

**VIDEO
PRESENTATIONS**

2AB1, January 8, 2022, Saturday
9:40 am to 11:00 am
Session: Marketing
Session Chair: Kishwar Joonas

9155 The Impact of Covid-19 on Business and Marketing

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We discuss recent trends in the impact of COVID-19 pandemic on business and marketing. We cover issues including products and services, industries, media, advertising and communications, and online interventions. Finally, we draw conclusions, and provide a prognosis on upcoming scenarios in business and marketing.

9171 A Study on the Role of Hedonic Motivation in Impulsive and Compulsive Buying

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The Indian Consumer has transitioned from being cautious to being indulgent. Shopping is a means of self-fulfilment. While some studies explain Impulsive and Compulsive buying, it remains unclear what factors affect and moderate the same. This paper investigates the role of Hedonic Motivation, Impact of Covid-19, Social Commerce in augmenting Spontaneous buying of apparel and accessories. The role is further reconfirmed with Regression Analysis, Factor Analysis and explained with SEM. Hedonic Happiness, Validation & gratification from others, Shopping during times of COVID -19 have emerged as the strongest predictors of Impulsive and Compulsive buying.

9178 Measuring Service Quality of Banks

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There are numerous models developed for measuring the service quality of banks. Among these models the SERVQUAL scale and SERVPERF scale is the most cited measurement tool used for measuring service quality of banks. The SERVQUAL model consists of expectation and perception aspects, and SERVPERF model, had only performance aspects. A highly controversial issue examined in this study relates to the operationalization of service quality construct. As far as the assessment of the two scales, the performance-only measure emerges as a better choice whereas SERVQUAL model had been much criticized by academicians on various conceptual and operational grounds.

9186 Understanding Attitude and Avoidance Behaviour towards Online Behavioural Advertisement

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The Privacy Calculus Model is used in this study to understand consumers' attitudes and avoidance behaviour towards online behavioural advertising (OBA). The survey data was acquired from university students using a structured questionnaire, CFA was used to establish scale reliability and validity and SEM was applied to evaluate the hypothesis developed using SMARTPLS 3.3. The findings demonstrated that perceived benefit and perceived risk both had a significant impact on avoidance behaviour, with attitude having a mediating effect in the relationship between perceived risk and OBA avoidance behaviour. The research adds to the body of information about the Privacy Calculus Model.

2AB2, January 8, 2022, Saturday
9:40 am to 11:00 am
Session: Operations Management
Session Chair: Rahul Kulkarni

9187 Optimal Decisions for an Impresario Before the Start of Program Series

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This study is carried out to obtain optimal policies for an impresario who organizes various entertainment programs. The impresario brings artist or group of artists which include well-known local or national or international artist/s to perform before the audience. Impresario starts ticket booking in advance and uses frequent advertisements during the cycle time T . Impresario books an auditorium and artist/s for number of days depending on number of tickets sold and capacity of the auditorium. Tickets demand depends on selling price of ticket, quality of artist and advertisement frequency. The proposed study aims to maximize total profit of impresario.

9191 Greening Efforts and Deteriorating Inventory Policies for Price-sensitive Stock-dependent Demand

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Ecological safety and greening efforts are the highly addressed challenge for business enterprises. Greening efforts not only help to improve the quality, but also advance the profit level. In this article, an inventory model for perishable products is formulated for price and stock-dependent demand rate along with greening efforts. Instead of constant purchase cost, the problem deals with order size- dependent purchase cost by assuming all-units quantity discounts. The objective is to calculate the retailer's profit function related to cycle time, selling price and greening effort.

9192 Inventory Model for Covid-19 Medicine under Carbon Emissions Sensitive Demand

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In the second wave of COVID-19 pandemic, there is another challenge to face: how to effectively dispense some medicines amongst the multitudes to quickly achieve immunity. Nations are now getting ready to face one more big challenge that is increases biomedical waste which causes carbon emissions. Since spoilage and deterioration results into a significant loss in medicines which hampers consumer's satisfaction level as well affect the green environment. Hence, the proposed article addressed an inventory

model with carbon emissions sensitive demand which is a more realistic assumption and carbon tax policy is levied to diminish carbon emissions.

