government of India); Prof. Glenn Muschert, (Khalifa University); Dr. Niti Bhasin (University of Delhi, India) Venue: CR-005</p> <p>Parallel Track Presentations (34BFE-C; 34CBR-C; 34CMS-B; 34DIO-B; 34DS-A; 34Ent-C; 34HRM-G; 34HRM-H; 34HuM-B; 34ICS-B; 34ICT-B; 34IM_Panet; 34SM_C)</p>
16:00 hrs	16:15 hrs	Tea
16:15 hrs	17:45 hrs	<p><i>Panel 5: Executive Education & Indian Wisdom</i> by Dr. Bhimaraya Metri (Director, IIM Trichy); Prof. Dharam Bhawuk (University of Hawaii); Mr. Hari Kiran Vadlamani (Art, Advaita, & Indica); Prof. Vasanti Srinivasan (IIM Bangalore); Dr. Chandan Chowdhury (Sr. Associate Dean, ISB Mohali); Prof. ES Srinivas (IIM Bangalore); Dr. Ashish Pandey (IIT Mumbai) Venue: CR-005</p> <p>Parallel Track Presentations (35CBR-D; 35CBR-E; 35HRM-I; 35HRM-J; 35HuM-C; 35ICS-C; 35ICT-C; 35IFB-B; 35IM_B; 35OB_D; 35PNP-A; 35SIM-A)</p>
17:45 hrs	18:00 hrs	Tea
18:00 hrs	19:30 hrs	<p>Keynote Address – Prof. Farok Contractor (Rutgers Univeristy) followed by Panel 6: Global Outlook of Indian Industries@75 by Prof. Pawan Budhwar (Ashton University); Prof. Farok Contractor (Rutgers University); Prof. Surender Mujhal (University of Leeds); Dr. SP Sharma (Chief Economist – PhD Chambers of Commerce); Dr. PC Mishra (Ministry of Commerce and Industry, Government of India); Dr. Vijay Pereira (Khalifa University) Venue: CR-005</p> <p>Parallel Track Presentations (36HRM-K; 36HRM-L; 36ICS-D; 36LIO-C; 36OB_E; 36OB-F; 36OMT-B; 36OSC-B; 36PNP-B; 36SIM-B; 36SM_B; 36TIM-B)</p>
19:30 hrs	onwards	Gala Dinner & INDAM Awards Ceremony Venue: SRM Hotel

Day 4: Saturday, 4th January 2020

Start Time	End Time	Activity
08:00 hrs	09:00 hrs	Registration Venue: Registration Lounge (First Floor, Academic Block)
09:00 hrs	10:30 hrs	Talk by Prof. Debanjan Mitra & Dr. T. V. Rao Venue: CR-005 Parallel Track Presentations (41BFE-D; 41HCM-C; 41HRM-IC; 41HRM-M; 41HRM-N; 41ICT-D; 41-INDAM_IA; 41-INDAM_IB; 41OB_-G; 41OB_-H; 41OB_-I; 41TIM-C)
10:30 hrs	10:45 hrs	Tea
10:45 hrs	11:45 hrs	Foundation Day Function Venue: CR-005
11:45 hrs	12:00 hrs	High Tea
12:00 hrs	12:45 hrs	<i>Workshop: Creativity and Human Mind</i> (Cine actor - Ashish Vidyarthi: Founder: Avid Miner) Venue: CR-005
12:45 hrs	13:30 hrs	Valedictory - CHIEF GUEST -Mr. Ashish Vidyarthi (Cine actor - Ashish Vidyarthi: Founder: Avid Miner) Venue: CR-005
13:30 hrs	14:30 hrs	Lunch Venue - Multipurpose Hall (Sports Complex)

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PAPER PRESENTATION SCHEDULE – INDAM 2020

02-01-20		Human Resource Management - IA
09:00 to 10:30 - Room: CR001		Session Chair: Prof. Vijaya V, Indian Institute of Management Tiruchirappalli
Paper ID	Paper Title	Authors
122	Demystifying the employee-employer relationship in informal firms: Organizational commitment, turnover intentions and psychological contract	Indu Rao Kaveti, Pragma Thakur and Rakesh Agarwal
131	Corporate turnarounds and the role of HR - The Vizag Steel experience	Raghuram Reddy Yaramakala
169	Human resource and digitalization in rural India: Issues and challenges	Rachana Kumari
175	HRD: A sine qua non for sustainable organizational development	Ridhi Rani, A. Jagan Mohan Reddy and Sadhna Singh
263	Transforming HR processes with Lean Six Sigma	Pankaj Madhani
02-01-20		Organizational Behaviour - A
09:00 to 10:30 - Room: CR009		Session Chair: Prof. Abhishek Totawar, Indian Institute of Management Tiruchirappalli
Paper ID	Paper Title	Authors
121	What do organizational values reflect - A qualitative study of organizations in India	Sateesh Shet
230	Does agreeableness in Big Five personality traits impact well-being?	Abhishek Singhal, Priyanka Nema and Abhinandan Chakraborty
310	Contributing factors for knowledge sharing among Healthcare professionals in Health 4.0 context	Sumathi Gunasekaran Navamani and Stephan Thangaiah I. S.
443	Can gamification lead to negative emotions in workplace: Jealousy and envy	Bhushan Rane
02-01-20		Organizational Behaviour - B
09:00 to 10:30 - Room: CR101		Session Chair: Prof. Smita Chattopadhyay, Indian Institute of Management Tiruchirappalli
Paper ID	Paper Title	Authors
505	Employee attitude as mediator between the CSR and subjective organization performance: An empirical evidence from Indian Banking sector	Praveen Kumar T, Kirupa Priyadarsini M and Soundarapandiyam K
370	Mathematical formulation showing subgroups' impact on information sharing in groups	Arvind Shatdal
567	Conceptualizing a model of workplace mobbing - Its antecedents and consequences	Ranjeet Nambudiri and Rajesh Mokale
419	Empirical evaluation of dimensionality of organizational attachment in the Indian context	Puja Khatri and Neha Verma
02-01-20		Consumer Behavior & Retail Management - IA
09:00 to 10:30 - Room: CR111		Session Chair: Prof. Apoorv Khare, Indian Institute of Management Tiruchirappalli
Paper ID	Paper Title	Authors

251	A study on young consumer's perception and satisfaction towards e-banking in India	S Balamurugan and M Selvalakshmi
294	Millennials' buying decision journey- Can open source CRM enhance their experience?	Asit K Barma and Rajesh Kumar
300	A study on impact of born-digital while acquiring a passenger car with special reference to Madurai district	M. Prabakaran Mohan and M. Selvalakshmi Selvalakshmi
423	An integrated DEA- SERVQUAL approach for service performance measurement	Nisa James and Ashly Merin Biju
168	Modelling the factors of shopping experience in shopping malls: A study of Indore city	Sunil Kumar, Ruchi Jain Garg and Chand Prakash Saini
02-01-20 Entrepreneurship and Small Business Management - A		
09:00 to 10:30 Session Chair: Prof. Sankalp Pratap, Indian Institute of Management Tiruchirappalli		
Room: CR010 Session Chair: Prof. Rai Krishnan Shankar, Nord University, Norway		
Paper ID	Paper Title	Authors
374	Determinants of opportunity identification: Extending the model of entrepreneurial intentions	Saurabh Jain
413	Exploring index development in corporate entrepreneurship	Gayatri Mishra and G. R. Chandrashekar
77	Farm entrepreneurship: A beacon of hope for the farmers	Oshin Gulsia and Sarika Yadav
123	Developing entrepreneurship and sustainable start-ups: Role of entrepreneurial leadership and clusters	Indu Rao Kaveti and Pooja Thakker
02-01-20 Behavioral Finance & Economics - IA		
09:00 to 10:30 Session Chair: Prof. Nilesh Gupta, Indian Institute of Management Tiruchirappalli		
Room: CR011 Session Chair: Prof. Gagan Sharma, Guru Gobind Singh Indraprastha University		
Paper ID	Paper Title	Authors
234	Risk perception of Indian investors: An exploratory study	Sarni Jain, Sanjeev Sahni and Brajesh Kumar
304	Beyond husband and kids: A research agenda for measuring financial well-being of women	Kanchan Sehrawat, Madhu Vij and Gaurav Talan
481	Goods & Service Tax reform: Business and the policy process business opinion on tax reform business in India	Arun Gautam, Gaurav Lodha and Shivani Kampani
528	Short-run pricing performance of IPOs in Indian capital market	Rajesh Raut
379	Enhancing the financial sustainability of Indian Banking sector by curtailing the NPA crisis	Ajitha S, Sonu Priya Putti Reddy and Isha Kothari
346	Does ROA and ROE influence financial soundness of commercial banks in India : A CAMELS Model approach	Karthika Devan and Johney Johnson
437	Market efficiency of commodity market in India	Saranya S and Mohanamani P
02-01-20 Leadership in Organizations - IA		
09:00 to 10:30 - Room: CR012 Session Chair: Prof. Papri Nath, Indian Institute of Management Tiruchirappalli		
Paper ID	Paper Title	Authors
146	Deriving contemporary leadership concepts from Bhagavad Gita	Meenakshi Verma and Anuj Verma
441	Spiritual Intelligence and Dark Triad: A conceptual model	Sai Bhargavi Vedula and Rakesh Kumar Agrawal

47	Is situational leadership possible? A qualitative analysis of leaders' dilemma in changing leadership styles	Smita Mukherjee
486	Ethical leadership and employee deviant workplace behavior: Do demographic variables play moderating role?	Ashok Dua, Ayesha Farooq and Sumita Rai
502	Womentoring: A solution for covering gender gap and gender-neutralisation of organisational culture	Rajeshwari Dahiya Malik
372	Leadership development through out-bound training – Reflections of student-participants	Gunavathy J. S.
02-01-20 Health Care Management - IA		
09:00 to 10:30 - Room: CR013 Session Chair: Prof. Ayon Chakraborty, Indian Institute of Management Tiruchirappalli		
Paper ID	Paper Title	Authors
129	An investigation of the relationship among the public healthcare service quality, patient satisfaction and behavioral intention of in-patients: Collective and independent structural models for urban and rural India	Rupal Khambhati, Hiren Patel and Satendra Kumar
67	Disruptive innovation and challenges in healthcare 3.0	Sandhyamika Devi
186	Decision problems in Indian healthcare policy formulation	Shashi Bhushan Kumar
337	Mental health problems in industrial workers	Syed Khalid Perwez
02-01-20 Social issues in Management-IA		
09:00 to 10:30 - Room: CR107 Session Chair: Prof. Roopak Gupta, Indian Institute of management Kozhikode		
Paper ID	Paper Title	Authors
601	A survey on the achievements of the Sustainable Development Goals: with special reference to women	Kadalarasane T and Tripura Sundari .C.U.
63	Deliberating social marketing approach for financial inclusion	Manish Panchasara
144	Corporate Social Responsibility : A way of enhancing financial performance	P Nvv Satyanarayana, N Udayabhaskar and N Visalakshi
532	Gender gap in labor force participation rate: An evidence of inverted-U hypothesis in a cross-country analysis	Prafulla Kumar Nath and Hippu Salk Kristle Nathan
02-01-20 Diversity & Inclusion in Organizations - IA		
09:00 to 10:30 - Room: CR108 Session Chair: Prof. Nithyananda K V, Indian Institute of Management Tiruchirappalli		
Paper ID	Paper Title	Authors
29	A decade attempt: An interactive effect of financial performance and firm behaviour on employee gender diversity of the listed firm in India	Kofi Mintah Oware and T Mallikerjunapa
331	Social inclusion of people with disabilities in hospitality industry – A case study	Suvrat Aggarwal, Gaurav Chaudhary, Prachi Bhatia, Koustuk Prasad, Gunjan Vijay and Sateesh Shet
39	Employee perceptions of gender and diversity in India: Do men and women think differently about diversity?	Sangeetha Lakshman and C Lakshman
02-01-20 Operations & Supply Chain Management - IA		
09:00 to 10:30 - Room: CR109 Session Chair: Prof. Godwin Tennyson, Indian Institute of Management Tiruchirappalli		

