

Session: Doctoral
1st March 2024 (Friday), 1:30-3:30
Session Chair: Prithvi Yadav, Symbiosis University of Applied Sciences, Indore

1156 A Thematic Analysis of Organizations' Crisis Response Strategies

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This study provides a thematic analysis and explores organizations' crisis response strategies using quantitative dimensions to identify complex patterns, trends, and relationships within journals. This paper explores organizations' crisis response strategies in light of the increasing number of crises worldwide. The studies have identified four thematic areas for the research study using co-citation analysis of existing crisis-related literature. The study synthesizes the data by identifying quality and quantity indicators in research utilizing.

1163 Health and Policy Innovations in India: Exploring the Potential of Telehealth

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This research paper examines the role of telehealth as a driver for health and policy innovations in India. With the aim of improving healthcare access, telehealth has emerged as a great solution, especially in a country where healthcare resources are often concentrated in urban areas. The paper explores the challenges and opportunities associated with the implementation of telehealth in India and highlights the need for policy interventions to maximize its potential. By examining successful telehealth initiatives and policy frameworks, this paper aims to provide insights and recommendations for leveraging telehealth in India's healthcare system.

1165 AI-Driven Value Co-Creation: Deliberate vs. Spontaneous Customer Participation

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This research aims to deepen our understanding of the dynamics of deliberate and spontaneous customer participation in AI-facilitated value co-creation. In an era where artificial intelligence plays a pivotal role in shaping customer experiences, it is crucial to explore the nuanced ways in which customers engage with AI. This study investigates the factors influencing deliberate and spontaneous participation, shedding light on the implications for businesses seeking to optimize customer engagement in value co-creation processes. The investigation encompasses diverse industry scenarios and explores the intricate relationships between customers and AI in co-creating value.

1198 An Empirical Study to Measure Impact of Social Media on Buyers Intention towards

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In the post-Covid era, luxury fashion brands prioritize social media to directly engage with customers, significantly influencing buyer behavior. This research assesses the impact of social media on buyer intentions for luxury fashion apparel brands, employing a single cross-sectional design and surveys in major Gujarat cities. The study, using variables like Social Media Influence, Brand Preference, Brand Loyalty, and Purchase Intention, concludes that social media marketing is effective in shaping buyer intentions. The implications suggest practical applications for marketers and consumers in the luxury fashion sector, addressing a notable research gap and contributing valuable insights to this domain.

1201 Impact of Sensory Branding on Customer Brand Loyalty in Gujarat

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This research paper explores how sensory branding affects customer loyalty in Gujarat's hotel industry. The study aims to provide valuable insights into the connection between sensory experiences and customer loyalty. The study also established a theoretical foundation through a comprehensive literature review where the study connects key concepts in sensory branding and customer loyalty. The methodology section outlines the thorough process utilized for data collection and analysis which ensures the reliability of the findings. To Conclude, this study has strong implications considering lack of research in Gujarat.

1202 Mobile Banking in Rural Gujarat- Role of Performance and Effort Expectancy

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This research investigates mobile banking adoption in rural Gujarat emphasizing the impact of performance and effort expectancy within the Technology Acceptance Model Utilizing quantitative methods Confirmatory Factor Analysis and Structural Equation Model validate the measurement model's effectiveness Findings reveal the mediating role of socio-economic factors between effort and performance expectancy influencing user perceptions Improved socio-economic conditions in rural Gujarat correlate with more favorable attitudes toward mobile banking The study highlights the importance of tailored strategies and inclusive financial solutions in diverse socio-economic backgrounds contributing valuable insights for promoting mobile banking.