9194 Deep Neural Network Based Black- Scholes- Merton Option Pricing Simulator

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Monte Carlo (MC) based Simulators have been used popularly for simulating option pricing. This is computationally slow and so the scenario analysis become very slow even when a few of the valuations of some of the instruments in the portfolio making use of MC simulation. In this research we proposed a deep neural network-based simulator to handle this slow numerical pricing procedure. The deep neural network-based simulator is pretty fast once the simulator is trained to be used in practice. This has been shown that the simulator is demonstrated in this research work.

2AC1, January 8, 2022, Saturday
11:05 am to 12:05 pm
Session: Service Industry
Session Chair: A K S Suryavanshi

9152 Choice Embankment Interface for Gen Y Hospitality Students

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There are boundaries that act as barriers for students of Gen Y category, in pursuing hospitality management programs with perspectives of determining career that enables better service delivery in hospitality sector. The choice determinant factors are inter-mixed with expectations from parents, employers as well as customers in hospitality sector besides peer group. There are many intricate variables that act as barriers thereby creating an embankment effect. We determine clear objectives with ratio analysis of resultant effect, reflected by actual career choices made by Gen Y pursuing hospitality programs. Study also attempts to examine career aspirations.

9167 A Study of B2C And C2C E-commerce Services: Review of Literature

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As the technology is enhancing in recent years, we are witnessing big increase in the number of consumers who purchase over the Internet, as well as an increase in sales worldwide conducted via several E-commerce services. Innovations of information technology and E-commerce relationships have resulted in tremendous changes in among various industries. E-commerce offers many online marketing opportunities to companies worldwide and along with high rapid growth of online shopping. We are presenting the select important review of literature on the study of Business to Consumer (B2C) and Consumer to Consumer (C2C) E-Commerce serv.

9172 Open Innovation Intellectual Property Risk Management

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Open innovation is becoming a preferred model of innovation in the current highly innovative technology landscape. Protection of the intellectual property (IP) created via open innovation is hugely complex compared to closed innovation. Understanding the risks involved in IP management will help firms devise IP protection strategies. This paper proposes a model to assess the IP risks for firms engaged in open innovation by employing the analytic hierarchy process, using R programming. The model evaluates the existing framework of IP management followed by a firm and assesses the level of IP risks enabling them to adopt proactive IP protection.

2AC2, January 8, 2022, Saturday

11:05 am to 12:05 pm

Session: Management Education

Session Chair: Rinku Sanjeev

9156 Robo Advisory Services Education Industry a Study Measuring Students Awareness

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The study is focused on the level of awareness of robo advisory services among the students of higher education institute. The authors have concentrated on the awareness level of students across their gender where the objective is to find whether students of any particular area of study have awareness of robo advisory services or awareness is same across the respondents. The study will not only be useful to the students but also the companies who are in the business of providing robo advisory services along with the government and other institutions.

9162 An Empirical Investigation of Indian Management Students' Perspective towards Global Career Choices

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Current study attempts to examine the present status of worldwide international student mobility and Indian students' international mobility. It also aims at exploring Indian management students' preferences for global careers than domestic careers. It also reflects their opinion about availability of equal opportunities for men and women in global careers. Current study is based upon both primary and secondary data. The findings reflect that respondents prefer global careers than domestic careers, the number of students moving across border for their career development is increasing and as per their opinion, men and women have equal opportunities in abroad.

9190 Student Centric Learning through Education 4.0: A Panacea in Post Covid Crisis

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Covid 19 has impacted many things including education system. This include a unique method of combining both face to face and digital interactions in education system that enhances learning and engaging innovatively. The emphasis of learning in education is shifting from the teacher to the student. Technology have added to the effective execution of student centric learning. Covid-19 has made it imperative to relay more on internet and online mode of learning in education sector. This paper highlights various opportunities and challenges during post Covid era with respect to Education 4.0 and suggest the measures for the same.