Paper ID	Paper Title	Authors
14	The need for kaizen culture for future-ready Industry 4.0 Plants	Sridhar Sundararajan
349	Integration of supply chain to improve supply chain performance during demand variation in dairy industry	Jaisankar Shanmugasundaram and Julian Gnana Dhas Chandran
75	Pharmaceutical vendor selection with VIKOR under fuzzy environment	Ayush Singh, Vinaytosh Mishra and Kunal Kanti Ghosh
02-01-20 International Management - IA		
09:00 to 10:30 - Room: CR110 Session Chair: Prof. Deepak Srivastava, Indian Institute of Management Tiruchirappalli		
Paper ID	Paper Title	Authors
281	Workforce management decisions in construction industry in UAE	Mohammed Abdul Nayeem
313	Qualitative voices of international students at Indian campuses: The marketing strategy and planning perspective	Sanjay Pawar, Swati Vispute and Hassan Wasswa
398	The information value of Altman Model in predicting bankruptcies: Empirical evidence from the US post the subprime	Ankur Kulshrestha, Shitanshu Srivastava and Reena Nayyar
406	Business globalisation: Understanding micro-enterprise strategies for venturing into emerging markets	Zahoor Ahmad Paray and Sanjay Pal
02-01-20 Public and Non-Profit Sector Management-IA		
09:00 to 10:30 - Room: CR105 Session Chair: Prof. Prashant Gupta, Indian Institute of Management Tiruchirappalli		
Paper ID	Paper Title	Authors
348	Rewiring leadership development and financial modeling for organizational sustainability of Non-Profit Organizations: A MYRADA experience	Lakshmypriya K and Rajani Ramdas
365	An emergent framework to analyse perception through the lens of knowledge: Observations from a rural social development intervention on digital financial inclusion	Soumya G Rajan and Saumya Nautiyal
463	Financing decisions in social enterprises: A multiple case study	Ritesh Shahi
02-01-20 Humanizing Management Through the Arts		
12:30 to 13:30 - Room: CR106 Session Chair: Dr. Jyoti Bachani, Saint Mary's College, USA		
Paper ID	Paper Title	Authors
578	Humanizing management through the arts: Improv for inclusiveness workshop	Jyoti Bachani
02-01-20 Human Resource Management - Key Issues		
16:15 to 17:45 - Room: CR001 Session Chair: Prof. Naresh Khatri, University of Missouri, Columbia, USA		
Paper ID	Paper Title	Authors

2	Unravelling the relationship between high involvement work practices and organizational citizenship behaviour: A sequential mediation approach	Neha Gahlawat and Subhash C. Kundu
355	Examining the influence of human capital on employees' innovative work behavior: A serial mediation model <i>Best Paper of the Track Nomination</i>	Suman Choudhary, Nazia Memon and Kirti Mishra
402	Human resource management in small and medium enterprises: Review, critique and suggested research directions <i>Best Paper of the Track Nomination</i>	Romana Gulshani
59	Technological surveillance and human resource management – Viewing through the lens of sociomateriality	Farheen Fathima, Biju Varkkey and Upam Pushpak Makhecha
02-01-20 Employee Engagement and Psychological Contract		
16:15 to 17:45 Session Chair: Prof. Mohan Thite, Griffith University, Australia		
Room: CR009 Session Chair: Prof. Nisha Bamel, Indian Institute of Management Amritsar		
Paper ID	Paper Title	Authors
225	Linking dimensions of 'decent work' and work engagement	Vaneet Kashyap, Neelam Nakra and Ridhi Arora
416	Employee engagement in higher education: A phenomenological exploration	Brad Kovaleski and Vishal Arghode
580	How prosociality impacts job performance: Examining the roles of family motivation, work engagement and perceived supervisor support	S Vittal and Sushanta K Mishra
464	"Do you fulfill, what I expect"? Perceived psychological contract and affective responses to breach in multi-level marketing firm	Parijat Lanke and Papri Nath
503	Self-efficacy and quality of work life: Role of work experience	Jacob George, Nisa James and Abhirami Bijulal
02-01-20 Consumer Behavior & Retail Management - A		
16:15 to 17:45 Session Chair: Prof. S K Pandey, Indian Institute of Management Institute, Rohtak		
Room: CR101 Session Chair: Prof. Sudhir Kale, Bond University		
Paper ID	Paper Title	Authors
1	How critical customer retention is for the firms? An empirical study	Harpreet Kaur and Kamal Preet
21	Understanding and managing customer engagement through social customer relationship management	Lokesh Arora, Bhuvanesh Sharma and Vimal Bhatt
435	To explore the relationship and importance of demographic variables on store patronage factors (Price, quality & loyalty card)	Shriram Dawkhar
78	Exploring opportunities for value co-creation from online reviews	Krishna Teja Perannagari and Prabhat Kumar
88	Sender in focus: Impact of tie-strength of service provider-sender and sender-receiver on word of mouth <i>Best Paper of the Track Nomination</i>	Shakti Bhatnagar and Debarun Chakraborty
02-01-20 Entrepreneurship - Emerging Issues		

16:15 to 17:45		Session Chair: Prof. Ravi Gajendran, Florida International University
Room: CR111		Session Chair: Prof. Abrar Ali Saiyed, Ahmedabad University
Paper ID	Paper Title	Authors
126	Role of social entrepreneurship in attaining Sustainable Development Goals	Isha Garg, Sanchita Bansal and Anshita Yadav
495	Research and theory on business model in social entrepreneurship: A comprehensive review using text mining analysis	Ajit Kumar, Anil Kumar and Gautam Prakash
483	Mobile payments and its incitement on SMEs in emerging markets from 2018-2019	J. Navena Kumari, A. Irudhaya Veni Mary and C. Joe Arun S. J.
147	"Home is where the heart is": How families influence international new venture growth <i>Best Paper of the Track Nomination</i>	Ajay Ponnappalli, Chen Wang, Ravi Gajendran and Sumit Kundu
148	The initiation, development, and maintenance of relationships in International New Venture networks	Chen Wang, Ajay Ponnappalli, Ravi Gajendran, Sumit Kundu, Hock-Peng Sin
562	Entrepreneurial intentions: A comparative study on public and private universities' students	Kazi Md Jamshed, Murshida Akter and Mahanaz Akter Lopa
02-01-20		Financial Literacy and other emerging issues in Behavioral Finance
16:15 to 17:45		Session Chair: Prof. KP Narwal, GJ University of Science and Technology, Hisar, India
Room: CR010		Session Chair: Prof. Anil Mishra, Western Sydney University
Paper ID	Paper Title	Authors
125	Behavior of real estate investors, developers, brokers and sales agents: An empirical study applying principles of behavioral economics	Jay Kris Guru Charan
212	Financial literacy, psychological bias and financial satisfaction among investors: Revealing the mediation effect of financial behaviour	Ronia Mathew and Rajithakumar S
571	A unifying model of corruption in institutional framework	Abhinav Tiwary
133	Empirical evidence on the changing nature of information efficiency and causative association between spot and futures markets: A study on NSE Nifty	Vaishali Jain
12	Financial performance of selected public and private sector banks based on CAMEL model with reference to Indian banking sector	Shital Bhusare and Sachin Deshmukh
02-01-20		Indian Culture, Philosophy & Spirituality – A
16:15 to 17:45 - Room: CR011		Session Chair: Prof. A Nayak, Indian Institute of Management Indore
Paper ID	Paper Title	Authors
104	Role of spirituality in social entrepreneurship: Review of literature and future research agenda	Diwakar Singh and Richa Awasthy
421	Making leadership last: Learnings from ancient Indian spiritual texts	Shubha Vilas and Akhaya Kumar Nayak
581	Holistic education – Towards a practical framework for the development of faculty, students and overall education	V Vijayalakshmi, Uma Narayanan, Arul Dev V and Gopalakrishnan K

74	Animal welfare and spirituality: A review of regulatory provisions and CSR practices in India	Neena Sinha, Manali Gupta and Pratibha Singh
53	Workplace spirituality: Development of an abridged scale and validation	Jahnavi Patky
02-01-20		
Information & Communication Technologies & Organizations - A		
16:15 to 17:45	Session Chair: Dr. Sanjay Kr. Tyagi, Higher Colleges of Technology Fujairah, UAE	
Room: CR012	Session Chair: Prof. Amit Sarkar, Ara Institute of Canterbury	
Paper ID	Paper Title	Authors
205	Employee turnover in the IT sector- A triangulation study using factor analysis and artificial intelligence	Parijat Upadhyay, Santosh Shrivastav and Anup Kumar
369	Technology -enabled dining! An empirical analysis of consumers' eSatisfaction, eLoyalty and eWord-of-Mouth <i>Best Paper of the Track Nomination</i>	Brinda Sampat and Kali Charan Sabat
553	Machine vs humans: A comparative study from behaviour based safety point of view	Shankar Murthy, Rajan Kumar Gangadhari and Vivek Khazode
588	Cyber-risk assessment model for DDoS attacks using data mining methods	Kalpita Sharma and Arunabha Mukhopadhyay
02-01-20		
Health Care Management - A		
16:15 to 17:45 - Room: CR013	Session Chair: Prof. J B Singh, Indian Institute of Management Tiruchirappalli	
Paper ID	Paper Title	Authors
271	Does access to sanitation improve child development? <i>Best Paper of the Track Nomination</i>	Deepti Sharma and Arnab Mukherji
373	Impact of medical tourism on Indian economy and it's nested identity	Sanchita Roychowdhury, Rajesh Chandwani and Yusuf Hassan
404	Understanding consumer's health information-seeking behaviour: A well-being perspective	Gargi Rawat and Prem Prakash Dewani
590	Strengthening primary healthcare system in urban India through Public-Private Partnership (PPP): A case study analysis of the "Model UPHC" Project, Nagpur	Mohammad Zoheb
447	Impact of internal and external labor market on employee and employer selection behavior and migration	Cini Siju
02-01-20		
Humanistic Management - Inside Look at Leadership, Followership and Alternative ways of Organizing		
16:15 to 17:45 - Room: CR107	Session Chair: Prof. Asha Bhandarker, International Management Institute Delhi	
Paper ID	Paper Title	Authors
231	I am what I do: Exploring the experiences of freelancers in India <i>Best Paper of the Track Nomination</i>	Chayanika Bhayana and Neharika Vohra
477	Co-worker support and affective commitment- The moderating role of authentic leadership using PLS-SEM	Sachin Batra
518	Fighting for legitimacy: The case of an alternative organization in India <i>Best Paper of the Track Nomination</i>	Balaji Subramanian and Debabrata Chatterjee
522	Collaborative leadership and its impact on effective organizational functioning: Case study of an Indian regulator	Subrat Kumar and Asha Bhandarker
02-01-20		
Diversity & Inclusion in Organizations - A		
16:15 to 17:45	Session Chair: Prof. Lata Dayaram, Indian Institute of Technology Madras	

