

**WC1**  
**Session: Advertising**  
**28th Dec. 2022 (Wednesday), 11:30- 12:50**  
**Session Chair: Vinay Sharma, IIT Roorkee**

**2268 Impact of Firms' Life Cycle and Advertising Intensity on Firm Performance**

*Himansu Sekhar Sethi, SJMSOM, himansu.sethi@sjmsom.in*  
*Varadraj Bapat, Sjsom, Iit Bombay, varadraj@som.iitb.ac.in*

Performance is the operational outcome of a company that all stakeholders and shareholders are particularly interested in. Financial performance can be influenced by the marketing mix, where advertising plays an important role. Further, firm life cycle stages have essential implications for understanding financial performance and investigating financial analysis and valuation implications. This study uses panel data regression to investigate the significant impact of corporate life cycle and advertising intensity on firms' performance of the top BSE 500 companies. The study contributes to the finance literature and helps by providing insightful evidence to investors, managers, and stakeholders.

**2290 Celebrity Endorsement: Does it Always Work? A Conundrum**

*Neha Rishi, IIT Roorkee, neha@ms.iitr.ac.in*  
*Vinay Sharma, IIT Roorkee, vinay.sharma@ms.iitr.ac.in*  
*Nandhakishore K, Indian Institute of Technology, Roorkee, nandhakishore\_k@ms.iitr.ac.in*  
*Ariba Anjum, IIT Roorkee, ariba\_a@ms.iitr.ac.in*

Abrupt stop in most of the sales in marketing activities worldwide had to be met with an effort in relation to customer retention, primarily through marketing communication, whose objective is retaining customer attention. If customer attention emerged as a problem, then celebrity endorsement was thought of as an immediate solution. But did the celebrity endorsement work? It is still a question mark. This paper tries to analyze celebrities endorsed advertisements through YouTube in relation to the sales movement and customer comments. The content analysis would carry the context of sentiment and tries to provide a subject for deeper research.

**2292 Linguistic Relativity in Advertising During and Receding Covid-19**

*Manvi Goel, IIT Roorkee, mgoel@bm.iitr.ac.in*  
*Vinay Sharma, IIT Roorkee, vinay.sharma@ms.iitr.ac.in*  
*Rajat Agrawal, IIT Roorkee, rajat@ms.iitr.ac.in*

This paper analyses Linguistic Relativity elements particularly in terms of vocabulary and context approach identified through content analysis of two sequences of advertising of specific companies within specific industries during and receding COVID-19. The paper attempts to project context-driven Linguistic Relativity changes in advertising as adapted by organizations supported by relevant literature particularly consumer emotions and responses. The purpose of the study is to determine pursuance of a specific model. If so, the proposal is to examine the circumstances and propose the language. If not, contextually use of circumstances as central mode of communication be the point of concern.

**2375 Effectiveness of Hyper Localized Data Driven Advertisements in India**

*Suraj Shah, Ganpat University, sms01@ganpatuniversity.ac.in*  
*Maurvi Vasavada, Ganpat University, maurvi.pandya@ganpatuniversity.ac.in*  
*Mahendra Sharma, Ganpat University, prochancellor@ganpatuniversity.ac.in*

Marketing in the modern era is becoming more quantitative, targeted, and linked to organisational goals. Advertisements are becoming more personalised in real time using artificial intelligence. Considering strong research gap, the impact of AI-enabled, a data-driven advertisement in India is examined. AMOS based Statistical analysis using CFA and SEM, indicates that AI Enabled data driven campaign leads to favourable attitude and attitude leads to positive purchase intention. Study has a strong implication considering the fact that it will be useful to marketers, strategy makers, local retailers, and retail business as a whole.

**WC2**  
**Session: Digital**  
**28th Dec. 2022 (Wednesday), 11:30- 12:50**  
**Session Chair: Kishwar Joonas, Prairie View A&M University**

**2099 Digital Engagement: A Bibliometric Review**

*Abhishek Kumar Srivastava, Indian Institute of Technology, Roorkee, akumarsrivastava@bm.iitr.ac.in*  
*Zillur Rahman, Indian Institute of Technology, Roorkee, zillur.rahman@ms.iitr.ac.in*

Engagement is a crucial marketing concept, and the advent of digital channels has only increased its significance. Prior reviews of engagement in digital context focused on a specific social media platform, social media posts, or social media in general. Other digital platforms such as blogs, miniblogs, and company websites were ignored. Here we present a comprehensive review of engagement in the digital realm, i.e., Digital Engagement (DE). This study presents a bibliometric review of scholarly articles from DE and provides insight into the topic which has not been captured previously, including prominent authors, publications, keywords.

**2195 An Examination of Success Factors in the Marketplace Model of Digital Business**

*Kishwar Joonas, Prairie View A&M University, kajoonas@pvamu.edu*  
*Ahmed Y. Mahfouz, Prairie View A&M University, aymahfouz@pvamu.edu*  
*Kayla B. Hines, Prairie View A&M University, khines10@pvamu.edu*

We examine some factors responsible for success in the marketplace model of digital business. Trade journals sources formed the basis of our bibliographic research. We attempted to address the questions: How can a firm position itself in the market? What is the role of data and information technology in elevating customer satisfaction and achieving firm success? The first key is customer convenience and personalization on the firm's web site, using predictive analytics. The second key is innovation in customer engagement. Our research is relevant to students, scholars, and practitioners in management information systems, marketing, communications, and e-commerce.

**2254 Value-oriented Psychological Contract of Digital Natives in Start-ups**

*Aleena Joy, St. Joseph College, aleenajybdu@gmail.com*  
*Vijila Y, St. Joseph College, vijilasjc@gmail.com*  
*Sravana K, Central University Of Kerala, drksravana@gmail.com*

Digital native employees in startups in India is an emerging field. This research is aiming to investigate the value-oriented psychological contract fulfillment of the employees in startups after the pandemic. A descriptive design is adopted with a sample size of 192 employees in startups in Kerala. Psychological Contract Inputs-Outcomes Inventory (PCIOI) has been applied for the purpose of measuring the first three dimensions; employee-obligated input, organizational outcome, and psychological contract fulfillment. Multiple regression analysis was used to assess the relationship. As, much literature is adding startups with knowledge management, it also contributes to the existing knowledge enrichment towards management.

**2465 Analysis of Factors Influencing Intention to Adopt Digital Financial Transaction**

*K. Kajol, IIIT, Allahabad, rsm2018003@iiita.ac.in*  
*Ranjit Singh, IIIT, Allahabad, ranjitsingh@iiita.ac.in*

This objective of the study is to assess the factors influencing individuals' intentions to use digital financial transactions (DFTs) using the Interpretive Structural Modeling (ISM) and Matrice d'Impacts Croisé Multiplication Appliqués a Un Classement (MICMAC) methodologies. The factors were identified through a comprehensive review of the past literature and subsequently included in the analysis after expert mining. This study found that individuals' intentions to adopt DFTs are most influenced by their perceived usefulness, compatibility, perceived innovativeness, trust, voluntariness, and relative advantage. Contrarily, the model indicated that factors such prior experience, social influence, and security concerns had the least significance.

**WC3**  
**Session: Healthcare**  
**28th Dec. 2022 (Wednesday), 11:30- 12:50**  
**Session Chair: Sinimole K R, Rajagiri Business School**

**2148 A study on Management Challenges in the Telemedicine Industry**

*Sinimole K R, Rajagiri Business School, skp\_radhas@yahoo.com*

During the pandemic, contactless healthcare services supported by digital technology have advanced significantly. It is anticipated that telemedicine's present growth trajectory will continue in the post-pandemic era since people in the COVID-19 environment have generally been content with remote healthcare services with their doctors. Despite the telemedicine services' unprecedented scope and reach, there are still some challenges to be overcome. This study investigates the difficulties the government-initiated.

**2203 Is Government Health Subsidy Targeted Enough in India? A Comprehensive Analysis**

*Ashok Thomas, IIM Kozhikode, ashok.thomas@iimk.ac.in*

*Kausik Gangopadhyay, IIM Kozhikode, kausik@iimk.ac.in*

*Khulbhushan Balooni, IIM Kashipur, kbalooni@iimkashipur.ac.in*

*Satheeshan Balasubramanian, Malabar Cancer Center, director@mcc.kerala.gov.in*

*Maya Padhmanabhan, Malabar Cancer Center, mayapnambiar@gmail.com*

In the emerging economics like India, the focus of public health policies is shifting towards treatment of non-communicable disease and therefore demand appropriate targeted healthcare subsidies. Using the cancer patients' expenditure data from both the patients and hospital management, we analysed the variation of expenditure such as government subsidy private expenditure towards medical goods and services, and non-medical goods. We find significant expenditure on cancer treatment, is out of pocket expenditure (OOP). The lower income households face the risk of catastrophic health expenditure more and have no greater support of government subsidy, points to imprecise targeting of government subsidies.