2AD1, January 8, 2022, Saturday
12:10 pm to 1:10 pm
Session: Technology and Innovation
Session Chair: Sudershan Kuntluru

9151 RFID: The Silver Bullet for Seamless Indian Petro Retail Customer Service
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The retail industry has undergone a considerable change globally in technology adoption. While this change has been very pronounced and visible in general retail, fuel retail has also had its fair share of technology innovations. Indian retail has undergone a sea change while the Indian Fuel retail market is evolving with marginal adoption of technology. This paper explores the applicability and impact of deploying an RFID solution using a live fuel retail outlet in Delhi. Our research shows that RFID implementation can yield significant benefits towards customer identification, increased operational efficiency, and customer acquisition and retention, thus leading to increase in contactless transactions.

9166 Effect of B2C And C2C E-commerce Services on Consumers: Assessment Framework
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In recent years use of several e Commerce services is massively increased because of enrichment in IT infrastructure, easiness in the availability of internet and changed perception of the consumers. Now a days we can see that there are several types of e Commerce services offered by various websites and smart phone applications. We are presenting the assessment framework to measure the effect of such B2C and C2C e-Commerce Services on Consumers on some select parameters.

9174 Blockchain Technology: An Accounting Reporting Perspective
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Blockchain Technology (BT) is expected to transform how financial accounting is done on a more fundamental level. The objective of the present study is to explore challenges and opportunities in application of BT in financial accounting reporting based on the review of exiting literature and practice. The findings of the study are encouraging. BT provides new way of recording, processing, and storing of financial transactions. BT changes from double-entry to triple entry accounting system, the risk of errors and fraud mechanism can be reduced. BT address concerns of accountability and transparency in accounting. BT also facilitates in effective auditing.

2AD2, January 8, 2022, Saturday
12:10 pm to 1:10 pm
Session: Case Studies
Session Chair: Geetha M.

9168 ODOP: Establishing a Common Brand for the Products of Multiple Organisations

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One District One Product (ODOP) is a transformational effort aimed at fulfilling a district's genuine potential, generating economic growth, employment, and rural entrepreneurship, and bringing us closer to the objective of Atma Nirbhar Bharat. There are a number of exclusive products manufactured by many local organisations which have been confined to the local regions. ODOP is implemented by the Government to eradicate this problem. Its goal is to promote a competitive and staple product from a certain region in order to increase sales and raise the local population's standard of living. This paper examine the ODOP as a case to understand the challenges in establishing a common brand for multiple products from different organizations.

9189 Post Covid Challenges for Managing Materials in Construction Sites

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The case company under study is a division of a construction major that uses large volumes of mechanical and electrical equipment in jobs. In this study the analysis of materials management practices at site and feedback from employees are used to identify challenges and potential areas of improvement. Underlying causes for the same were also determined. Recommendations from the survey were consolidated and discussed which include supply schedule control change management for digital initiatives mechanism for monitoring inventory communication channels between stakeholders. By modifying the operations as per the findings we can expect significant savings in cost and time.

9193 Decoding the Customer Experience for Omnichannel Retailing - Study on Lenskart

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Eye wear purchase is complex decision-making process. To ease it Lenskart introduced 3-D trial feature which attracted attention and encouraged users to try frames online but the conversion rate remained low at 20% compared to 50% in many offline stores. The aggressive push for offline stores may have been driven by the belief that the company could reduce such missed opportunities by increasing their offline presence. Since the

beginning, Lenskart had adopted innovative technologies with the intent of improving the experience of customers buying eyewear products. This paper explores the journey of Lenskart towards the same.

9197 Consumer Satisfaction towards Electric Bus Services in Dehradun

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The study is based on SERVQUAL Model in order to understand consumer satisfaction towards electric bus services (public transportation). The data was gathered using a structured questionnaire and analysed through SEM using SMARTPLS 3.3. The results revealed that all of the factors in the adopted framework have a significant relationship with customer satisfaction. The research adds to the current body of knowledge on customer satisfaction towards electric buses.