Room: CR108		Session Chair: Dr. Lakshman Chandrashekar, Florida Atlantic University
Paper ID	Paper Title	Authors
181	After the break: Reasons and enablers of career reentry of women professional in IT sector	Swati Singh and Sita Vanka
266	Harnessing the relationship between diversity and performance: The role of mediator and moderator variables	Shatrughan Yadav and Usha Lenka
499	Examining the mediating role of organizational citizenship behaviour in the relationship between effectiveness of diversity and equality management system and organizational performance	Bignya Patnaik
569	Beyond diversity: Employment of persons with disabilities as a sustainable strategy	Jayant Nasa, Arti Srivastava, Prakash Satyavageeswaran and Sundar Bharadwaj
237	Culture distance : Evaluation, development and validation of scale	Ashish Badola and Rakesh Kumar Agrawal
02-01-20		Critical Management Studies - A
16:15 to 17:45		Session Chair: Prof. Sanjay Pawar, Symbiosis Institute of Management Studies, SIU
Room: CR109		Session Chair: Prof. Arvind Shatdal, Shiv Nadar University
Paper ID	Paper Title	Authors
166	Energy sustainability initiatives: A study of Indian corporates	Lekshmi Kumar and Kaushik Bandyopadhyay
514	Impact of higher education imparted by Indian universities on the pro-sustainability orientation of students	Hirak Dasgupta and Sanjay Pawar
526	Policy-making spaces as global school-houses: Reassembling Smart City Policy-making in India	Harsh Mittal
62	Finding human nature coherence in theoretical narratives: A heuristic approach and a leadership illustration	Kumar Alok
484	Performing spaces of eating out: Constructing work, leisure, food and class for new forms of work in a cafe	Rajeshwari Chennangodu, George Kandathil and Navdeep Mathur
02-01-20		Indian Family Business - A
16:15 to 17:45		Session Chair: Prof. Anil Sharma, Indian Institute of Technology Roorkee
Room: CR110		Session Chair: Prof. Kshitij Awasthi, Indian Institute of Management Lucknow
Paper ID	Paper Title	Authors
177	Financial performance of the top Indian family businesses: A trend analysis	Himani Chahal and Anil K. Sharma
315	Measuring socioemotional wealth of Indian family MSMEs using REI scale	Juili Ballal and Varadraj Bapat
587	Importance of socioemotional wealth in Indian family business group- The case of Tata group	Subramanian Shanmugasundaram
582	Decision-making in family firms: How much information processing does take place?	Nobin Thomas
02-01-20		Meaningful work
18:00 to 19:30		Session Chair: Dr. Subhra Pattnaik, Xavier School of Human Resource Management Xavier University, Bhubaneswar, India
Room: CR001		Session Chair: Prof. Mohan Thite, Griffith University, Australia

Paper ID	Paper Title	Authors
20	Towards meaningful work: The moderating effects of organization-based self-esteem and relational identification <i>Best Paper of the Track Nomination</i>	Lalendu Kesari Jena and Subhra Pattnaik
267	Developmental idiosyncratic deals and job crafting: A conceptual framework for improving employees' career commitment	Biswa Prakash Jena, Archana Choudhary and Manas Kumar Pal
572	How do you define yourself? A study linking identity orientation, codependency and victimization	Aruna Bala and Subburaj A
02-01-20		
Work-Life Balance		
18:00 to 19:30 - Room: CR009		
Session Chair: Prof. Kajari Mukherjee, INDIAN INSTITUTE OF MANAGEMENT INDORE		
Paper ID	Paper Title	Authors
209	Paternity leave: The step child of family-friendly policies. Moderating role of traditional masculinity ideology	Bhawana Maheshwari
244	Is work and life in harmony? (A review of literature)	Thilagavathy S and Geetha S.N.
409	For the family it is: The role of filial piety in shaping the organizational commitment profile stability of early career employees	Rahul Sivarajan and Aparna Varma
02-01-20		
Deviant Workplace Behaviours		
18:00 to 19:30 - Room: CR101		
Session Chair: Prof. Vishal Gupta, Indian Institute of Management Ahmedabad		
Paper ID	Paper Title	Authors
207	Predicting the intention: A conceptual relationship between workplace bullying and employee silence	Arathi Krishna and Devi Soumyaja
261	Organizational misconduct: Understanding divergence in investigating committee decisions in the MeToo era	Bibek Bhattacharya
338	How workplace bullying impacts organizational cynicism and organization-based self esteem: Examining mediating and moderating processes	Sonal Darra, Upasna A Agarwal and Arpana Rai
424	Exploring influence mechanism of abusive supervision on subordinates' work incivility: A proposed framework	Jatinder Jha and Kashika Sud
02-01-20		
Consumer Behavior & Retail Management - B		
18:00 to 19:30		
Session Chair: Prof. Jyotsna Soni, Indian Institute of Management Ranchi		
Room: CR111		
Session Chair: Prof. Satish S Maheswarappa, Indian Institute of Management Tiruchirappalli		
Paper ID	Paper Title	Authors
118	Dress to impress- Influence of mannequins on impulse purchase	V Ramana Murthy Kudumula and Ramakrishna Dasiga
356	A qualitative study to understand the role of the manufacturer salesperson within the framework of a partially integrated channel	Jacqueline Mundkur, Gary Stockport and Uma Bhushan
359	Rising from the ashes: The role of brand trust	Javed Shaikh and Jinal Parikh
577	Impact of time scarcity and quantity scarcity appeals on consumers' response: A study of need for uniqueness and deal proneness traits <i>Best Paper of the Track Nomination</i>	Mayank Jyotsna Soni
84	The role of sensorial, affective, behavioral and intellectual brand experiences on brand awareness and perceived quality	Pranay Verma and Anita Goyal

02-01-20		Entrepreneurial decisions/teams
18:00 to 19:30		Session Chair: Prof. Radha Iyer, K. J. Somaiya Institute of Management Studies and Research
Room: CR010		Session Chair: Prof. Raj Krishnan Shankar, Nord University, Norway
Paper ID	Paper Title	Authors
141	Teamwork quality and team performance: Role of network ties in entrepreneurial teams	Hemanidhi Gupta and Radha Iyer
174	A decision making framework for entrepreneurial venture	Shashi Bhushan Kumar and Nandan Sudarsanam
282	Impact of shame on entrepreneurial action <i>Best Paper of the Track Nomination</i>	Atma Ojha and Nandakumar Mankavil Kovil Veettil
340	How I became an entrepreneur: An exploratory study of young start-up entrepreneurs <i>Best Paper of the Track Nomination</i>	Ameesh Samalopanan and Vijayalakshmi C Balasubramaniam
405	A meta-pattern of entrepreneurial idea transitions	Sachidananda Benegal
124	Surviving the incubation and acceleration stages: Entrepreneurs' social network, degree of involvement, and startup survival in India and the U.S.	Raja Roy, Shanthi Gopalakrishnan, Xi Zhang and Cesar Bandera
02-01-20		Market Efficiency and Volatility in Stock Market
18:00 to 19:30		Session Chair: Prof. Divya Verma Gakhar, Guru Gobind Singh Indraprastha University, New Delhi
Room: CR011		Session Chair: Prof. Sridhar N, Great Lakes Institute of Management
Paper ID	Paper Title	Authors
22	Does liquidity predict the asset price volatility: Evidence from the Asia Pacific emerging economies <i>Best Paper of the Track Nomination</i>	Jyoti Kumari and Kanagaraj A
36	Expected Utility Theory (EUT) vs. Prospect Theory (PT): A note on market efficiency through the review of literature	Harshitha Moutlya and Thathaiah Mallikarjunappa
448	Seasonal anomalies in Indian Implied Volatility Index: An empirical study <i>Best Paper of the Track Nomination</i>	Karam Pal Narwal, Purva Chhabra and Deeksha Garg
607	Causal relationships between foreign institutional flows and stock market returns in India	Faisal Usmani, Javaid Akhter and Atif Ghayas
617	The Turn-of-the-Month (TOM) effect on stock markets in India: Insights and perspectives on a seasonal anomaly	Meher Shiva Tadepalli and Ravi Kumar Jain
02-01-20		Technology & Innovation Management--A
18:00 to 19:30 - Room: CR012		Session Chair: Dr. Nimitha Aboobaker, Cochin University of Science and Technology
Paper ID	Paper Title	Authors
425	The knowledge application dimensions and effective knowledge management in software industry <i>Best Paper of the Track Nomination</i>	Arunima K V and P Pakkeerappa
450	Customers' perspectives on digital banking services	Rajendra Kumar Sinha
68	Digital learning orientation and innovative work behaviour: Examining the moderated mediation of organizational learning culture and readiness for change	Nimitha Aboobaker, Zakkariya K. A., George Joseph, Renjini D., Smarty P. Mukundan
89	Challenges in digital marketing: A qualitative study of travel agents	Swati Sharma and Ankita Sharma
02-01-20		Crafting Better Leadership Practice