**2294 Scientifically (mis)leading: The Power of Front of Package Labelling**

*Rakesh Nair, Indian Institute of Technology, rg\_nair@bm.iitr.ac.in*

*Vinay Sharma, IIT Roorkee, vinay.sharma@ms.iitr.ac.in*

Researchers have demonstrated that front-of-package labelling aids the understanding of nutritional quality and encourages the selection and purchase of healthier products. Consumption of healthcare products with health claims has skyrocketed with the rise of COVID-19. This study uses multimodal critical discourse analysis of the front-of-package labels on healthcare products that emphasise scientific terms to mythologize the healthiness of the product. The analysis shows how marketers use scientific terminologies along with product design elements to create health halo effects. Considering these findings, the paper discusses the role of package labelling and the terms promising security or immunity in today's parlance.

**2478 Challenges Faced by Healthcare HR Post-Covid**

*Jakulin Divya Mary P, National Institute of Technical Teachers Training and Research,*

*jakulin\_divya@nitttrc.edu.in*

COVID -19 has brought in new challenges and changes in HR functionalities across various sectors. In a country like India with huge population, managing high demand health workforce and ensuring quality healthcare delivery to the patients was the prime focus of HR managers in hospitals. This study aims to identify the challenges faced by HR managers in hospitals during and post-COVID. Narrative research design involving interviews was used for the study and analysis was done using Hermeneutic phenomenology. This study aids the HR managers to be aware of shift in their roles and functionalities during times of uncertainty.

## WD1

### Session: E-commerce

28th Dec. 2022 (Wednesday), 2:00-3:00

**Session Chair: Rahul Kulkarni, BP Arts, SMA Science & KKC Commerce College, Chalisgaon**

#### **2056 E-commerce Company in India: Brand Equity Vs Segmentation**

*Niraj Kishore Chimote, ICFAI Business School, Hyderabad, nirajkishore.chimote@gmail.com*

*Rishabh Jatinder Chhabra, ICFAI Business School, Hyderabad, chhabra.rishabh98@gmail.com*

This study has been conducted on a New Delhi headquartered E-commerce company. Literature doesn't give strong evidence of existence of any relationship between Brand equity determinants & Segmentation bases in terms of an e-commerce company. The research objectives are to explore the bases of Segmentation in an E-commerce company & to find out which of the explored Segmentation bases impact its brand equity. With primary data collection from 85 users/customers of the E-commerce company, Factor Analysis & Multiple Regression, it has been found that Brand Equity Determinant of the E-Commerce Company depends on Socio-economic Segmentation & Sociographic Segmentation of its Customers.

#### **2293 Online Marketing Shift: Different Lessons for Different Industries**

*Ariba Anjum, IIT Roorkee, ariba\_a@ms.iitr.ac.in*

*Vinay Sharma, IIT Roorkee, vinay.sharma@ms.iitr.ac.in*

*Neha Rishi, IIT Roorkee, neha@ms.iitr.ac.in*

Is online marketing shift stable for every industry This paper wonders about the stability of the continuity in the shift of marketing practices of various industries to online mode This study describes a demarcation between the industries who are shifting back to offline mode and continuing towards online modes Organizations shifting towards online mode have to look into digital sides of the marketing practices which must be met through a difference in marketing program adaptation Lessons learned from this discussion are related to the prominence of digital marketing in several industries which was not exemplified in pre-covid period

#### **2374 Impact of E-commerce in Rural Areas**

*Rahul Kulkarni, BP Arts, SMA Science & KKC Commerce College, Chalis, prof.rahulkulkarni@gmail.com*

*Mandar Kulkarni, Smt.s.m.agrawal Institute Of Management, mandarkulkarni1989@gmail.com*

*Gauri Kulkarni, NMIMS Mumbai - Dhule Campus, gaurikulkarni.email@gmail.com*

For most of the purchases rural consumer was dependent on weekly Bazaar It may be grocery agriculture related products cloths medicine fruits food items or daily needs rural consumer used to buy it from weekly bazaar and many of these items are purchased considering weekly needs and from income generated in the week. This bazaar is usually at Taluka Places. Weekly Majuri or Weekly selling income is primary income means for rural farmer and labor. Rural business depends largely on weekly income based people. Now as E-commerce has made significant difference in selling and buying practices. Impact is assessed.

**WE1**  
**Session: HRM-1**  
**28th Dec. 2022 (Wednesday), 3:20-5:00**  
**Session Chair: Ashish Sinha, Doon University**

**2079 Business Acumen for HR Professionals**

*Bhuvaneshwari Hariharan, ICFAI Business School, bhuvaneshwari.hariharan21h@ibsindia.org*  
*Shriram Srihari, Icfai Business School Hyderabad, shriram.s21h@ibsindia.org*  
*Sreelakshmi P, Icfai Business School, Hyderabad, sreelakshmi.p21h@ibsindia.org*  
*Asmeera Rahman, Icfai Business School, Hyderabad, asmeera.rahman21h@ibsindia.org*

Human resources professionals are continuously evolving, and building business acumen is now a core competency. It is imperative that leaders have entrepreneurial spirit and a crucial component of acumen in the VUCA world today. By demonstrating business acumen skills, HR professionals can earn a seat at the leadership table and articulate their programs' value effectively. The article highlights the components of business acumen and suggests different ways to develop the skill for HR professionals.

**2111 Identity Threat in Online Work: Role of Learned Helplessness**

*Shayani Sengupta, Xavier School of Management, fh17002@astra.xlri.ac.in*  
*Arindra Nath Mishra, Indian Institute of Management, Ranchi, arindra.mishra@iimranchi.ac.in*

Experiencing frequent identity threats may lead to poor performance. We explored the behavioral impacts of frequent gender identity threats during online meetings which are common in the post-COVID era. We borrowed from social identity theory and informational model of learned helplessness to ground our hypotheses. We proposed degree of identification as a moderator. 250 managers responded to the survey in our three-wave study. The data were analyzed using structural equation modeling. Learned helplessness was found to mediate the relationship between frequency of identity threats and loafing in the workplace. We have discussed the implications and directions for future research.

**2119 Employee Attrition: Evergreen Concern at Reliance Jio Infocomm Limited**

*Sonica Singh, ICFAI Business School, Hyderabad, sonicasingh41@gmail.com*  
*Somya Bariar, ICFAI Business School, Hyderabad, smbrr0@gmail.com*  
*Niraj Kishore Chimote, ICFAI Business School, Hyderabad, nirajkishore.chimote@gmail.com*

This study intends to explore factors contributing to the employee attrition rate in the organizations. This research would attempt to find out the role played by the organization in Natural Attrition and its linkage with Downsizing. Additionally, along with investigating the root causes of Attrition, it would also throw light on the kind of opportunities to be made available, designing training programs, incorporating monetary incentives or benefits in compensation and technology implementation that may be used as Employee Retention Strategies so that it may be considered as a significant alternative for Natural Attrition.

**2179 A Comparative Study of the Impact of Physical Work Environment on Work Outcomes**

*Smita Kulkarni, ICFAI Business School Hyderabad, smita@ibsindia.org*

Extant literature on workplace wellbeing focuses on understanding associated social factors. However, the relationship between wellbeing and the physical work environment is yet to be studied. Since the Covid-19 pandemic many employees are working remotely. Although the physical work environment (PWE) and work arrangements keep changing, what does not change is the impact that the PWE has on employee wellbeing. Working from offices and working remotely may lead to different employee experiences. This study compares the impact of PWE on work outcomes like wellbeing, engagement, creativity and intention to stay for employees working remotely and from office buildings.

**2456 Gender Microaggressions as Barriers to Career Progression of Women Employees**

*Priya P, National Institute of Technology, Kozhikode, priya\_p210140ms@nitc.ac.in*  
*Amal Joy Jacob, National Institute of Technology, Calicut, amal\_m210001ms@nitc.ac.in*  
*Sreejith S S, National Institute of Technology, Calicut, sreejithss@nitc.ac.in*

Despite statutory laws to ensure equality, gender balance at the top echelons of organizations is still afar. This paper intends to put forward that gender microaggressions, a subtle form of sexism is one of the barriers to career progression of women. The five determinants of career progression are Performance evaluation, Networking & Interpersonal relationship, Promotion, Job-related Training and Development Work experiences. An initial analysis of survey (n=368) among the women employees of the Indian banking and finance industry, indicates that gender microaggressions significantly affect the determinants. Further, a multivariate analysis using structural equation modeling is planned.

**WE2**  
**Session: Marketing-1**  
**28th Dec. 2022 (Wednesday), 3:20-5:00**  
**Session Chair: Narasimhan Srinivasan, University of Connecticut**

**2094 Post Crises Sustainability in the Automobile Sector - A Consumer Perspective**

*Shruti Jain, Bennett University, shruti.jain@bennett.edu.in*

The COVID-19 lock down and a work from home environment reduced need for urban commuting on one hand while the restricted availability of public transport and need for social distancing ensured that people preferred using personal transport. By 2021, the breakdown in supply chains and the shortage of electronic chipsets from China and Taiwan meant that production and sales of automobiles was badly affected. This paper aims to bring about better understanding of the evolving relationship between crises induced change in consumer behaviour and the change in marketing and advertising practices.