2PC1, January 8, 2022, Saturday
8:20 pm to 10:00 pm
Session: Accounting and Finance
Session Chair: Rachappa Shette

9163 Cash Flows from Operations: Which is Suitable Method?

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The aim of this paper is to evaluate the merits and demerits of direct and indirect method of cash flows from operations (CFO). This paper is vital as there are contradicting regulatory guidelines about the presentation of CFO in India. The accounting standard in India suggest both the methods and recommends direct method. In contrast, the guidelines of Securities Exchange Board of India recommend indirect method as mandatory. Therefore, there is strong need to debate, discuss, and identify the suitable method of CFO from users' perspective in India. This paper recommends publication of CFO under both the methods.

9164 Do Indian Companies Manage Earnings to Avoid Decrease in Earnings?

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This paper aims to examine whether managers of listed firms on National Stock Exchange of India (NSE) indulge in earnings management to avoid decrease in earnings. Using earnings distribution approach in case of reported annual profit after tax of all listed companies on NSE, the study finds the existence of earnings management to avoid earnings decreases. Such practice of earnings management is higher in the year which is succeeding one or two years of reporting positive profits. The findings of this study support the Cumulative Prospect Theory.

9169 Study of Bad Bank to Reduce Increasing Non Performing Assets in Indian Banking

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To tackle the growing problem of mounting bad debts in the banking sector, Union Finance Minister Nirmala Sitharaman recently announced the creation of Bad Bank. This will be tasked with acquiring bad debts from several banks worth ₹two lakh crores. bad bank is a corporate entity that alienates illiquid and risky assets held by banks and financial institutions or a group of banks. It is created to help banks clean their balance sheets by transferring their bad loans so that the banks can focus on their core business of taking deposits and lending money.

9179 Do Working Capital Policies Affect Cash Holdings by Firms?

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Using an international sample of emerging and developed economies, we study the impact of working capital policies on a firm's cash holdings. We find that working capital and cash holdings are not perfectly negatively related as assumed in earlier studies but have a non-linear relationship. Further, we also provide evidence that financial constraints affect the relationship between cash holdings and working capital in our sample economies.

3AA1, January 9, 2022, Sunday
10:00 am to 11:40 am
Session: Operations Management
Session Chair: Thangamani G.

9157 Effect of AI, Robotics, Big Data and IOT on Industries : Assessment Framework

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Industry 4.0 has changed the way companies manufacture, improve and distribute their products. Manufacturers are integrating new technologies, including Internet of Things, cloud computing , Big Data , AI and machine learning into their production facilities and throughout their operations. These smart factories are equipped with advanced sensors, embedded software and robotics that collect and analyse data for better decision making. We present assessment framework to evaluate the use of AI, Robotics, Big Data and IOT on Industries and its stakeholders in the era of Industry 4.0.

9165 Automation Technologies in the Era of Industry 4.0 : Review of Literature

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Industry 4.0 has revolutionizing the way companies manufacture, improve and distribute their products. These smart factories are equipped with advanced sensors, embedded software and robotics that collect and analyze data and allow for better decision making. Even higher value is created when data from production operations is combined with operational data from ERP, supply chain, customer service and other enterprise systems to create whole new levels of visibility. These digital technologies lead to increased automation, predictive maintenance, self-optimization of process improvements, efficiencies. We are presenting the select important review of literature on this subject in this paper.

9188 A New Defuzzification Method for Cost Analysis of EOQ Under CPF Demand

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The present research work explores a pentagonal dense fuzzy set and a novel defuzzification method for the same based on alpha cut. The proposed concept is then applied in the field of inventory management by considering an EOQ model. To

comprehend the uncertainty associated with the EOQ model, a pentagonal fuzzy number is utilised. Based on PDFS, cloud pentagonal fuzzy number is defined and the model is developed by considering demand as CPFN. The developed models are tested numerically and graphically to understand the significance of the concept of CPFN. At the end, sensitivity analysis comparative analysis are performed.