18:00 to 19:30		Session Chair: Prof. Privanka Nema, Janran Lakecity University
Room: CR013		Session Chair: Prof. Srinivasan Tatachari, TAPMI
Paper ID	Paper Title	Authors
149	Does the glass cliff really exist? Evidence from experimental research in India	Priyanka Nema, Vishal K. Gupta and Alka Gupta
322	Employee job crafting behaviour: Role of leader member exchange, positive organizational support and change readiness	Tanusree Chakraborty, Madhurima Ganguly and Anindita Datta
519	(Mis)Management of multiple tensions and coexisting conflicting dualities in corporate entrepreneurship: A conceptual framework	Rajesh Mokale and Nobin Thomas
02-01-20		Strategic Management--A
18:00 to 19:30		Session Chair: Prof. Manikandan K S, Indian Institute of Management Tiruchirappalli
Room: CR107		Session Chair: Prof. Sree Nilakanta, Iowa State University
Paper ID	Paper Title	Authors
530	Business interests of Indian politicians and impact on political economy of India	Kshitij Awasthi
240	Determinants of firm philanthropic variety: Evidence from India	Bibek Bhattacharya
542	Impact of eponymy on academic output: Spillover from academic rewards	Jothsna Rajan and Ravi Pandey
546	Corporate governance, business group affiliation, and corporate transparency in emerging economies	Mueen Ahmed
97	Control-ownership wedge, related party loans and institutional ownership: Evidence from Indian business group firms	Narendra Nath Kushwaha and Bipin Kumar Dixit
02-01-20		Operations & Supply Chain Management - A
18:00 to 19:30		Session Chair: Prof. Gajanand M S, Indian Institute of Management Tiruchirappalli
Room: CR108		Session Chair: Prof. Amulva Gurtu, University of Wisconsin-Green Bay
Paper ID	Paper Title	Authors
167	Influence of post purchase service of e-commerce	Noble Kennedy E and Goutam Kumar Kundu
302	A hypothetical blockchain architecture model to control counterfeit medical products across supply chain	Ashok Peepliwal
303	Quantifying coordination in ride-hailing platforms	Harit Joshi
611	Big data analytics for supply chain management	Kali Charan Sabat and Brinda Sampat
618	Impact of task priority on software supply chain and its implications: A simulation approach <i>Best Paper of the Track Nomination</i>	Mahesh Kumar, Omkarprasad S Vaidya and Rajiv Kumar Srivastava
02-01-20		Internationalization and Firm Performance
18:00 to 19:30		Session Chair: Prof. Niti Bhasin, Department of Commerce, Delhi School of Economics, University of Delhi, India
Room: CR109		Session Chair: Prof. Somnath Lahiri, Illinois State University

Paper ID	Paper Title	Authors
115	Internationalization as competitive actions: How business groups influence firm performance	T. V. Arunkumar
290	Do institutional and macroeconomic factors matter in IT companies M&As? Evidence from India	Niti Bhasin, Rabi N. Kar and Amit Soni
327	The role of resources and institutional legitimacy in outward FDI flows from India <i>Best Paper of the Track Nomination</i>	Rishika Nayyar, Jaydeep Mukherjee and Sumati Varma
272	The role of quality certification in cross border mergers and acquisitions – Evidence from the Indian IT industry <i>Best Paper of the Track Nomination</i>	Amit Soni, Sumati Varma and Surender Munjal
02-01-20 Organizational and Managerial Responses to Contemporary Challenges		
18:00 to 19:30		Session Chair: Prof. Ramya T V, Indian Institute of Management Calcutta
Room: CR110		Session Chair: Prof. Placide Poba-Nzaou, Université du Québec
Paper ID	Paper Title	Authors
195	Control mechanisms in the gig economy: The case of Uber and Ola in India	Shalini and Dharma Raju Bathini
43	Re-evolution and complexity of socio technical system in the modern era	Sudip Banik
478	Learning from international acquisition experience: Narratives from an Indian EMNC <i>Best Paper of the Track Nomination</i>	Ramya Venkateswaran, Ganesh Prabhu and Saurabh Pandya
85	Coping with multiple managerial paradoxes: The role of heuristics	Saurav Snehrat, Siddharth Majhi and Arindam Mukherjee
03-01-20 Participation and Voice at Work		
09:00 to 10:30 - Room: CR001		Session Chair: Prof. Shanti Gopalakrishnan, New Jersey Institute of Technology
Paper ID	Paper Title	Authors
215	Does 'freedom' always lead to positive outcome? Case of employees selecting their own performance goals	Rajashik Roy Choudhury
280	HR practices and work related outcomes: Role of psychological empowerment	Shruti Sinha
473	Institutionalising performance management process –A change management perspective	Kajari Mukherjee and Meenakshi Aggarwal Gupta
573	When job matters, do employee voices matter? Creating alternate mechanism to voice or self-silencing in a precarious job	Manoj Yadav and Rajesh Mokale
03-01-20 Recruitment/Talent Management		
09:00 to 10:30		Session Chair: Dr. Payal Kumar, BML Munjal University
Room: CR009		Session Chair: Prof. Jim Jawahar, Illinois State University
Paper ID	Paper Title	Authors
112	Scale development: Recruitment image of organization	Sweta Sinha and Pavitra Mishra
164	A social identity model of employer branding and turnover intentions in organizations	Mohd Yameen, Shubhangi Bharadwaj, Sujood Khan and Mohd Tariq Jamal
586	Recruitment: The progression of the field	Preeti Sharma

73	The role of talent management in Indian pharmaceuticals: A thematic analysis	Amrita Bihani and Satish Pandey
201	Realistic job preview and selection procedural justice as predictors of recruitment process experience	Swati Vispute and Tajamul Islam
03-01-20 Human Resource Management - IB		
09:00 to 10:30 - Room: CR101 Session Chair: Prof. Smita Chattopadhyay, Indian Institute of Management Tiruchirappalli		
Paper ID	Paper Title	Authors
256	Human resource analytics - A systematic literature review from 2010 to 2018	Sarika Singh and Ashutosh Muduli
269	Towards collective cognition: Relationship between emotional well-being and domicile status of young workforce	Lakshmi Priya Soundararajan, P Rajan, M Nirupama and Linsa Poulose
351	Emotional intelligence and performance of teachers: A comparative study of public and private schools	Ritika Swaroop, Akshay Satsangi and Ruchira Prasad
270	HRM capabilities and innovation: The mediating role of global capabilities	Harleen Kaur and Deepti Abrol
03-01-20 Emotional Intelligence and Spirituality		
09:00 to 10:30 - Room: CR111 Session Chair: Prof. Jatinder Jha, Xavier School of Management, Jamshedpur		
Paper ID	Paper Title	Authors
193	Spiritual mentoring, faith friendly organisations for inclusion of workplace spirituality	Snehal Mhatre and Nikhil Mehta
232	Workplace spirituality and employee job behaviour: An empirical exploration in Healthcare sector	Baskar B and Indradevi R
238	Framework for investigating the link between mindfulness, justice judgements and response to perceived injustice	Vaishali Chaprana and Sasmita Palo
415	Examining linkages between PFP characteristics, motivation, job performance, and subjective well-being - A self-determination perspective	Vedant Dev and Vishal Gupta
03-01-20 Justice and Ethical Organisations		
09:00 to 10:30 Session Chair: Prof. Saswata Biswas, IRMA		
Room: CR010 Session Chair: Prof. Richa Saxena, Institute of Management Technology Ghaziabad		
Paper ID	Paper Title	Authors
330	How interactional injustice impacts innovative work behaviours: An examination of underlying and intervening conditions <i>Best Paper of the Track Nomination</i>	Darshana Hazarika, Arpana Rai and Upasna A Agarwal
342	A scale for measuring ethical workplace climate of Nonprofit Organizations	Govind Verma and Saswata Biswas
360	When job insecurity is for good: Explicating the double moderated relationship dynamics behind positive coping responses	Priyanka Vincent and Murale Venugopalan
44	Interactional justice and willingness to share tacit knowledge: Perceived cost as a mediator, and respectful engagement as moderator	Bindu Gupta, Karen Wang and Wenjuan Cai
03-01-20 Consumer Behavior & Retail Management - IA		
09:00 to 10:30 - Room: CR011 Session Chair: Prof. Anirban Som, Indian Institute of Management Tiruchirappalli		

Paper ID	Paper Title	Authors
142	Evolution of customer satisfaction index as a performance metric - A comprehensive review	Ragu Prasad Rajendran and Nithya Ragu Prasad
452	A predictive model on impact of merchandising on consumer buying behaviour with special reference to food category in FMCG	Nalini Palaniswamy and Ihsanullah M
579	Shopping cart abandonment in online shopping	Kavitha K and Kannan D
76	Multi partner loyalty programs: Ranking of ego pleasure benefits	Shriram Dawkhar
03-01-20 Entrepreneurship and Small Business Management - B		
09:00 to 10:30 - Room: CR012 Session Chair: Prof. Sankalp Pratap, Indian Institute of Management Tiruchirappalli		
Paper ID	Paper Title	Authors
291	Creativity in early age education and entrepreneurship	Shuchi Maitraya and Neha Sharma
490	Marketing practices among Indian social enterprises	Irudaya Veni Mary and Navena Nesakumari
557	Social capital as critical resources for early stage entrepreneurial firms	Kumar Mukul and Ruchi Mishra
83	Structural equation modelling approach to measure business sustainability of engineering companies of agri business sector	Usha N and Devakumar G
03-01-20 Technology & Innovation Management-IA		
09:00 to 10:30 - Room: CR013 Session Chair: Prof. Gajanand M S, Indian Institute of Management Tiruchirappalli		
Paper ID	Paper Title	Authors
299	Technology enablement for a sustainable urban development – A sociological study on select cities in India	Sriram Ravi, Subramani S and Sriram Rajagopalan
306	Going digital in electoral process for a better democratic evolution – An empirical study on methods to improve voter turnout in India	Sriram Ravi and Sriram Rajagopalan
394	Role of blockchain technology in Intellectual Property management	Gouri Gargate and Suhas B R
623	Sustainability transition in established corporations: Detailing the role of technological innovation	Rahul Patil, Akriti Jain and Anjula Gurtoo
03-01-20 Technology & Innovation Management-IB		
09:00 to 10:30 - Room: CR107 Session Chair: Prof. Mukundhan K V, Indian Institute of Management Tiruchirappalli		
Paper ID	Paper Title	Authors
247	Giving up to gain: Capturing the role of desorptive capacity in open innovation	Nidheesh Joseph
110	Stock market forecasting with application of Artificial Intelligence: A critique, review and research agenda	Ritika Chopra and Gagan Deep Sharma
259	Effect of M&A on post-merger innovation of firms: Evidence from India	Sandeep Yadav and Nandakumar Mankavil Kovil Veettil
375	Artificial Intelligence (AI): Technological innovation in Banking by Fintech startups	Deepak Singh, Balvinder Shukla and Manoj Joshi
03-01-20 Advancing Leadership Theory		