**2143 Choosing Right Target Market for Faster Diffusion of Electric Vehicles in India**

*Babu A, PES University, arjunbabu83@gmail.com*

*Biplab Sarkar, PES University, biplabsarkar@pes.edu*

The transportation sector is one of the significant contributors to global greenhouse gas emissions, and India is the 3rd largest emitter of carbon dioxide. Electric vehicles (EVs) have been considered a promising solution. Government incentives are key determinants in promoting EVs and selecting the right target market in this process is decisive. Quantitative research with secondary data is used in this research paper. India's EV market is segmented on demographic elements, as an outcome of the analysis The target market to be served for faster EV adoption are middle-class populations, Generation of Y, Z & α and the two-wheelers automobile segment.

**2206 Conjecturing of Planned Behavior on Buying Intention of Organic Food**

*A K S Suryavanshi, Karnavati University, suryavanshiaks@gmail.com*

Agriculture has long driven India's economy. Indian agriculture has never used artificial fertilizers, pesticides, or GMOs. We feed our own country's people and agricultural export goods worldwide. Population growth makes sustainable production more important (Alam, 2011). Globalization and technological advances have made widespread consumption possible, but producing without surpassing the earth's capacity will be difficult. The parties are researching novel agricultural production methods (Asif M. X., 2018). Consumers are worried about food quality, its influence on their lifestyle, environmental depletion, developing health concerns, and purity over presentation. Today's food buyer is more selective.

**2471 Success of Startups Post Covid Era: A Neuromarketing Perspective**

*Minanshu Sinha, IIT Allahabad, minanshu1108@gmail.com*

The surge in digitalization due to the pandemic COVID-19 has led to an increase in the number of online start-ups. There are dozens of start-ups that fail due to lack of strategy. A sound plan enhances the internal efficiency of the start-ups To accomplish that we must understand consumer preferences at the level of cognition by applying neuromarketing. Neuromarketing is the study of consumer neurological responses to marketing stimuli using brain imaging techniques. The significance of neuromarketing and its tools to enhance the plan of action at every stage of entrepreneurship business cycle will be discussed in this article.

**2480 Integrating UN SDGs into Marketing Education: Case of Ethnographic Story Project**

*Satyam ., Indian Institute of Management Ranchi, satyam@iimranchi.ac.in*

Business schools around the world face a key question regarding integrating the 17 UN SDGs into management education curricula. However, there are limited studies in the extant literature about integrating SDGs. This study discusses a pedagogical innovation, i.e., an ethnographic story project, to integrate SDGs into a course on BOP Markets. This project help students understand a granular, micro-level understanding of the life circumstances of the poor and their interactions with society and markets; and develop macromarketing perspectives to realize SDGs. Key lessons for marketing educators have been brought out, along with some challenges and recommendations for the future.

## WE3

### Session: Higher Education -1

28th Dec. 2022 (Wednesday), 3:20-5:00

Session Chair: Anjali Chopra, K J Somaiya Institute of Management

#### 2082 The Impact of the Hybrid Teaching Mode on Teachers' Productivity and Engagement post COVID-19

*Sneha Mishra, SP Jain Institute of Management Research, fpm19.sneha@spjimr.org*

*Banajit Debnath, SP Jain Institute of Management Research, fpm19.banajit@spjimr.org*

The number of students opting for hybrid or distance education has surged to 36% between the years 2012-2019. The Covid-19 pandemic has given a boost to the pace of adoption of online learning among educators and students. As per recent reports by McKinsey Global Institute and, other studies, the year 2020 recorded an enormous demand for online educational programs and enrolment in colleges and universities. Going forward, it is therefore important to know how academicians operate in a hybrid mode of functioning. In this research, we study teachers' engagement and performance in the hybrid mode of working through questionnaire survey.

#### 2113 Managing Career Adaptability and SWB: Role of Critical Thinking Disposition and PSS

*Khushboo Raina, Lal Bahadur Shastri Institute of Management, Delhi, khushboo@lbsim.ac.in*

*Sheela Bhargava, Lal Bahadur Shastri Institute of Management, Delhi, sheela.bhargava@lbsim.ac.in*

The economic environment and employers' expectations have undergone a significant change in the post-pandemic Covid-19 times which has re-directed management graduates to adjust their deliverables in terms of skills careers and well-being. The cognitive processes and the Perceived Social Support need to be more problem-solving and affirming to have better Career Adaptability and Subjective Well-Being, considering this anxious and uncertain environment. The present study aims to examine the causal relationship between these variables through multiple regression, to suggest better management principles/pedagogy concerning the budding managers and entrepreneurs pursuing management programmes in autonomous institutions imparting Higher Education in Delhi-NCR India.

#### 2157 Customer centric Communication- Youth Well Being Management in Higher Education

*Anjali Chopra, K J Somaiya Institute of Management, anjali.chopra@somaiya.edu*

*Aparna Pandey, K J Somaiya Institute of Management, aparna.pandey@somaiya.edu*

The research studies meaning of emotional wellbeing among students of higher education institutions (HEIs), anxiety triggers and coping mechanisms that restore well-being. Role of structured preventive interventions like daily podcasts, self-help books, meditation, talks by influencers, coaches in overall well-being is studied. Presently, mental health issues fall under the realm of psychiatrists and therapists. As digital natives' resort to different methods to restore their well-being, there exists a need to study whether HEIs should focus on holistic education incorporating well-being management apart from technical subjects and soft skills. Findings suggest various proactive measures to enhance student well-being at HEIs.

#### 2291 Is Offline Management Education a Myth?

*Nandhakishore K, Indian Institute of Technology, Roorkee, nandhakishore\_k@ms.iitr.ac.in*

*Rakesh Nair, Indian Institute of Technology, rg\_nair@bm.iitr.ac.in*

The onset of the COVID-19 pandemic saw the swift transition of management educational institutions from offline mode to online. Even with the convenience and advantages, this change has brought, there are questions raised as to the effectiveness of online education with respect to the student's evaluation of its outcomes and whether online teaching is the future for management education. This paper discusses the student perception of management education in these changing times through a sentimental analysis of social media comments and their relevance in online mode.

#### 2296 Mighty Indian Coaching Industry: Serving Educational Needs in India

*Ankita Shukla, IIT Roorkee, a\_shukla@bm.iitr.ac.in*

*Rajat Agrawal, IIT Roorkee, rajat@ms.iitr.ac.in*

Indian coaching industry has ubiquitous influence on education becoming one of the fastest growing industries in modern India. In a highly competitive and dynamic environment, it is important for these institutes to deliver high quality service. This study aims to explore and understand the working, prevalence and evolution of these coaching institutes over the period of time especially post-covid. Also, to identify how they are different from other higher education organizations and the need to understand current customer requirements and determine service quality dimensions to assess quality of service rendered by such institutions accordingly.

**TA1**  
**Session: CSR**  
**29th Dec. 2022 (Thursday), 9:20-10:40**  
**Session Chair: Varun Elembilassery, Indian Institute of Management Ranchi**

**2076 The Impact of Corporate Social Responsibility on Financial Performance**

*Priya Mandleshwar, Indian Institute of Management Indore, f20priyam@iimidr.ac.in*

India has enacted legislation that requires companies to take part in mandatory CSR activities under "section 135 of the Indian Companies Act, 2013." Nonetheless, the Act mandates that these businesses establish a CSR committee on their Board. The Board must adopt and publish the company's CSR policy, and report on CSR expenditures. The high degree of compliance is promising since it shows that the company's leadership is dedicated to CSR. The purpose of this study is to explore the significance of mandatory CSR expenditure on the firm performance of companies listed in BSE for the period 2015-2021.

**2126 Corporate Social Responsibility and External Influence: A Structured Review**

*Varun Elembilassery, Indian Institute of Management Ranchi, varun.e@iimranchi.ac.in*

This paper explores the external influences on CSR literature to propose the required future trajectory. A structured review, involving a historical analysis represented in a narrative manner, is conducted using archival information. The findings suggest that the CSR literature has been influenced by several domains like strategic management, marketing, and organizational behavior. The future research requires more studies on national business system, politico-legal context, and mode of implementation. The paper offers unique value by combining different methodologies and analytical abstraction of globally relevant literature.