9198 Reliability and Availability Assessment of a Wind Turbine using Petri Net
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For modelling and analyzing a complex system, Petri Nets have emerged as one of the most important methodologies. This method has the capability to model the system with different abstraction levels and can be used both for qualitative and quantitative analysis. This paper presents an availability modelling and analysis of an onshore Wind Turbine (WT). The various subsystems are modelled using a class of Petri Net called Generalized Stochastic Petri Net (GSPN) and the characteristic parameters such as reliability/availability are assessed using simulation as an approach. This modelling and analysis method is found to be superior.

9199 Monte Carlo Analytic Hierarchy Process for Prioritizing Technology Options
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This paper describes Monte Carlo Analytic Hierarchy Process (MCAHP) for technology selection for promising next-generation clothes dryer technologies. The criteria include Key Performance, Investment & Profitability requirements, and Technology & Commercial Risks are considered. The proposed approach combines Monte Carlo simulation with the Analytic Hierarchy Process (AHP). Since AHP is a deterministic approach, uncertainty has been incorporated in the form of betaPERT distribution to take care of variation in their judgment to pair-wise comparison and simulated using the MC approach. The proposed method is found to be more appropriate for any multi-criteria decision making problem.

3AB1, January 9, 2022, Sunday
11:50 am to 12:50 pm
Session: Information Systems
Session Chair: Baba Gnanakumar

9158 A Study of Social Media Signs and Stigmas in Start-up Tech Firms

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Start-up technology firms use Social media platforms for employee branding campaign in the digital age. Employees are therefore advised that they should use social media in a way that conforms to social media norms to avoid damaging their firm's reputation. In this research, we examine the implications of enhanced social media initiatives for destigmatization initiatives. This study was conducted among twenty-five Indian start-up firms. It has been identified that organizations can effortlessly create an employee brand that is appealing to employees by developing a culture of care and compassion. A greater likelihood of destigmatization outweighs a greater likelihood of stigmatization.

9177 Self-tracking Devices Leads to Obsessive Compulsive Disorder

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The introduction of self-monitoring, wearable digital devices such as smart watches, mobile phones, social networks, and so on has had a significant influence on the personal healthcare system. More research are being undertaken to evaluate their impact in promoting health behaviour or human well-being. This research is focused with a detailed examination of the usage and abuse of self-monitoring technologies, as well as its fixation with human behaviour and well-being.

9196 Are Access and Affordability Enough? Agency and Digital Engagement of Women in India

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This paper explores the issues of women's digital engagement beyond physical access and affordability to devices and internet services. It examines the intrinsic value of agency as a precondition for bridging the digital gender divide in the country. The research aims to examine the extent to which agency establishes digital inclusion of women and its impact upon their digital engagement. The findings of the research will be based on the structured interviews of 305 women from Madhya Pradesh who have had access to devices with internet facilities.

3PA1, January 9, 2022, Sunday
7:00 pm to 8:40 pm
Session: COVID-19
Session Chair: Rashmi Chaudhary

9154 Unleashing the Potential of Organizational Ethics in Pandemic Hemisphere
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In the last two decades the waves of several visible trends and attitudinal changes have been reflected in the management thoughts wherein the notion of ethics is quite pertinent for today's organisations. The study focuses to identify the ethical constructs viz democratic speech, emotional essence, honesty, value, diversity, ethics, commitment, and relevance of ethical doctrines in public domain. The eight prominent constructs identified are ethical goals, ethical rules, ethical commitment, ethical values, ethical emotional essence, ethical foundation, and ethical manual. A Ethics-Emancipate-Efficiency framework has been formulated with an attempt to reveal the potentials of organizational ethics of the millennium.

9161 In the Midst of a Pandemic, A Study of Employees' Customer Orientation: A Motivating Perspective

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The Research endeavors the impact of covid-19 perceptions on employees' Customer orientation via job insecurity amongst the different sector service employees. The study is based on the cross-country examination between India & England. The paper comprises a network, thematic analysis with the empirical investigation of the impact of Covid-19 perception on CO. The results show intense perceptions have an indirect adverse effect on CO & employees of restaurants and hotels having more insecurity about their job than hospitals and banks. Covid-19 perception acts less sustainably as a trigger of less favorable levels of CO behavior of the employees of age 25-40.