09:00 to 10:30		Session Chair: Prof. Nobin Thomas, Indian Institute of Management Indore
Room: CR108		Session Chair: Prof. Nagaraj Sivasubramanian, Duquesne University
Paper ID	Paper Title	Authors
494	Antecedents and consequences of shared leadership: A theoretical framework	Shiji Lyndon
535	Narcissism and leadership: Leaders' perspective	Arvind Subramanian and Sasmita Palo
565	Process approach towards leadership	Rajesh NVC
610	A framework for conceptualizing leadership at different levels: Agents, levels of analysis and relational determinants	Nagaraj Sivasubramanian
66	Nurturing employee intention-to-stay in hospitality sector: Effects of spiritual leadership, interpersonal justice and voice behavior <i>Best Paper of the Track Nomination</i>	Nimitha Aboobaker and Zakkariya K. A.
03-01-20		Health Care Management - B
09:00 to 10:30		Session Chair: Prof. Ranganathan Chandrasekaran, University of Illinois, Chicago
Room: CR109		Session Chair: Prof. J B Singh, Indian Institute of Management Tiruchirappalli
Paper ID	Paper Title	Authors
171	Nirmal Bharat Abhiyan: Indian government's communication of sanitation and hygiene	Pradnya Chitrao
549	Impact of e-health literacy and perceived trust in online health resources	Abhishek Dondapati and Vaneeta Aggarwal
563	Factors affecting utilization of maternal and child health services among nomads	Areiba Arif
183	Hospital branding: through the lens of explicit to explicit knowledge transformation <i>Best Paper of the Track Nomination</i>	Diya Guha Roy and Sujoy Bhattacharya
455	An assessment of WhatsApp use by physicians to communicate with patients	Ranganathan Chandrasekaran, Ayushi Tandon, Saneesh Edacherian and Evangelos Moustakas
03-01-20		Organization & Management Theory - IA
09:00 to 10:30 - Room: CR110		Session Chair: Prof. Sirish Kumar Gouda, Indian Institute of Management Tiruchirappalli
Paper ID	Paper Title	Authors
140	Determining 'critical success factor' is the base for significant decisions on organisational performance: A study conducted in small and medium pump manufacturing sector, Coimbatore	Subhashini Durai and Krishnaveni R
258	The Chinese Whisper - "Do employees really hear what management says?" - An exploration in to the organizational communication of platform sourcing organizations	Anju Kamal and Rajiv Prasad
325	Effect of comprehensive curriculum and career adaptability on employee life cycle	Prasanna Chavare, Anugamani Srivastava and Atul Hadap
560	Corporate governance in the accounting control system	Roopa Johri, K. V. Bhanu Murthy and Saloni Gupta
03-01-20		The Song and Dance of Management

10:45 to 12:15		Session Chair: Prof. Vasanthi Srinivasan, Indian Institute of Management Bangalore
Room: CR106		
Paper ID	Paper Title	Authors
605	The song and dance of management: How to humanize organizing	Jyoti Bachani and Vasanthi Srinivasan
03-01-20		Its, HRM and Development
14:30 to 16:00		Session Chair: Prof. Bhawana Tamrakar, Kathmandu University School of Management
Room: CR001		Session Chair: Prof. Upam Pushpak Makhecha, Indian Institute of Management Tiruchirappalli
Paper ID	Paper Title	Authors
228	Factors influencing use of Human Resource Information System in Nepali organizations	Bhawana Tamrakar and Arjun Shrestha
358	Effectiveness of training and development in confectionery sectors	V. Siva Sankaran
592	HR analytics - Strengthening the role of HR as a strategic partner – Study of industry trends	Dhanalakshmi Palanivelu and Abinaya Sridharan
03-01-20		Changing Nature of Work and HRM
14:30 to 16:00		Session Chair: Prof. Vasanthi Srinivasan, Indian Institute of Management Bangalore
Room: CR009		Session Chair: Dr. Pawan Budhwar, Aston Business School
Paper ID	Paper Title	Authors
317	Changing work at multiple positions in automation: Implications for HRM	Ankur Jain, Vasanthi Srinivasan and Jossy Mathew
48	Competency modelling: Addressing the challenges and implications for HRM	Sateesh Shet
7	Employer-employee induced labour market flexibility: Small leather firms in a metropolitan city	Bino Paul, Venkatesh Murthy and Jaganth G
70	Evaluating OD interventions: Scale development	Sateesh Shet
03-01-20		Consumer Behavior & Retail Management - C
14:30 to 16:00		Session Chair: Prof. Nataraj B, Great Lakes Institute of Management
Room: CR101		Session Chair: Dr. Evangelos Moustakas, Middlesex University
Paper ID	Paper Title	Authors
134	Green buying behavior: An opportunity and challenge in marketing	Senthil Nathan C, Senthil Kumar S and Arpita Mathur
472	Experience of Green products: Satisfaction among Bangladeshi consumers	Salahuddin Ahmed and Sapna Singh
537	What drives consumers to choose their payment method- A study on organised retail outlets?	Nataraj and Shameem
608	Value orientations' influence on customer response to cause related marketing communications	Grace Mani Kunchakara and Bindu Madhavi N
479	Cultural distance in construal level theory	Tanu Shree

03-01-20		Entrepreneurial Ecosystem and Support Systems
14:30 to 16:00		Session Chair: Prof. Upasana A Agarwal, National Institute of Industrial Engineering
Room: CR111		Session Chair: Prof. Raj Krishnan Shankar, Nord University, Norway
Paper ID	Paper Title	Authors
192	Effectiveness measurement study on entrepreneurship awareness camp for technical education students using Kirkpatrick's Model (Case Study: National Engineering College)	Sakthi T and Arul Marcel Moshi A
305	Women entrepreneurs in India: A research review and future directions	Jasmine Banu, Rupashree Baral, Mansi Rastogi and Upasna A Agarwal
252	An attention-based view of corporate entrepreneurship: Review and research agenda	Latasri Hazarika, Sandeep Yadav and Nandakumar Mankavil Kovil Veettil
176	Effect of horizontal collectivism on authentic leadership (perceived and self-ascribed) and work engagement: A study of Indian start-ups	Swati Sharma, Santoshi Sengupta and Aishwarya Singh
363	David manages Goliath: SMEs from emerging economies manages institutional voids for innovation	Abrarali Saiyed
401	Investment in startups, a review of factors influencing Venture Capitalist's decision	Ashish Vazirani and Titus Bhattacharjee
03-01-20		Indian Banking and Empirical Analysis
14:30 to 16:00		Session Chair: Prof. Saravanan, Indian Institute of Management Tiruchirappalli
Room: CR010		Session Chair: Prof. Vijay Victor, Szent István University
Paper ID	Paper Title	Authors
182	Generational difference in risk perception and risk propensity	Garima Goel
185	Non-Performing Assets and private investment in India: Does it actually drive GDP?	Arti Chandani, Deepak Bhatia, Sanchari Debgupta, Abdus Salam, Avish Dubey and Mita Mehta
288	The effect of investor bias on gender: Causal role of overconfidence and loss aversion in financial decision making. A study of Jammu and Kashmir	Zulfikar Murtaza and Liaqat Ali
03-01-20		Indian Culture, Philosophy & Spirituality - B
14:30 to 16:00 - Room: CR011		Session Chair: Prof. Richa Awasthy, Ambedkar University Delhi, India
Paper ID	Paper Title	Authors
18	Spiritual Intelligence (SI) as in Nichiren Buddhism	Richa Kathuria and Richa Awasthy
194	Religiosity and online social engagement of Indian youth	Murale Venugopalan and Vandana Madhavan
214	Individual Unlearning: Re-examining the concept from an Indological perspective <i>Best Paper of the Track Nomination</i>	Shiva Kakkar and Sanket Dash
527	Twenty-five years of mindfulness research: A scientometric review	Parijat Lanke and Papri Nath

273	Karma Yoga: A Vedantic view of workplace spirituality and its positive psychological outcomes <i>Best Paper of the Track Nomination</i>		Ajinkya Navare and Ashish Pandey
03-01-20		Information & Communication Technologies & Organizations - B	
14:30 to 16:00		Session Chair: Prof. Vinu C T, Indian Institute of Management Tiruchirappalli	
Room: CR012		Session Chair: Prof. T K Jayaraman, Fiji National University	
Paper ID	Paper Title		Authors
309	Adoption of telecommuting and its impact on traffic congestion, energy consumption and emission levels in India		Mohd Tariq Jamal, Nawab Ali Khan, Shubhangi Bharadwaj and Imran Anwar
517	Telecommuting and employee related outcomes: Review for building a case for telecommuting in India		Mohd Tariq Jamal, Mohd Asif Khan, Md Moneef Ahmad and Ansari Sarwar Alam
575	Human rights disclosures in software services companies: An exploratory study		Vasanthi Srinivasan and Parvathy Venkatachalam
93	Effect of personality on after-work notification strain		Ekta Sinha and Kavita Laghate
03-01-20		Strategic Management--C	
14:30 to 16:00 - Room: CR013		Session Chair: Prof. Parthiban David, American University, USA	
Paper ID	Paper Title		Authors
42	Understanding internationalization of emerging market firms		Harini K N
178	Crafting the venture portfolio strategy: Driving firm growth and sustenance through external corporate venturing programs		Sabyasachi Sinha and Naveen Kumar Malik
324	Ownership structure and cash holdings: Evidence from India		Swetha Chada, Bipin Kumar Dixit and Nilesh Kumar Gupta
96	Related party transactions: A systematic review and future research agenda		Narendra Nath Kushwaha, Bipin Kumar Dixit and Palanisamy Saravanan
541	Strategic flexibility: Reviewing 40 years of research using bibliometric and network Analysis		Nisha Bamel, Sanjay Dhir and Sanjeev Prasher
336	Reverse knowledge transfer in Indian multinationals- Role of network embeddedness and absorptive capacity		Nivisha Singh and Prashant Salwan
03-01-20		Humanistic Management - B	
14:30 to 16:00 - Room: CR107		Session Chair: Prof. Ashish Pandey, Indian Institute of Technology Bombay	
Paper ID	Paper Title		Authors
160	Designing a social marketing strategy to promote eco-tourism in India		Soma Sengupta
593	Antecedents of customer package-size choice decision at BoP market		Anand Kumar Jaiswal and Suwendu Kumar Pratihari