**2142 Corporate Digital Responsibility: Assessment of Contemporary Concern**

*Manoj Kumar Kamila, Jaipuria Institute of Management, Indore,*

*manojkumar.kamila.fpm22i@jaipuria.ac.in*

*Sahil Singh Jasrotia, Jaipuria Institute of Management, Indore, sahil.jasrotia@jaipuria.ac.in*

*Biswanath Swain, Indian Institute of Management Indore, biswanath@iimidr.ac.in*

The structural shift toward the digital world imposes corporate digital responsibility (CDR) on the corporations. By using a systematic literature review and bibliometric analysis, the study aims to identify such responsibilities confronted by corporations throughout digital business adoptions. The study proposes a theoretical model to comprehend the issues related to CDR with a multidimensional process and further suggests some viable solutions to deal with such issues pertaining to CDR. Corporations involved in CDR will find the current study immensely helpful for them. The study contributes to the business ethics literature, particularly to the literature related to responsible business practices.

**2196 Doing Responsible Business in India: A Post-covid-19 Perspective**

*Neetu Yadav, Management Development Institute Gurgaon, neetu.yadav@mdi.ac.in*

This article aims at analyzing the drivers and trends of sustainability initiatives by the businesses post COVID-19 era in India. We follow a qualitative research approach. The data originate from the semi-structured interviews conducted with the practitioners from industry and experts in this domain. The major findings of the study are identification of critical value drivers of sustainability and responsible businesses in India post-pandemic by capturing the first-order categories from the interview data, narrowing them further in second-order categories and the aggregated dimensions (value drivers).

**TA2**  
**Session: Stock Market**  
**29th Dec. 2022 (Thursday), 9:20-10:40**  
**Session Chair: T Manjunatha, Visvesvaraya Technological University**

**2152 The Use of Artificial Neural Networks for Stock Market Prediction**

*Ritika Chopra, Guru Gobind Singh Indraprastha University, ritkachopra67@gmail.com*  
*Gagan Deep Sharma, Guru Gobind Singh Indraprastha University, gagan@ipu.ac.in*

Understanding the relationship between macroeconomic variables and the stock market is crucial as macroeconomic variables have a systematic impact on stock market returns. This study uses daily data from India from April 1 2010 to March 31 2020 to estimate the returns of the Nifty 50 Index using 54 macroeconomic variables. This study compares Artificial intelligence and multivariate linear regression for forecasting the Nifty-50 Index returns. This finding has extensive implications for comprehending the dynamic linkages between the stock market and macroeconomic factors.

**2353 Investment Behaviour among Indian Youth Investors in Stock Market During Covid**

*Bhushan Pardeshi, S.B. Patil Institute of Management, bhushan3182@gmail.com*  
*Padmalochana Bisoyi, S.B. Patil Institute of Management, bisoyi.padma@gmail.com*  
*Pranita Burbure, S.B. Patil Institute of Management, pranita.burbure@gmail.com*  
*Dipti Vashisth Sharma, Institute of Industrial and Computer Management and Research, vs.dipti@gmail.com*

Indian youth invest at greater risk since they have extra disposable income and have fewer responsibilities for their families. The COVID-19 pandemic caused risk and uncertainty among investors in the early 2020s. The present study is intended to study the behaviour of Indian youth investors during the COVID 19 pandemic and impact on their investment decisions in stock market. The study will help the financial institutions in developing their own communication strategy that will appeal to young investors. A sample survey was conducted over 240 investors in PMRDA, Maharashtra. The study shows that COVID-19 pandemic has impacted investment decisions.

**2404 Empirical Testing of Performance Measures Hybrid Mutual Funds Schemes in India**

*T. Manjunatha, Visvesvaraya Technological University, tmmanju87@gmail.com*

We examine the performance of private and public mutual fund hybrid schemes in India. We use yearly NAVs of fifty-nine schemes using benchmark and T- bill yield for the study period from April 2006 to March 2021. We apply time series plot, QLR test, CUSUM test, CAGR using Geo-mean, performance measures and benchmark comparison. The result of time series plot QLR test indicates no structural break in the data and further result show that on the basis of Jensen measure and benchmark comparison private mutual fund hybrid schemes are performing better with comparison to public mutual fund hybrid schemes.

**2417 Are Good Company Stocks Good investments?**

*Pushpa B V, M P Birla Institute of Management, pushpabv75@gmail.com*  
*Rajesh Kumar V, Chanakya University, rajeshkumar@chanakyauniversity.in*

Investment theories state that stocks of 'good companies' create economic value to investors. Existing research literature states that 'good companies' offer 'good returns' to investors. The absence of a single measure to determine 'good companies' and 'good investments' is an area of concern for investors, advisors and regulators, which is addressed in this study. By analyzing the data on Economic Value Added (EVA) and Long-term returns through the OLS regression, the study discards the hypothesis that 'Good Companies' are 'good investments'. It is found that the contrary is true i.e., companies whose stocks offer 'good returns' are 'good companies.'

**TA3**  
**Session: Social media**  
**29th Dec. 2022 (Thursday), 9:20-10:40**  
**Session Chair: Samrat Gupta, IIM Ahmedabad**

**2174 Destabilization in the Post-truth Era: An fsQCA-led Analysis**

*Satish Krishnan, Indian Institute of Management Kozhikode, satishk@iimk.ac.in*

*Pramukh Vasist, Indian Institute of Management Kozhikode, pramukhn02phdpt@iimk.ac.in*

Digital spaces have emerged as a fertile ground for fake news. Nevertheless, the diverse polarizing effects of disinformation operations remains underexplored and online censorship has been accused of stifling personal liberties. This study draws on complexity theory and challenges the status quo with an fsQCA-led cross-country investigation of the varying influence of disinformation campaigns and hate speech in polarizing societies. In doing so, it offers a balanced perspective on internet censorship and social media monitoring as necessary evils to combat the disinformation menace and sheds light on the definitive role of foreign disinformation and hate speech.

**2191 The Influence of Social Commerce on Impulsive and Compulsive Shopping**

*Priyanka Shah, GLS University, priyankasshah@gmail.com*

*Kavita Kshatriya, J G University, drkavitakshatriya@gmail.com*

Materialism has made its way into the Indian mindscape due to rising incomes and admiration of the western lifestyle. The pandemic-linked tailwinds have accelerated the acceptance of social-commerce. This paper aims to examine the influence of Social Media Networks, Use of Social Commerce, Social Sharing Intention, and relevant information on social media on Impulsive and Compulsive Shopping in the Apparels & Accessories market. The role is further reaffirmed with Regression Analysis, Factor Analysis and explained with SEM. The influence of social media networks emerged as the strongest predictor and gives consumers the validation to go for a spontaneous purchase.

**2194 Exploring the Supportive Drivers to Create Knowledge Management Culture**

*Rekha Singh, Thakur Institute of Management Studies and Research, rekhacpsingh@gmail.com*

In today's competitive environment the biggest challenge for organizations is to retain the knowledge which the individual's carry with them when they change their jobs The paper analyzed the various research studies done on Knowledge Management It was found that the factors like trust Incentives onboarding process and policies can be the enablers of Knowledge Management Emails Web 2.0 and social media can work as a promoter and Face to Face interaction Expert Interview Story Telling Mentoring Apprenticeship can be used as Methods It can also be used as a Strategy Albeit in Recruitment and Selection Training Reward Management.

**2469 Inductive Model for Social Media Engendered Beliefs in Conspiracy Theories**

*Samrat Gupta, IIM Ahmedabad, samratg@iima.ac.in*

*Kulvinder Kaur, Indian Institute of Management Ahmedabad, kulvinderk@iima.ac.in*

*Amit Anand Tiwari, Indian Institute of Management Rohtak, amit.tiwari@iimrohtak.ac.in*

The goal of this paper is to strengthen the development of the existing theory in the domain of social media-induced conspiracy beliefs. This study employs qualitative research-based thematic content analysis to develop an inductive model for the drivers of beliefs in conspiracy theories in the context of one of the largest film industries in the world, namely, Bollywood. The results portray how cognitive socio-affective and behavioral factors are embedded in online users' beliefs about conspiracies. The model's significance is highlighted through key relationships and processes that provide important conceptual insights into drivers of beliefs in conspiracy theories.

**TA4**  
**Session: Finance- 1**  
**29th Dec. 2022 (Thursday), 9:20-10:40**  
**Session Chair: Saswat Patra, SPJIMR**

**2081 Re-examining the Volume-volatility Nexus and Its Impact on Risk in the Oil Market**

*Saswat Patra, SPJIMR, saswat.patra@spjimr.org*

This paper examines the relationship between volume and volatility in the oil markets and its impact on risk. We investigate the Mixture of Distribution Hypotheses MDH in the context of oil markets. The study is carried out in presence of endogenously determined structural breaks in the oil markets and with varied distributional assumptions on the innovations in the oil returns. We find that the persistence in volatility in the oil returns does not reduce significantly in presence of volume thereby refuting the claims of the MDH. However, we do find that volume is a significant variable for predicting volatility.