9170 Challenges for Organisations in Post-COVID World
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As the lockdown eases in different parts of India, industries and organisations are limping back to operations, hoping for normalcy to return during the next three to six months. Irrespective of the "new normal" that organisations are going to encounter as and when the lockdown eases completely, organisations are in for challenging times ahead. This paper, discusses the various dimensions of challenge that organisations will need to reckon with and negotiate. The challenges have been generalized, even though they will vary between industries and individual organisations to some extent.

9195 The Impact of Covid19 on the Stock Market Performance a Study of Global IT Sector

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To predict return and volatility during the pandemic in the overall Capital Market is difficult and is more difficult for a specific sector especially if that sector is showing a rosy outlook. The aim of this study is to examine the impact of COVID19 on the mean and volatility of the Information Technology Indexes of the best nine technology-driven countries based on return performances using an extensively practical econometric GARCH model. For the same the daily returns of information technology indices from November 2018 to February 2021 are considered.

9200 An Empirical Evidence to measure relationship between brand experience and brand satisfaction of Airline Industry- Need of an hour considering Covid-19

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The Airline industry is passing through a rough phase with its major airlines wedged with various regulatory and financial issues. In the times of such turbulence, retaining passengers as loyal patrons of the company can bring dramatic improvement in an airline's competitive position. Thus, the present paper endeavors to explore the concept of Brand Experience and examine its satisfaction for the aviation industry. It subsequently carries out an empirical examination of different dimensions and offers a new perspective to the existing service practices in the Airline industry.

9201 Analyzing Consumer Behavior – Special Reference to Big Basket Daily Services

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If company understands how consumers think, it may use marketing methods to turn potential clients into active ones. The objective of study is to help company in expansion of their vertical BB Daily through customer acquisition, analyzing customer responses and rectify their problem. Data set was provided by company for calling consist of three sets win back run and back, and new customer acquisition for customer residing in Gurgaon, Haryana. The major findings where customers tend to shift to other alternative if they do not get desired quality, packaging and competitive price. The paper outcome revealed that the company should focus on the existing customers.

3PB1, January 9, 2022, Sunday
8:50 pm to 9:50 pm
Session: Strategy and Policy
Session Chair: Suraj Shah

9176 Does Gender Impact Cheating: A Empirical Study of Online Classes

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Dishonest academic behaviors include plagiarism, copying someone else's work, having crib notes, and using online aids when they are not allowed are some of the tactics utilized. This paper will examine the online test results from various classes both undergraduate and graduate level to determine the level of academic dishonesty. The data showed the test scores prior to and after using the Respondus Lockdown Browser. The instructional materials, assignments, and exams were identical except for the use of the Browser. Statistically significant differences emerged and were compared by gender.

9180 Analysis of Pradhan Mantri Jan Arogya Yojana using Data Envelopment Analysis

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This study focuses on the evaluation of Pradhan Mantri Jan Arogya Yojana -Ayushman Bharat Scheme. This scheme is a government sponsored health insurance scheme to provide health care services to the below poverty line people of country. Although, this is a great initiative taken by the government, it is equally important to evaluate the efficiency of the scheme. The data envelopment analysis technique is applied to evaluate the efficiency of the scheme PAN India. This study would be helpful for the government and policymakers to analyse the scheme and to improve it further.

9181 Tax Aggressiveness of Foreign Multinationals during Institutional Transition

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Institutional environment can have a profound effect on firm tax avoidance behaviour. Multinational enterprises MNEs navigate through the diverse institutional environment by adapting. MNEs face high reputational risk due to liability of foreignness the increased scrutiny and broadening of socially acceptable activities. We examine the tax aggressiveness behaviour of foreign MNEs in India in the shadow of election cycles from 2009-2018. We argued that the foreign MNEs would adopt a cautious approach and have less aggressive tax behaviour in general. Foreign MNEs are less aggressive in their tax avoidance initial phase of the changes than in later stages.