602	A critical analysis of sustainable tourism policy of state of Karnataka in India	Anantha Padmanabhan, Lavanya Arun, Ronak Shetty, Ponguzhaly Nagarajan, Karthik Ponnappa and Hippu Salk Kristle Nathan
307	Entrepreneurship and wage gap in informal sector of Global South	Rima Mondal and Subhasankar Chattopadhyay
03-01-20 Diversity & Inclusion in Organizations - B		
14:30 to 16:00 - Room: CR108 Session Chair: Prof. Preeti Rawat, K J Somaiya Institute of Management Studies and Research		
Paper ID	Paper Title	Authors
145	Selection decisions: A study on interviewer bias among HR professionals <i>Best Paper of the Track Nomination</i>	Sivapragasam Panneerselvam and Shreya V
197	Returning women: Enabling and disabling factors for re-entry	Seema Das and Sumi Jha
333	Emotional diversity and the inclusive leadership at workplace <i>Best Paper of the Track Nomination</i>	Preeti Rawat, Shiji Lyndon, Manas Pradhan, Jackson Jose, Mitcah Kollenchira and Grishma Mehta
408	All's not fair in motherhood and work: A phenomenological inquiry into the post-partum psychological contract breach experiences of first time mothers	Aparna Varma and Rahul Sivarajan
150	The "Board Walk": Identifying facilitators for women managers' journey to the top	Sonam Chawla and Radha Sharma
03-01-20 Policy, Populism and Global Value Chains: Implications for India		
14:30 to 16:00 - Room: CR109 Session Chair: Prof. Somnath Lahiri, Illinois State University		
Paper ID	Paper Title	Authors
458	Policy, populism and global value chains: Implications for India	Niti Bhasin, Surender Munjal, P. C. Mishra and S. P. Sharma
03-01-20 Critical Management Studies - B		
14:30 to 16:00 Session Chair: Prof. Anubha Shekhar Sinha, Indian Institute of Management Kozhikode		
Room: CR110 Session Chair: Prof. Mukundhan K V, Indian Institute of Management Tiruchirappalli		
Paper ID	Paper Title	Authors
217	Corporate Social Responsibility: A study of Indian corporates	Lekshmi Kumar
451	Feminism: Evolution and movements in India	Janvi Patel and Anubha Shekhar Sinha
489	Operational creditors under Insolvency and Bankruptcy Code: A critical approach to historical institutionalism	Godhuli Dutta
56	Employee engagement and workaholism: Same wine in different bottle? <i>Best Paper of the Track Nomination</i>	Farheen Fathima Shaik, Upam Pushpak Makhecha and Biju Varkkey
03-01-20 Decision Sciences		
14:30 to 16:00 - Room: CR105 Session Chair: Prof. Anand Gurumurthy, Indian Institute of Management, Kozhikode		

Paper ID	Paper Title	Authors
275	A hybrid granulation approach for community detection in binary complex networks	Samrat Gupta and Swanand Deodhar
576	Role of situational factors and decision making: Comparison between one-day cricket and twenty20 cricket <i>Best Paper of the Track Nomination</i>	Deepak Srivastav, Puram Praveen and Anand Gurumurthy
616	Gray markets: Impact of supply chain structure and social welfare	Abhishek Srivastava and Arqum Mateen
420	Arousal drives sharing behavior - What are we missing?	Tanu Shree
03-01-20		Training, Development, and Learning
16:15 to 17:45	Session Chair: Dr. Shrabani Bhattacharjee, K J Somaiya Institute of Management Studies and Research	
Room: CR001	Session Chair: Prof. Manoj Kookkal, Western Sydney University	
Paper ID	Paper Title	Authors
278	Gaps in organizational goals and individual motivation in the training and learning context: Heuristics based on review	Vandana Madhavan and Murale Venugopalan
296	Antecedents of training need analysis - A literature review	Shrabani Bhattacharjee and Surabhi Shah
339	Organizational change: Analyzing the impact of training and development practices on organizational flexibility, adaptability, and productivity amongst Public Sector Banks of Western Rajasthan	Hemaprabha Purohit and Neelam Kalla
467	"Eustress" - Much needed "Stress" in organizations	Sriram Rajagopalan and Shameem S
03-01-20		Intergenerational HR Issues
16:15 to 17:45	Session Chair: Dr. Preeti S. Rawat, K.J.Somaiya Institute of Management Studies and Research	
Room: CR009	Session Chair: Professor Sangita De, Griffith University, Australia	
Paper ID	Paper Title	Authors
344	An exploratory study on intergenerational learning in Indian IT workspace <i>Best Paper of the Track Nomination</i>	Aman Jain and Mridul Maheshwari
418	Attitudinal differences between Baby Boomers, Generation X and Generation Y	Laura Gerow, Vishal Arghode and David Barker
430	Application of AI in human resource management and Gen Y's reaction	Priyadarshini Khaskel and Suruchi Pandey
488	A study on millennial engagement in top five private sector banks in Coimbatore district	K. K. Ramachandran and Deepa Manickam
03-01-20		Leadership
16:15 to 17:45 - Room: CR101	Session Chair: Prof. Ankur Jain, Indian Institute of Management Rohtak	
Paper ID	Paper Title	Authors
249	Antagonism and dark triad: A facet level examination	Sujit Maharana and Nishant Uppal
254	Does servant leadership foster sustainable development? Role of interpersonal trust and knowledge sharing	Divya Tripathi, Pushpendra Priyadarshi, Pankaj Kumar and Sushil Kumar

345	Moderated-mediation effects on the linkage between ambidextrous leadership and innovative behavior <i>Best Paper of the Track Nomination</i>	Roopak Gupta
392	Exploring dynamics within multigenerational teams with millennials: A research framework	Chayanika Bhayana, Vishal Gupta and Kirti Sharda
03-01-20 Consumer Behavior & Retail Management - D		
16:15 to 17:45 Session Chair: Prof. Suresh Paul Antony, Indian Institute of Management Tiruchirappalli		
Room: CR111 Session Chair: Prof. Sudipta Mandal, Indian Institute of Management Indore		
Paper ID	Paper Title	Authors
153	Prioritizing SERVQUAL dimensions to improve trade show performance	Dheeraj Sharma, Shivendra Kumar Pandey and Ashish Gupta
316	Employing autobiographical memory perspective to influence self-congruence and alter brand preference <i>Best Paper of the Track Nomination</i>	Sudipta Mandal
470	The influence of web-based gamified product advertisements on "viewers response profile"	Mallika Srivastava and Lavina Sharma
591	Cozying up to the Kardashians: An affiliation coping explanation for consumers' affinity towards celebrity gossip <i>Best Paper of the Track Nomination</i>	Jayant Nasa, Tanuka Ghoshal and Rajagopal Raghunathan
03-01-20 Consumer Behavior & Retail Management - E		
16:15 to 17:45 Session Chair: Dr. Monica Rakesh Khanna, K J Somaiya Institute of Management Studies & Research		
Room: CR010 Session Chair: Prof. Abrar Ali Saiyed, Ahmedabad University		
Paper ID	Paper Title	Authors
158	E-Grocery retailing mobile application: Discerning determinants of repatronage intentions in an emerging economy	Pratibha Singh, Manali Gupta, Amresh Kumar, Pallab Sikdar and Neena Sinha
414	Effect of airline competition and seasonality on flight delays	Swapan Deep Arora and Sameer Mathur
432	Analysing the impact of axiology theory in buying organic fruits and vegetables in an emerging market	Heerah Jose and Vijay Kuriakose
538	Measurement and validation of consumer based food brand equity scale	Javed Shaikh
95	Growing corporate room business: A strategic tool for luxury hotels	Ajith Thomas K.
03-01-20 Indian Culture, Philosophy & Spirituality - C		
16:15 to 17:45 Session Chair: Prof. Gurvinder, MSC, University of Delhi		
Room: CR011		
Paper ID	Paper Title	Authors
262	Models of human beings: Indian perspectives and implications for Indian management	Subhash Sharma
376	Understanding workplace spirituality: Lessons from Indian religious and spiritual traditions	Tanu Sachdeva, Divya Sethi and Nidhi Jain

460	Ethical leadership revisited: A sagacious perspective from the Indian wisdom	Shaju Meetna and Rajiv Prasad
49	Conceptualization of workplace spirituality in an Eastern context <i>Best Paper of the Track Nomination</i>	Arjun Shrestha, Bal Chandra Luitel and Pawinee Petchsawang
554	Workplace spirituality well-being and citizenship among academics: Empirical insights on commitment as mediator and politics as moderator	Gurvinder Kaur, Urvashi Sharma and Gunjas Singh
03-01-20 Information & Communication Technologies & Organizations - C		
16:15 to 17:45 Session Chair: Prof. Karthik Dhandapani, Indian Institute of Management Tiruchirappalli		
Room: CR012 Session Chair: Prof. Ramesh Danqol, Youngstown State University		
Paper ID	Paper Title	Authors
311	Understanding gamefulness: The essential feature of gamification	Nibu John Thomas and Hariharan Thangatur Sukumar
334	An integrated fuzzy AHP and TOPSIS method for streamlining student admission process	Nisa James and Surya R.
556	Dashboard for guided case discussion in complex cases in strategic management	Karthik Dhandapani
28	Exploiting the social, physical and digital infrastructures for knowledge creation: A study of doctoral scholars' information support system	Anindita Paul
428	Satellite big data analytics for ethical decision making – Case of farmer's insurance claim settlement in India	Narayan Prasad Nagendra, Gopalakrishnan Narayanamurthy and Roger Moser
03-01-20 Social issues in Management--A		
16:15 to 17:45 Session Chair: Prof. Sushanta Misra, Indian Institute of management Indore		
Room: CR013 Session Chair: Prof. Sushanta Kumar Sharma, IRMA		
Paper ID	Paper Title	Authors
154	Understanding varied forms of social entrepreneurship through an institutional logics perspective	Anu Ann Alexander, Shishir Kumar Jha and Sushanta Kumar Sharma
40	Can we predict corruption? Identifying precursors, mediators and moderators of organizational corruption	Vinayan J
555	Handloom and digital empowerment: Case-based policy perspectives	Bishakha Majumdar, Sriparna Basu and Shilpi Jain
599	Constructing holistic equitable care logic: Mechanisms of institutional change in community ophthalmology field	Padmavathi Shenoy and Smita Chattopadhyay
180	Social entrepreneurial approach to improving quality of higher education in resource constrained economies: Case of India	Divya Bhutani, Pradeep Hota and Padmakumar Nair
242	Work standards in a changing economy: A case study of India	Mousumi Padhi and Sanket Sunand Dash Dash
366	A Kaleidoscopic view of conflicts in a social enterprise	Shambhavi Agrawal and Anubha Shekhar Sinha
03-01-20 Humanistic Management - C		
16:15 to 17:45 - Room: CR107 Session Chair: Dr. Jyoti Bachani, Saint Mary's College, USA		
Paper ID	Paper Title	Authors