**2232 Exploring the Impact of Mobile Financial Services Usage on Financial Inclusion**

*Shelly Gupta, Guru Gobind Singh Indraprastha University, singlashelly1502@gmail.com*

*Sanjay Dhingra, Guru Gobind Singh Indraprastha University, sdhingra342003@yahoo.com*

Mobile financial services have been witnessed as the most promising technology for widening access to financial services. This research intends to study the factors that impact mobile financial services adoption and its impact on financial inclusion. The authors extended the UTAUT2 model with trust, risk and personal innovativeness to examine the user adoption process. This is perhaps the first study that has attempted to analyse financial inclusion based on individuals' perceptions. The findings revealed a significant impact of all UTAUT2 constructs as well as perceived risk. Also, a significant impact was observed between MFS usage and financial inclusion.

**2237 Financial Openness and Productivity Growth: A Survey and some Future Directions**

*Biswajit Panigrahi, Indian Institute of Technology, Hyderabad, la20resch11007@iith.ac.in*

*K. P. Prabheesh, Indian Institute of Technology Hyderabad, prabheesh@la.iith.ac.in*

Through a survey of the literature on the dynamics of financial openness, this study explores productivity growth effects or growth in total factor productivity of financial openness and proposes some potential policy directions to reap its benefits. By covering the synthesis of the theoretical and empirical literature, this study identifies that the role of direct and indirect effects of financial openness, aggregate and disaggregate capital flows, implications of resource misallocation, and domestic conditions matter for productivity growth. Similarly, the types of foreign direct investment (FDI) and their direct and indirect effects are important for productivity growth.

**2305 Choice Overload in Personal Investment Decisions: A Case of Mutual Funds**

*Breeze Jacob, Cochin University of Science and Technology, orangezarden@gmail.com*

*Sam Thomas, Cochin University of Science and Technology, sam@cusat.ac.in*

During decision-making processes, people prefer to have choices. However, having too many options might confuse the decision-makers. In this article, we provide a comprehensive assessment of research on decision-making under conditions of excessive choice. In examining choice overload effects, we carefully explore the context of individual investment decision making and propose a set of potential variables that could attenuate its negative consequences. We offer future researchers with various testable hypotheses. This research facilitates the effective presentation of mutual funds to customers. Several potential mitigating variables for the negative effects of having too many options are addressed.

**TB1**  
**Session: Banking**  
**29th Dec. 2022 (Thursday), 11:00-12:40**  
**Session Chair: Anjan Swain, Indian Institute Of Management Kozhikode**

**2084 Analysing the Impact of Macroprudential Policy on the Banking Sector in the Case**

*Sanjiv Kumar, Indian Institute of Technology, Hyderabad, India, la17resch11001@iith.ac.in*

*K. P. Prabheesh, Indian Institute Of Technology, Hyderabad, India, prabheesh@iith.ac.in*

This study analyses the impact of macroprudential policy (MaPP) on Indian bank risk-taking and profitability. It considers 60 bank datasets from 2004-05 to 2019-2020. The study finds that MaPP positively impacts bank stability measures proxied by the Z-score and also reduces the procyclicality of loan loss provisions. In terms of profitability proxied by return on average assets and return on average equity, MaPP is found to have a positive impact. Bank characteristics such as ownership play a big role in terms of MaPP, i.e., private and foreign banks are found to have a greater impact than nationalised banks.

**2246 Blockchain in Banking, Financial Services and Insurance: A Bibliometric Analysis**

*Himanshu , Guru Gobind Singh Indraprastha University, himanshufalwadiya@gmail.com*

*Anil Kumar, Guru Gobind Singh Indraprastha University, anilmalik1198@yahoo.com*

*Sanjay Dhingra, Guru Gobind Singh Indraprastha University, sdhingra342003@yahoo.com*

Blockchain is the novel technology and has the potential to revolutionize the business landscape of various industries including Banking, Financial services and Insurance (BFSI). This study amalgamates the existing body of knowledge in this field using the Web of Science database by performing various bibliometric analyses utilizing Biblioshiny and Vosviewer software packages. The investigation then identifies the thematic-clusters based on the keyword co-occurrences. Further, factors impacting blockchain adoption in BFSI were determined. Finally, implications and future research agenda has been provided which contributes to the theoretical and practical advancement to the body of knowledge in this domain.

**2322 Credit Card Fraud Detection using Deep Neural Network**

*Anjan Swain, Indian Institute Of Management Kozhikode, akswain@iimk.ac.in*

Fraudulent transactions in the credit card industry are a critical and complex issue to be addressed. The reports published by Nilson (2020-22) shows the increasing annual losses incurred by credit card issuers, card acquirers and the credit card companies. Many credit card issuing banks are concerned about minimizing their losses by proactively detecting frauds by constant monitoring of voluminous transactions. In this paper it is aimed at using the-state-of-the-art deep learning neural networks to identify fraudulent transactions automatically. The results exhibit increased volume of fraudulent transaction detection and the resolution, which aims at reducing burden on the key stakeholders.

**2387 Impact of Utkal Grameen Bank Financing on Agriculture Development in Odisha**

*Padmalochana Bisoyi, S.B. Patil Institute of Management, bisoyi.padma@gmail.com*

*Bhushan Pardeshi, S.B. Patil Institute of Management, bhushan3182@gmail.com*

This study is an attempt to assess the impact of Utkal Grameen Bank financing on agricultural development in the Odisha state during COVID-19. In this study, yearly farm income, acquisition of assets, consumption pattern, land productivity, employment generation is considered as the dimensions of agriculture development. The data is collected from 116 beneficiary farmers using systematic sampling. Chi square test shows that bank loan has positive impact on the standard living of the beneficiary farmers. The 't' test results highlighted that the dimensions of agriculture development has positive and significant impact on agriculture development of beneficiary farmers.

**2412 Does Sentiment Volatility Signal Changes in the Lending Dynamics in Banks**

*Meera Davi Chalissery, IIM Kozhikode, meerad14phd@iimk.ac.in*

*Anand Krishnan V K, Indian Institute of Management, Kozhikode, anandk14phd@iimk.ac.in*

*Pankaj Kumar Baag, IIM Kozhikode, baagpankaj@iimk.ac.in*

The literature explains the number of factors that have conventionally affected bank stability and lending. Apart from that another factor that has significantly influenced the lending decision is sentiment and emotional fluctuations among the commoners. The paper intends to understand the same across different circumstances. It looks into the impact of the uncertainty caused by political and economic uncertainties. The possibility of sub-optimal judgments and decisions is an outcome of these fluctuations. Similarly, the literature also explains that anxious periods have had a negative impact on the lending and the stability of the banks.

**TB2**  
**Session: Post-Covid Era**  
**29th Dec. 2022 (Thursday), 11:00-12:40**  
**Session Chair: Nilay Yajnik, Jio Institute**

**2127 Forgoing Cost-plus Price On Necessary Goods During Post-covid Era**  
**Necessary Goods during Post-covid Era**

*Biswanath Swain, Indian Institute of Management Indore, biswanath@iimdr.ac.in*

Cost-plus price, if added to the break-even price, is a profit-gain for a marketer on the sale of each unit of product. Like a normal phenomenon, if a marketer goes with a cost-plus pricing strategy during the post-covid era, it could negatively impact the purchasing power of consumers in a developing country. Drawing inputs from Deontology, the study analyses the strategy and its impact on the marketer and consumers and proposes certain ethical guidelines for marketers, consumers, competitors, policymakers, and media. The study contributes to the marketing ethics literature, more particularly to the literature on pricing ethics.

**2220 Importance of E-agriculture after Covid19**

*Arun Kumar Mangalapalli, Adikavi Nannaya University, arunm1212@gmail.com*

The impact of COVID-19 pandemic on India has been largely disruptive in terms of economic activity as well as affect the agriculture sector in India. Almost all the sectors have been adversely affected as domestic demand and exports sharply plummeted with some notable exceptions where high growth was observed. Nearly half of the Indian population is employed in agriculture are adversely affected with this situation. So that, e-agriculture concept, support farmers to encourage their cultivation methods through internet. Several new technological web sites, portals and apps develop e-agriculture.

**2310 Business Continuity Post Covid - the HR Perspective**

*Nilay Yajnik, Jio Institute, nilayyajnik@hotmail.com*

Business Continuity and operations have been a challenge during COVID and continue to be a challenge across all areas of the Corporation. Some of the biggest challenges in business organizations in the post COVID era are in the field of HR. Hybrid work, work from home.

**2317 Insights Into Human Resource Solutions in Post Pandemic Era**

*Jyoti Jinagal Karloopia, IIT Roorkee, jkloopia@bm.iitr.ac.in*

*Rajat Agrawal, IIT Roorkee, rajat@ms.iitr.ac.in*

Human resource (HR) leaders have been crucial throughout pandemics and play an even more important role in post-pandemic. The transition from work from home to the office has its own challenges and issues. In this study, challenges faced by human resource leaders and human resource solutions adopted by them for employee well-being in post-pandemic times are explored through semi-structured interviews of six HR leaders. The result through thematic analysis suggests six human resource solutions themes adopted by HR leaders of different companies after employees re-joined their offices. Directions for future research are also suggested.

**2358 Assessing the Impact of Covid-19 Pandemic on Organizational Commitment**

*Pranita Burbure, S.B. Patil Institute of Management, pranita.burbure@gmail.com*

*Kirti Dharwadkar, S.B. Patil Institute of Management, kirtisd@gmail.com*

The current study aims to assess the impact of COVID-19 Pandemic on Organizational Commitment. The structured questionnaire developed by Allen and Meyer in 1990 was administered to a sample of 228 male and female employees from 37 Public Limited IT-companies under Software Technology Park of India, Pune. The Levene's test, Shapiro-Wilks test and Mann-Whitney U test were used to analyze the data. Results show that there is a significant difference in the overall organizational commitment (Affective commitment, Continuance commitment and Normative commitment) among male and female IT employees during COVID-19 Pandemic.

## TB3

### Session: Indian Economy

29th Dec. 2022 (Thursday), 11:00-12:40

Session Chair: Maran K, Sairam Institute of Management Studies

#### 2093 Diffusion Dynamics of 4G LTE Mobile Broadband: The Case of Growth Market Economy

Ashutosh Jha, S P Jain Institute of Management and Research, ashutosh.jha@spjimr.org

An empirical explanation concerning the "diffusion" dynamics of Mobile Broadband services has immense implications for both business and policymakers. Considering the lack of such empirical analysis in the extant literature, especially in the context of emerging market economies, this study analyses the diffusion of 4G-VoLTE (fourth generation-voice over long-term evolution) innovation across India's twenty-two telecom circles using non-linear growth models. Counterintuitively, we find the speed of diffusion to be greater in the rural regions than their urban counterparts. We also forecast the potential adoption for the incumbent 5G services to be launched in the near future in India.

#### 2313 Monetary Policy and Income Distribution: Evidence from a Developing Country

Aariya Sen, Indian Institute of Management Kozhikode, aariyas13fpm@iimk.ac.in

Rudra Sensarma, Indian Institute of Management Kozhikode, rsensarma@iimk.ac.in

The distributive effects of monetary policy are significant from the policy perspective yet underexplored. Our study analyses the impact of monetary policy on income and consumption inequality in India. We compute monthly income and consumption inequality and study its response to monetary policy during 2014-2021. Analysis employing ARDL, Non-Linear ARDL and Local Projection showed that expansionary monetary policy leads to a fall in income inequality and a rise in consumption inequality whereas it reduces inequality between capital and wage earners. As the first study on a developing economy, the non-trivial results confirm the redistributive effects of monetary policy.

#### 2410 An Inter-state Analysis of Causes of Corruption in India

Kumar Shaurav, Indian Institute of Technology, Hyderabad, kumarshaurav15@gmail.com

Badri Narayan Rath, Indian Institute of Technology, Hyderabad, badri@la.iith.ac.in

Using yearly data from 1993 to 2020, this paper investigates the measurement and drivers of corruption across Indian states. To accomplish so, this study first develops a Corruption Index based on official corruption cases. Second, we create a new Corruption Index using the stochastic frontier modelling approach to rectify underreporting in the official corruption case. Third, we use a panel Feasible Generalized Least Squares (FGLS) approach to identify corruption determinants. According to the findings, per capita income, government expenditure, law and order, and urbanisation are all major variables influencing corruption.

#### 2507 A study on Impact of Micro Finance on SHGs – Case of Chennai

Maran K, Sairam Institute of Management Studies, directorsims@sairam.edu.in

Senthilnathan C R, Sri Sairam Institute of Technology, Senthilnathan.mba@sairamit.edu.in

Anitha Bai T, Mother Teresa Women's University, Abd123@asb.com

Venaktesh P, Sri Sairam Engineering College, Abd1233@asb.com

India realized and initiated the significance of poverty reduction programme through micro finance to attain out the poorest people and enhance their livelihood in the complex world. The Indian Economic statistics indicate about 26% of the entire population in the country belongs to the rural poor and improve their life is very big challenges for the government and the societies. The study has focused on credit facilities to poor, Poverty alleviation, Women empowerment, economic growth, Mobilisation of Savings, Development of Skills, Mutual Help and Co-operation, and Social Welfare. The study shows the SHG finance schemes are successful in India compared with other sectors loan provided by the bankers.

#### 2508 A Study on Youth Perception towards Selection of Leaders for Socio Economic Development with Reference to India

Maran K, Sairam Institute of Management Studies, directorsims@sairam.edu.in

Senthilnathan C R, Sri Sairam Institute of Technology, Senthilnathan.mba@sairamit.edu.in

Usha S, SA Engineering College, ushabalaji2000@yahoo.com

Shriram Shekher S R, Amit University, Abd1236@asb.com

Elections are often a procedure that involves a majority of the population making a decision in order to pick an individual or a group of representatives to a public office. In a democracy, each adult citizen uses the act of "voting" to express his approval or disapproval of the government's decisions, policies, and programmes; the decisions. The current study aims at identifying the impact of youth's expectation, satisfaction and influence of demographic factors on committed leaders. In general today's youth prefer right candidates with the right qualities of Individuality, Accomplishment, Commitment, Service Mindedness and Authority.

## TB4

### Session: Case Studies

29th Dec. 2022 (Thursday), 11:00-12:40

Session Chair: Niraj Kishore Chimote, ICFAI Business School, Hyderabad

#### 2059 Chinese Miniso: Can it make big in India?

*Ratna Vadra, IMT GHAZIABAD, rvadra@imt.edu*

Miniso is a Chinese retail store chain brand. It started its operations in the year 2009 and since then has grown exponentially. The company operates mainly through the chain of brick and mortar stores and offers value products to customers worldwide to create a pleasant shopping experience. It has a global presence and stores upwards of 4800 and it is still on the track of opening new stores in different countries of the world. The Chinese low-cost retail chain MINISO, which opened its first location in India in August 2017, is seeing growth driven by beauty and fashion products.

#### 2105 Employee Engagement: The Cornerstone of Employer Branding at Reliance Jio

*Rakshit Nitin Chitte, ICFAI Business School, Hyderabad, chitterakshit8@gmail.com*

*Bhavya Sanjay Punwani, ICFAI Business School, Hyderabad, bhaavya2611@gmail.com*

*Somya Bariar, ICFAI Business School, Hyderabad, smbrr0@gmail.com*

*Asha Binu Raj, ICFAI Business School, Hyderabad, asha.raj.abc@gmail.com*

*Niraj Kishore Chimote, ICFAI Business School, Hyderabad, nirajkishore.chimote@gmail.com*

This case study intends to analyze employee engagement through employer branding activities. It includes L&D- CAP, Spectrum; DEI- R-Aadya, Saksham; Employee Engagement & Welfare- Reliance Family Day, CASHE. These practices have contributed significantly to employee development and upskilling of present talent resulting in a rise in retention rate and attraction of potential employees.

#### 2367 Framing for Legitimacy and Innovation: A Close-reading of Amazon's CEO Letters

*Ruksana Ashraf, Cochin University of Science and Technology, ashrafruksana@gmail.com*

*Mavoothu D, Cochin University of Science and Technology, mavoothu@gmail.com*

*George Joseph, Rajagiri Centre for Business Studies, georgej@rajagiri.edu*

From a bookseller on the internet to a company that commercialized cutting edge technology, Amazon's journey of continually legitimizing and re-negotiating its identity has been a remarkable one. By undertaking a qualitative study through 'close-reading' of the CEO letters written by Jeff Bezos, we traced the dynamics of the framing process at Amazon across time. We found that Bezos employed framing to imprint a 'long-term' perspective, continually reinforcing it to legitimate the company's identity as an innovative organization. Our study contributes to framing and legitimization literatures and provides guidelines regarding framing to entrepreneurs wanting to create highly innovative organizations.

#### 2406 ABL India – A Case Study

*Gireesh Y M, Siddaganga Institute of Technology, gireeshym@sit.ac.in*

*T. Manjunatha, Visvesvaraya Technological University, tmmanju87@gmail.com*

*Sriharsha V J, Jain Institute of Technology, sriharshavj@jtd.in*

The case highlights how the Unit Head began accepting the crescendos with an effort on accomplishing professional goals by not shelving bottom-line strictures, but by modifying the employee's part. With clarity in his thoughts and bold decisions, he evidenced that attitude is the key ingredient that can make a huge difference. Convincingly brought about organizational turnaround besides creating a congenial workspace with instilled positivity within a span of five years. The case emphasizes a fusion of leadership styles.