187	An impact of place attachment on stakeholder responsible behaviour – A mediating role of environmental attitude	Deepti Jog
206	Corporate environmental responsibility communication – Evidence from manufacturing and IT industry in India	S. M. Ramya, Aysha Shereen S and Rupashree Baral
496	Mapping conscious business practices at Ecologically Conscious Architectural Studio: A case of Mr. Zero	Mahendra Kumar Shukla and Pinaki Pattnaik
248	Humanizing the sustainable 'green citizen': A micro-level theorization of newcomer socialization, person-organization fit and organizational identification	Rahul Sukumaran, Abhishek Kumar Totawar and Ranjeet Nambudiri
03-01-20 Trade, Price and Exchange Rate		
16:15 to 17:45 Session Chair: Prof. Sumati Varma, University of Delhi		
Room: CR108 Session Chair: Prof. Somnath Lahiri, Illinois State University		
Paper ID	Paper Title	Authors
15	The rationale for Bilateral FTAs with reference to Indo-Nepal treaty on trade and India-Bhutan agreement on trade, commerce, and transit	Johnson Madathil and Velmurugan P. S.
241	Study-in-India initiative in the context of foreign collaboration with accent on Asia Pacific region	Sujatha Ramesh and K. Natarajan
427	Share price reaction to stock split – A study on companies listed in S&P 500	Prithika Kharwar, Omkar Pawar, Pratik Jaju, Nisha Prasad and Nischay Abad
03-01-20 Public and Non-Profit Sector Management--A		
16:15 to 17:45 Session Chair: Prof. Richa Saxena, Institute of Management Technology Ghaziabad		
Room: CR109 Session Chair: Prof. Upasana A Agarwal, NITIE		
Paper ID	Paper Title	Authors
161	Educational qualification as a determinant of role effectiveness of elected representatives in Panchayati Raj institutions in India	Gaurav Joshi
276	Challenges in gender inclusion through community based collective action: A case of Farmers' Producer Organization (FPO) of Kaushalya Foundation	Richa Saxena, Abhishek and Rekha Kumari
383	Leveraging bricolage activities to help marginalized in a resource constrained environment <i>Best Paper of the Track Nomination</i>	Rishikesan Parthiban, Israr Qureshi, Babita Bhatt and Somprakash Bandyopadhyay
03-01-20 Indian Family Business - B		
16:15 to 17:45 Session Chair: Prof. Narahari Hansoge, Indian Institute of Management Tiruchirannalli		
Room: CR110		
Paper ID	Paper Title	Authors
361	Earnings management and executive compensation: A study of Indian manufacturing sector	Ranjitha Ajay and R Madhumathi
46	Impact of business group affiliation on cost of debt: Evidence from India <i>Best Paper of the Track Nomination</i>	Narahari Hansoge

584	Impact of family control on corporate cash holdings in India	Ruchi Moolchandani and Sujata Kar
130	G.R.O.W model of family firm sustainability: A research agenda	Shankar Sundaram
03-01-20 Knowledge Management		
18:00 to 19:30		Session Chair: Prof. Upam Makhecha, Indian Institute of Management Tiruchirappalli
Room: CR001		Session Chair: Mr. Sandeep Roy, HPCL, India
Paper ID	Paper Title	Authors
155	What motivates faculty to retain in a self-financing higher educational institute? Faculty and directors give different answers	Samridhi Tanwar and Virender Kaushik
196	Impact of knowledge hiding behavior on employees at the workplace: A role strain perspective	Sweta Sinha and Agrata Pandey
204	Does needs satisfaction induced by gamification reduce production deviant behaviour? The mediating role of knowledge sharing intention	Nivedhitha K.S. and Sheik Manzoor A.K.
03-01-20 Global HRM		
18:00 to 19:30		Session Chair: Prof. Mohan Thite, Griffith University, Australia
Room: CR009		
Paper ID	Paper Title	Authors
377	Assessing the effect of ethnocentrism and cultural intelligence on employees during corporate restructuring	Nidhi Jain, Divya Sethi and Tanu Sachdeva
597	Impact of globalisation on human resource management practices: An empirical evidence from India	Akbar Ali Khan, Mohd Asif Khan and Amir Hussain
65	Do expatriates adjust better when they seek advice from host country nationals? Examining the role of perceived organizational support and perceived social costs in advice-seeking	Yusuf Hassan and Ashish Mahajan
03-01-20 Motivation, Commitment and Performance		
18:00 to 19:30 - Room: CR101		Session Chair: Prof. Abhishek Totawat, Indian Institute of Management Tiruchirappalli
Paper ID	Paper Title	Authors
170	Women in Indian armed forces – Motivations for a life less ordinary	Sonali Gupta
216	Social climate impacting performance and individual silence behaviour is not a rumour: An ethnic minority perspective	Rajashik Roy Choudhury
520	Does sport commitment mediate the effect of team-related and demographic predictors on sport outcomes?	Navodita Mishra and T. J. Kamalanabhan
81	Feeling good and functioning well: The role of psychological well-being and perceived organizational support in fortifying organizational commitment	Santoshi Sengupta and Aarti Sharma
03-01-20 Organisational Systems, Process and Performance		
18:00 to 19:30		Session Chair: Prof. S Srinivasan, Vinod Gupta School of Management, Indian Institute of Technology Kharagpur

Room: CR111		Session Chair: Prof. Lata Dayaram, Indian Institute of Technology Madras
Paper ID	Paper Title	Authors
335	Stress among students studying in Higher Education Institutes (HEIs) in India	Syed Khalid Perwez and Goutam Kumar Kundu
449	How does the perceived difficulty of the selection process influence the relational identification between the existing organisational members and newcomers?	Mudit Shukla and Divya Tyagi
493	The mediating role of perceived organizational support in the relationship between procedural justice and organizational citizenship behavior	Elizabeth Dominic and Vijay Victor
80	Enabling employee participation in corporate volunteering programs: Role of organizational support	S Srinivasan and Lata Dyaram
03-01-20		Technology & Innovation Management--B
18:00 to 19:30		Session Chair: Prof. Vishal Gupta, Indian Institute of Management Ahmedabad
Room: CR010		Session Chair: Prof. Anubha Shekhar Sinha, Indian Institute of management Kozhikode
Paper ID	Paper Title	Authors
179	Impact of Artificial Intelligence on product, process innovation and supplier innovativeness within Technology Push and Market Pull innovation ecosystem and mediating the supply chain performance	Karthi Mani
255	Managing innovation in emerging market multinationals: A systematic literature review	Sandeep Yadav, Anubha Shekhar Sinha and Lata Sri Hazarika
289	Drivers of innovation in manufacturing smes in an emerging economy: Evidence from India	Vishal Gupta and Rama Mohan Turaga
461	Designing a conceptual framework based on innovation typologies	Jhilmit Das
509	Food online order and delivery operation; expectations and satisfaction of restaurants	Palaniappan Sellappan, Shilpa Gopal and Kavitha Shanmugam
03-01-20		Indian Culture, Philosophy & Spirituality - D
18:00 to 19:30 - Room: CR011		Session Chair: Prof. Ramya T V, Indian Institute of Management Calcutta
Paper ID	Paper Title	Authors
19	Observation and theorizing in Indian philosophical traditions: through a Western lens	Ramya Venkateswaran
41	On the merger of 'is' and 'ought': The case of Homo economicus and Jivanmukta	Sivakumar K. S.
609	Convergence of tourists' motivations for wellness, spiritual, yoga, meditation, and religious and pilgrimage tourism: A literature review on wellness, spiritual, yoga, meditation, and religious and pilgrimage tourism	Ankita Sahai and Rajendra Nargundkar
64	Indian psychology for personality studies: Need, challenges, and future directions	Kumar Alok
03-01-20		Leadership in the New Normal

18:00 to 19:30		Session Chair: Prof. Arvind Subramanian, Reliance Industries Limited
Room: CR012		Session Chair: Prof. Naqarai Sivasubramanian, Duquesne University
Paper ID	Paper Title	Authors
444	Transformational leadership and group cohesiveness: Mediating role of followers' Karma-Yoga	Ponmythili Muppudathi and Venkat Krishnan
504	Millennial Leadership: An ontological approach to a new model of leadership in the VUCA age	Latha Vijaybaskar
515	Role of non-violence on conflict management strategies: The moderating role of transformational leadership	Hemangi Bhalerao and Satishchandra Kumar
79	Authentic leadership fostering creativity in startups – Mediating role of work engagement and employee task proactivity	Santoshi Sengupta, Swati Sharma and Aishwarya Singh
03-01-20		Social issues in Management--B
18:00 to 19:30		Session Chair: Prof. Kunal Kamal Kumar, Indian Institute of management Udaipur
Room: CR013		Session Chair: Prof. Abha Wankhede, K. J. Somaiya Institute of Management Studies and Research
Paper ID	Paper Title	Authors
389	To study social media behavior of travelers: The context of leisure holiday travel	Apeksha Chanpaneri
598	Reviewing the status of motherhood at the workplace <i>Best Paper of the Track Nomination</i>	Suhani Maharshi, Shailendra Singh and Arup Varma
614	To determine the effect of perceived academic stress on depression among adolescents and explore the features of a mobile app as a solution	Abha Wankhede, Vibha Bhilwadikar and Navnit Chandel
90	Oh! It's fragile: Time to unearth, understand and intervene	Appakaya Mahesh and Abdul Mutalib
350	Decoding cultural dimensions of R&D organisation: A case study of ISRO <i>Best Paper of the Track Nomination</i>	Ravisankar Jayaraman
462	Analysing patterns of anti-migrant sentiments in Mumbai: the role of critical mass <i>Best Paper of the Track Nomination</i>	Rashi Sonal
03-01-20		Strategic Management--B
18:00 to 19:30		Session Chair: Prof. Manikandan K S, Indian Institute of Management Tiruchirappalli
Room: CR107		Session Chair: Prof. Parthiban David, American University, USA
Paper ID	Paper Title	Authors
101	How does CEO's emotion matter? Theorizing the role of regret on large premium paid in firm's acquisitions	T. V. Arunkumar and S. Kumaravel
235	Exploring institutional maintenance through the mundane work of marginal actors <i>Best Paper of the Track Nomination</i>	Kamalika Chakraborty
253	Effect of virtual organizing on formal-informal interplay within an organization	Latasri Hazarika and Anubha Shekhar Sinha
600	Beyond commercial drivers of value-appropriation: Indigenous entrepreneurial class versus non-entrepreneurial classes <i>Best Paper of the Track Nomination</i>	Jitesh Mohnot and Sankalp Pratap
354	Board structure and corporate social responsibility: Evidence from top 100 Indian firms	Nidhi Batta and Varadraj Bapat