#### 2493 Promoting Sustainable Consumption: Two Case Studies from an Emerging Economy

*Visalakshy Sasikala, Indian Institute of Management Kozhikode, visalakshys14phd@iimk.ac.in*

*Venkataraman Sankaranarayanan, Indian Institute of Management Kozhikode, venkat@iimk.ac.in*

*Geetha Mohan, Indian Institute of Management, Kozhikode, mgeetha@iimk.ac.in*

A hyper materialistic lifestyle burdens the natural ecosystem by contributing towards the twin problems of pollution and accelerated depletion of non-renewable natural resources. Recently launched global initiatives such as LiFE (Lifestyle for Environment) highlight the need for understanding how to encourage sustainable consumption among consumers in different geographical settings. We explore two initiatives from the southernmost Indian states of Kerala and Tamil Nadu, which address complementary aspects of advancing sustainable consumption among their respective consumers and the society. Our study identifies two potential pathways for promoting the responsible consumption and anti-consumption dimensions of sustainable consumption.

**TD1**  
**Session: Strategy-1**  
**29th Dec. 2022 (Thursday), 3:10-4:10**  
**Session Chair: Akhaya Kumar Nayak, IIM Indore**

**2261 Sustainable Wealth Creation in Post-pandemic World: A Vedic Approach**

*Akhaya Kumar Nayak, Indian Institute of Management Indore, aknayak@iimdr.ac.in*

Aligned with Friedman, businesses around the world for a long focused primarily on the interest of stockholders. Inspired by Freeman and Elkington (stakeholder approach and TBL approach), businesses began considering the interests of other stakeholders as well. The Covid19 pandemic has forced academia and practitioners to rethink and redefine the ways of doing business. Vedic literature presents a comprehensive idea of sustainable business in the form of Pancha Mahayajna. The study uses hermeneutics methodology to develop a sustainable wealth creation model and offer practical guidelines for managers to integrate the model into the business strategy of the post-pandemic world.

**2369 Green Information Systems: Guidelines for Organizations**

*Geeta Raut, Guru Gobind Singh Indraprastha University, geetarautms@gmail.com*

*Udita Taneja, Guru Gobind Singh Indraprastha University, udita.taneja@gmail.com*

Green Information Systems (GIS) is the utilization of Information Systems (IS) to achieve broader environmental objectives. GIS is not limited to energy efficiency and resource utilization of IT, but focuses on the design and implementation of IS that contribute to sustainable business processes. Since computing and IT consume an immense amount of resources, many organizations have recognized that environmental sustainability is an urgent problem to address. The aim of this paper is to give directions for the adoption of GIS and synthesize policies that can aid in the transformation of organizations and society into more sustainable entities.

**2492 Managing in Disruptive Times: Lessons from Ecology**

*Visalakshy Sasikala, Indian Institute of Management Kozhikode, visalakshys14phd@iimk.ac.in*

*Venkataraman Sankaranarayanan, Indian Institute of Management Kozhikode, venkat@iimk.ac.in*

*Deepak Dhayanithy, Indian Institute of Management Kozhikode, deepak@iimk.ac.in*

*Geetha Mohan, Indian Institute of Management, Kozhikode, mgeetha@iimk.ac.in*

Increasing complexity and volatility in the face of wicked problems such as COVID-19 and climate change has revived interest in the Complex Adaptive Systems (CAS) perspective. Questions remain as to whether existing concepts in management adequately address them. We trace the evolution of scholarship on managing and leading in CAS and discern two dominant streams: one pertaining to organizational systems (management) and the other concerning social-ecological systems (ecology). Synthesizing their parallels and contrasts we offer insights on how theoretical perspectives frameworks and research methods from the ecology stream might inform management with respect to managing in times of disruption.

**TD2**  
**Session: Entrepreneurship**  
**29th Dec. 2022 (Thursday), 3:10-4:10**  
**Session Chair: Monika Saxena, Bennett University**

**2096 Digital Technologies, Innovation and Entrepreneurial Growth: Empirical Study**

*Monika Saxena, Bennett University, monikasaxena29@rediffmail.com*

As per the world bank report 9.2 percent of the world population or 689 million people live in extreme poverty, surviving on less than \$1.90 a day. The study deals with how embracing IT and data over the years across different sectors has fueled entrepreneurial growth and resulted as a solution to poverty reduction. The current research focusses upon the analytical aspect for sustainable entrepreneurial growth. The objective of the research is to understand the factors, which are either enablers or impediments towards sustainable entrepreneurial growth. It also studies that how embracing analytics can drive and accelerate business growth.

**2150 What Causes a Promising Blockchain Start-up to Fail? A Case Study Research**

*Shashi Kant Srivastava, Indian Institute of Management Sirmaur, f13shashis@iimdr.ac.in*

Blockchain-based start-ups are a recent entrepreneurial reality. Some such ventures sustain, but many fail. Being new, long-term assessment of it is still away. However, some promising case studies of such a venture are fascinating to study. 300cubits, one such venture, started in July 2017 and formally closed in September 2019. Closely observing the failure of 300cubits, we attempt to look after the reasons. A thoughtful strategic alignment, crypto-token strategy, legal compatibility, and understanding of platform business concepts are critical to blockchain start-up ventures. Our study steers the discussion on enterprises founded on blockchain technology and its success/failure factors.

**2341 Can Startups Bank Upon Entrepreneurial Marketing?**

*Anshita Yadav, Gurugram University, 7anshitayadav@gmail.com*

*Sanchita Bansal, USMS, GGSIPU, bansalsanchita@gmail.com*

Marketing is vital for a firm's survival and growth and a set of strategic orientations helps it gain a competitive advantage in today's fast-paced industry. This study aims to measure the role of entrepreneurial marketing EM on the business performance of Indian startups. A thorough literature review was conducted to develop a scale from the proposed conceptual framework EMICO comprising Entrepreneurial Market Innovation and Customer Orientations. The data from 592 startups is analyzed using Structural Equation Modeling. The scale is empirically tested and the results lead to important discussions. The paper concludes by suggesting implications and providing future research agendas.

**TE1**  
**Session: SCM**  
**29th Dec. 2022 (Thursday), 4:20-6:00**  
**Session Chair: Vijaya Dixit, IIM Ranchi**

**2231 Text Analytics Based Risk Management for Project-based Supply Chain**

*Vijaya Dixit, IIM Ranchi, movijaya@gmail.com*

Projects are unique and complex endeavours that are undertaken to satisfy customized requirements of customers. Due to their uniqueness and complexity projects are exposed to multiple risks. Therefore, a key aspect of project management is risk management. In recent years text analysis of unstructured data from project documents such as project plan, contracts, lessons learned, scope statement, feasibility study reports, minutes of meetings (MoMs), project status reports, Post project Reviews (PPRs) has been explored. The present study proposes the application of text analytics for risk management of project-based supply chain

**2262 The Revival of Supply Chain Technology: Post Covid Era**

*Prathiksha R, VIT Business School, prathiksha.r2022@vitstudent.ac.in*

*Logeshwari G R, VIT Business School, logeshwari.gr2022@vitstudent.ac.in*

*Pavithra G, VIT Business School, pavithra.g2022@vitstudent.ac.in*

*Mercy Freeda K, VIT Business School, mercyfreeda.k2022@vitstudent.ac.in*

The pandemic has highlighted the potential danger that the supply chain challenges result in an imbalance, particularly in India as it is one of the major manufacturing hubs. COVID-19 has impacted the supply chain by enabling organizations to handle logistics challenges, supply chain bottlenecks, and lack of preparedness. To mitigate the challenges, it is important to enhance the supply chain resilience. The most challenging solution is to provide a resilient and agile supply chain model. The model is derived by analyzing various Literature surveys and Delphi methodology to aid the managers in escalating the tainted supply chain.

**2324 Supply Chain Risk and Uncertainty Management Tactics in the Post Covid 19 Period**

*Nitin Joshi, Indira Institute of Management, nitin.joshi@indiraiimp.edu.in*

*Niteesh Sali, Indira Institute of Management, niteesh.sali@indiraiimp.edu.in*

Global supply chains have been impacted by the COVID-19 outbreak. Supply lines continue to be seriously interrupted. Corporate leaders react quickly to maintain business operations and serve their stakeholders, consumers, and clients, which includes adaptability and resiliency. In the paper, it is highlighted how pandemics increase risk and uncertainty. It offers a framework for improving supply chain visibility and efficiency in the post-COVID-19 context by utilizing organizational strengths. From the lesson learned, an action plan is recommended to improve efficiency and visibility while strengthening supply chain resilience. Strategies will assist organizations in managing current difficulties and enable customer focused operations.

**2418 Developing a Generalized Optimization Model for Project Portfolio Selection**

*Satvik Tripathi, IIM Kozhikode, satvikt26@iimk.ac.in*

*Sajjan Kumar, Iim Kozhikode, sajjank26@iimk.ac.in*

*Thangamani G, Indian Institute of Management Kozhikode, gmani@iimk.ac.in*

This paper develops a model for selection of an optimal project portfolio across all conventional industries using integer programming method. The focus of the paper is on building the model with an exhaustive list of over 15 constraints such as strategic alignment, fit to existing supply chain, different risks, market attractiveness, scalability and many more, such that the model has high adaptability for every industry. This model will help solve a major concern among upper management of project selection and quantifying the decision parameters with the highest objectivity rendered by optimization models.