03-01-20		Operations & Supply Chain Management - B
18:00 to 19:30 - Room: CR108		Session Chair: Prof. Sirish Kumar Gouda, Indian Institute of Management Tiruchirappalli
Paper ID	Paper Title	Authors
323	Service recovery: Past and future	Akuthota Sankar Rao and Damodar Suar
422	Supply chain performance and profitability in Indian automobile industry: Evidences of segmental difference <i>Best Paper of the Track Nomination</i>	Saswati Tripathi and Bijoy Talukder
500	Influence of supply chain disruptions on supply chain performance: Moderating role of supply chain practices	Nisa James and Roji George
536	Applications of emerging technologies in digitalization of supply chain	Prakash Agrawal and Rakesh Narain
552	The process of servitization: Drivers, barriers and enablers, criticism	Mohd Kamran Rais Khan and Taab Sherwani
03-01-20		Conflicting Environmental Pressures and Institutional Logics and Work
18:00 to 19:30 - Room: CR109		Session Chair: Prof. Vidyanand Jha, Indian Institute of Management Calcutta
Paper ID	Paper Title	Authors
498	A multi-institution discursive model of institutional entrepreneurship: The case of the Kinnar Akhara in India <i>Best Paper of the Track Nomination</i>	Anupama Kondayya
533	Organizational effectiveness of Farmer Producer Companies: Towards a conceptual framework	Mamta Mourya and Madhavi Mehta
98	From paradoxes to tradeoffs: Multilevel ambidexterity in dual business models at Tata Motors, India	Swarup Dutta and Saurav Snehrat
52	Addressing the politician's dilemma: Insights from social enterprises	Sushanta Sarma
03-01-20		Public and Non-Profit Sector Management--B
18:00 to 19:30 - Room: CR110		Session Chair: Prof. Upasana A Agarwal, National Institute of Industrial Engineering
Paper ID	Paper Title	Authors
387	Network analysis of mega project stakeholder landscapes: A case of Delhi Mumbai Industrial Corridor Project	K Chandrashekhar Iyer and Aritra Halder
399	Identification and prioritization of barriers in humanitarian supply chain: A case for effective relief material distribution during natural disaster	Pradeep Kumar Tarei
511	An empirical study of financing preferences of Small and Medium Enterprises (SMEs) in india	Sushma Verma, Aakruti Patel and Samik Shome
04-01-20		Human Resource Management - IC
09:00 to 10:30 - Room: CR001		Session Chair: Romana Gulshani, Indian Institute of Management Bangalore
Paper ID	Paper Title	Authors
439	Emerging trends in training millennial in the era of digitalisation	Sakshi Gupta

508	Effect of comprehensive curriculum and career adaptability on employee life cycle – A theoretical framework	Prasanna Chavare, Anugamini Srivastava and Atul Hadap
568	Are SMEs irresponsible towards their employees: An exploratory Indian study	Prabhat Kumar, Vimal Bhatt, Krishna Murari and Krishna Teja Perannagari
86	Employment preferences of Indian B-school graduates: Do return on investment and job market characteristics matter?	Sabit Kumar Sanu, I. M. Jim Jawahar and Gordhan Saini
04-01-20 Diversity & Green GRM		
09:00 to 10:30		Session Chair: Prof. Akansha Jaiswal, Loyola Institute of Business Administration
Room: CR009		Session Chair: Prof. Lata Dayaram, Indian Institute of Technology Madras
Paper ID	Paper Title	Authors
236	Does temporal diversity impact employee upward voice? Moderated-mediation model of task interdependence and team communication	Nabila Khan, Akanksha Jaiswal and Lata Dyaram
438	Glass ceiling with a broken ladder: A study on working women	Sakshi Gupta and Shilpi Khandelwal
456	Conceptualizing green intention and behavior through perceived Green HR practices and Green Self-Identity: The moderating role of time constraints	Amrutha V N and Geetha S.N.
99	Green Employee Scorecard - A conceptual model to align green result with organizational sustainability goals	Arpita Ghosh and Shamima Haque
434	Impact of integrated communication on employee attraction – Moderating role of the choice of communication channels	Deepa R and Rupashree Baral
04-01-20 Talent Management & Employee Branding		
09:00 to 10:30		Session Chair: Prof. Payal Kumar, BML Munjal University
Room: CR101		Session Chair: Prof. Sushanta Misra, Indian Institute of Management Indore
Paper ID	Paper Title	Authors
224	Examining talent definitions in Indian organisations	Seetha Pachchhapur
260	Examining the employee branding and its influence in private life insurance companies with respect to western region of Tamil Nadu	Arul Senthilkumar. S Senthilkumar and Punitha. N Nandhi
274	Workforce management decisions in construction industry in UAE	Mohammed Abdul Nayeem and Rashid Jamal
468	Employer branding for talent attraction – Prediction of candidate perception of employer attractiveness by artificial neural networks	Bejoy John Thomas and S. Clemence Jenifer
04-01-20 Personality and Individual Differences		
09:00 to 10:30 - Room: CR111		Session Chair: Prof. Vishal Gupta, Indian Institute of Management Ahemdabad
Paper ID	Paper Title	Authors
411	Guilt proneness: Prioritising multiple foci of commitment and coping strategies	Harnain Arora and Vishal Gupta

436	Is your supervisor abusive or abrasive? – Understanding motive attributions through the lens of subordinate culture and supervisor gender <i>Best Paper of the Track Nomination</i>	Snehal Hora
459	How do recruiters' regulatory foci influence their engagement in social recruiting?	Divya Tyagi
55	Self-regulation and goal pursuit: Role of feedback and emotions	Ramya Kannan and Lata Dyaram
04-01-20		
Teams and New-Age Workforce		
09:00 to 10:30 - Room: CR010		
Session Chair: Prof. Upam Makhecha, Indian Institute of Management Tiruchirappalli		
Paper ID	Paper Title	Authors
220	An interpretive-research insight into Values-Schema of Generation Z and its implication for employee engagement	Jayashree Mahesh and Anil Bhat
26	Gratitude as a mechanism to form high-quality connections at work: Impact on job performance	Raina Chhajer and Tanusree Dutta
60	Task and relationship conflicts in teams: Effect on team trust	Farheen Fathima Shaik and Upam Pushpak Makhecha
04-01-20		
Well-being and Positive Psychology		
09:00 to 10:30 - Room: CR011		
Session Chair: Prof. Nobin Thomas, Indian Institute of Management Indore		
Paper ID	Paper Title	Authors
221	Spillover effect of quality of work life on commitment: The mediating role of job satisfaction	Gaurav Deep Rai and Saurabh Verma
431	Examining the psychological mechanism linking task conflict and employee well-being: The role of dispositional and situational moderators – A moderated mediation model <i>Best Paper of the Track Nomination</i>	Vijay Kuriakose, Sreejesh S and Heerah Jose
94	Development and testing a model of antecedents and behavioural utility of expressed workplace humility	Kritika Manshani and Sasmita Palo
04-01-20		
Behavioural Issues and Socio-Economic Aspects		
09:00 to 10:30		
Session Chair: Dr. Rakesh Sharma, Thapar Institute of Engineering and Technology		
Room: CR012		
Session Chair: Dr. Amit Soni, Delhi University		
Paper ID	Paper Title	Authors
106	Impact of socioeconomic performance on the sustainable development of SAARC countries	Anshita Yadav, Sanchita Bansal and Isha Garg
107	Volatility of returns of stock market investments: A study on BRICS nations	Natasha P and Rajithakumar S
34	A model examining influence of behavioral and socio-economic factors on investment decisions: A gender wise analysis	Swati Prasad, Ravi Kiran and Rakesh Sharma
485	An interrelationship between Currency Futures and Spot Market in India <i>Best Paper of the Track Nomination</i>	Karampal Narwal and Priyanka Rani
109	A study on determinants of profitability on firm performance	Vallabi C and Mohanamani P
04-01-20		
Technology & Innovation Management--C		
09:00 to 10:30		
Session Chair: Prof. Yamini S, Indian Institute of Management Tiruchirappalli		

Room: CR013		Session Chair: Dr. Sylvia Hubner, National University of Singapore
Paper ID	Paper Title	Authors
132	Outsourcing service provider performance amidst digital transformation: Role of competency recipes	Sudipto Mazumder and Swapnil Garg
227	How culture affects exploration and exploitation in China, India, and Singapore	Sylvia Hubner, Neha Tripathi, Michael Frese, Zhaoli Song and Xing Le Kong
367	The use of mobile application to buy insurance: An AHP based study	Monika Mittal and Lav Ishan
474	Understanding the influence of owner's involvement and board independence on long run performance of R&D-based Indian newly public firms	Manali Chatterjee and Titas Bhattacharjee
04-01-20		Information & Communication Technologies & Organizations - D
09:00 to 10:30		Session Chair: Prof. Sujeet Sharma, Indian Institute of Management Tiruchirappalli
Room: CR107		Session Chair: Prof. S Shaktivel, Bowling green state university
Paper ID	Paper Title	Authors
264	ICTs: Means to circumvent women's immobility in countries with high crime rates and to improve women's well-being <i>Best Paper of the Track Nomination</i>	Ramesh Dangot and Deepa Iyer
318	The impact of use of information & communication technologies and social digital media on organisational culture	Pranita Burbure, Bhushan Pardeshi, Padmalochana Bisoyi and Dipti Sharma
364	Impact of IT investments on revenue growth: A firm level analysis	Goutam Bhaskar and Seema Naula
382	Information and communications technology, energy consumption and economic growth	Mansi Jain, Gagan Deep Sharma and Ritika Chopra
386	Disaster management and intervention through social media: Case of Nepal earthquake, 2015	Shubhda Arora
04-01-20		Health Care Management - C
09:00 to 10:30		Session Chair: Prof. Ashish Pandey, Indian Institute of Technology Bombay
Room: CR108		Session Chair: Prof. Raiiv Kohli, Raymond A. Mason School of Business, William & Marv, USA
Paper ID	Paper Title	Authors
293	A neural network analysis of eye care components of service and patient loyalty	Bejoy Thomas and Suganya G
328	Does size matter in choice of hospitals? An empirical study in Kerala	Sindhu R Menon and Naseer Mohamed Jaffer
347	Exploring self-management organisational structure: Learnings from Buurtzorg Nederland	Elham Malik
04-01-20		Indian Management: Key Issues and Challenges - IA
09:00 to 10:30 - Room: CR109		Session Chair: Prof. Kunal Kamal Kumar, Indian Institute of Management Udaipur
Paper ID	Paper Title	Authors
507	Exploring the relationships among the 5 dimensions of personality and the 6 facets of psychological well being	Rajesh NVC

184	Exploratory study on social media usage among millennials	Vijayalakshmi M, Somashekar C and Panneerselvam S
534	Adoption and use of e-commerce in SMEs: A study conducted among selected rubber products manufacturing units in Kerala	Latha. K, Cyriac Jose and Thomas Varghese
71	Can we predict corruption? Identifying precursors, mediators and moderators of organizational corruption	Vinayan J
04-01-20 Indian Management: Key Issues and Challenges - IB		
09:00 to 10:30 - Room: CR110 Session Chair: Prof. Hari Sreekumar, Indian Institute of Management Tiruchirappalli		
Paper ID	Paper Title	Authors
388	Yoga based practices and positive psychology: A systematic review and implications	Chirag Dagar and Ashish Pandey
457	Catalyst role of professional leadership in Indian family businesses	Nirali Pandit and Satya Acharya
69	Understanding and evaluation of video consumption over digital platforms in Telugu states	Qutubuddin Mohammed, Prasad Svsv and Sneha Tripathi
8	Impact of factors affecting the morale linked with employee retention in Maharashtra	Swapnil Kshirsagar and Manish Bharthi

Conference Venue:

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