**2503 The mediating effect of Supply Chain Integration on Risk and Supply Chain Performance**

*Priya S, SMS,CUSAT, priyahsd@gmail.com*

*Mavoothu D, SMS,CUSAT, mavoothu@rediffmail.com*

The complexity of a supply chain has increased with supply and demand uncertainties. The effect of supply and demand risks on supply chain integration in the supply chains is studied. The mediating role of Supply Chain Integration on the effect of Demand and Supply Risk on Supply Chain Performance is studied. Data was collected from manufacturing firms in India. The study found that Demand and Supply risk had a positive impact on Supply Chain Integration in supply chains of manufacturing firms. Supply Chain Integration mediated the effect of Demand and Supply Risks on supply chain performance.

## TE2

### Session: Consumer Behaviour

29th Dec. 2022 (Thursday), 4:20-6:00

Session Chair: Ravindra Chitturi, Lehigh University

#### 2181 Influence of Beauty Vlogging on Consumers' Purchase Intention

*Mukta Garg, Thapar Institute of Engineering and Technology, mg.mukta.mg97@gmail.com*

*Apurva Bakshi, Thapar Institute of Engineering and Technology, abakshi@thapar.edu*

Influencer marketing is thriving due to the rising level of technological advancement and global increase in internet users. The subset of influencer marketing called beauty vlogging focuses specifically on comprehending the influence of beauty vloggers as a powerful promotional tool for selling cosmetic items worldwide. Even though considerable research has been done in this area, a thorough understanding of the phenomenon is still lacking. This article combines the current status of research embracing this practice with an integrative framework created employing the antecedents of beauty vlogging, key mediators and moderators in previous researches and probable consequences on consumer behavior.

#### 2200 Investigating the Impact of Factors Influencing Customers' Intention to Use LBMA

*Radhika Aggarwal, Guru Gobind Singh Indraprastha University, radhikagoel1993@gmail.com*

*Sanjiv Mittal, Guru Gobind Singh Indraprastha University, sanjivmittal.ipu@gmail.com*

*Sanjay Dhingra, Guru Gobind Singh Indraprastha University, sdhingra342003@yahoo.com*

The growing prevalence of GPS-enabled smart phones has led the marketers to formulate location-based marketing strategies. Drawing on the Theory of Planned Behavior, this study aims to identify and evaluate the factors that might have an impact on customers' intention to use LBMA. It proposes and tests a model which encompasses five benefits: entertainment, informativeness, personalization, trust, and monetary rewards, and two sacrifices: privacy concerns and intrusiveness. The empirical testing validates the model's predictive validity, robustness, and demonstrates that monetary rewards is one of the most important benefits that increases customers' intention to use LBMA, followed by entertainment and personalization.

#### 2209 Online Compulsive Buying Behavior – Impact of Covid

*Anitha Acharya, IBS Hyderabad, anitha.acharya@ibsindia.org*

The study aims to investigate the determinants of online compulsive buying, conceptualized as impulsive and obsessive, post-covid. Data were collected from consumers via an online survey. A two-step approach was followed for model assessment. First, a measurement model was tested using maximum likelihood estimation and validity of the study constructs was measured. Hypotheses testing was done using structural equation modelling. The results revealed that utilitarian value and brand addiction are positively related to impulsive buying, whereas consumer anxiety and consumer happiness have a positive effect on obsessive compulsive buying. The study provides new insights into brand management literature.

#### 2239 The Impact of Post Covid-19 on Impulse Buying Behaviour in Bengaluru City

*Harisha B S, Nitte Meenakshi Institute of Technology, harisha\_bs@nmit.ac.in*

*Shilpa Ajay, Nitte Meenakshi Institute of Technology, shilpa.ajay@nmit.ac.in*

*Dharmananda M, Nitte Meenakshi Institute of Technology, dharmananda.m@nmit.ac.in*

*Lakshmi H, Nitte Meenakshi Institute of Technology, lakshmi.h@nmit.ac.in*

This research attempted to analyse the changes in consumer behaviour that have taken place as a result of fashion products purchased through online. Developing fashion involvement (FI), hedonic shopping value (HSV), and sales promotion (SP) as independent factors, positive emotions (PE) as mediating variable, and impulse buying (IB) as a dependent variable. The conceptual model was built using stimulus-organism-response (S-O-R) theory. 374 respondents from Bengaluru were collected and data was analysed using PLS-SEM 3 programme. The study results a significant impact of HSV and PE on IB and negative impact of FI and SP on IB.

#### 2498 Aesthetics, Emotions and Willingness to Pay

*Ravindra Chitturi, Lehigh University, rac2@lehigh.edu*

Previous research has shown that customers are willing to pay more for hedonic benefits than for utilitarian benefits. This research demonstrates how aesthetics increases willingness-to-pay by improving three types of perceived benefits—functional, experiential, and self-expressive. Specifically, good aesthetics improves anticipated promotion and prevention emotions of confidence, excitement, and pride. And, collectively these emotions explain why consumers are willing to pay more for a product with superior aesthetics.

**TE3**  
**Session: Sustainability**  
**29th Dec. 2022 (Thursday), 4:20-6:00**  
**Session Chair: Sudershan Kuntluru, IIM Kozhikode**

**2165 Green HRM and Control Package : Leveraging an Integrated Model for Sustainability**

*Nanditha Dev, Research scholar, nandithadev95@gmail.com*

*Johney Johnson, Professor & Dean, j.johney@gmail.com*

*Mishel Elizabeth Jacob, Research Scholar, mishel.jacob@gmail.com*

The concept of Green HRM has been developing as a proactive environmental and sustainability strategy for the past few years. But no model can perfectly explain its internal managerial mechanism that results in sustainable performance. So drawing the theory of the Natural Resource Based View, the paper examines the mediating role of a sustainability control system which translates Green HRM strategy into sustainable performance. The study which is conducted based on the data from managerial employees in Kerala IT firms confirms the increased effectiveness of the Green HRM strategy on sustainability when SCS is integrated into them as a mediator.

**2244 Convergence Approach towards Sustainable Solid Waste Management in Society 5.0**

*C N S Ramnath Babu, Bharathidasan Institute of Management, ramnathbabu@yahoo.com*

*Kamakodi N, City Union Bank, kamakodi@hotmail.com*

*Somasundaram L, Bharathidasan Institute of Management, Somasundaram@bim.edu*

An integrated system of municipal solid waste management (MSWM) and corporate social responsibility (CSR) could help protect the health of the population, promote environmental quality, support economic productivity, generate employment and achieve sustainable development goals (SDGs). Combustible fraction of MSW can considerably supplement the demand for conventional energy sources. This study identifies the significance of the integration of CSR and MSWM in Kumbakonam municipality, Tamilnadu. In-depth interviews were conducted with knowledgeable stakeholders to assess impact of City Union Bank's CSR activities. The findings propose the advantages of the convergence of CSR Activity with Government Policy through localisation of SDGs.

**2347 Sustainability Reporting: The Way Forward**

*Sudershan Kuntluru, IIM Kozhikode, sudershan@iimk.ac.in*

*Anju P Tom, IIM Kozhikode, anjup14phd@iimk.ac.in*

The Sustainability Development Goals by UN calls for the active participation of every nation to ensure a better future for humankind. The 2030 agenda asks for specific actions from companies toward a sustainable future and reports on their sustainability actions (UN 2015). In this study, a detailed review of articles is conducted to understand the recent trends in the literature. The review procedure as described by (Anand et al., 2021; Tranfield et al., 2003) are followed for review. The study summarizes various strands of literature and indicates the areas of future research. The findings are useful for stakeholder sustainability.

**2494 Exploring Applications of AI in Sustainability and Development Studies**

*Vaibhav Chaudhary, School of Business, Woxsen University, vaibhav.chaudhary@woxsen.edu.in*

*Venky Venkat Reddy M, Woxsen University, venkat.reddy@woxsen.edu.in*

The aim of study is to understand artificial intelligence applications in sustainability and development studies theory and practice. The study considers Scopus online database from 1990 to 2023 and found papers that are relevant. Extant studies have made good progress in examining potential contributions of AI in addressing challenges in specific development areas such as health, sustainability, poverty, environment. We arrive at five focus areas in applying AI to sustainability and development studies in future research: data consolidation, awareness and selection of AI models, expertise in building AI models, explainability of AI model results and ethics in all above.

**2502 "Identifying sustainable borrowers" - A sustainable credit rating model (SCRM)**

*Pranith Roy, IIM Raipur, pkroy@iimraipur.ac.in*

*Krishnendu Shaw, IIT (ISM), Dhanbad, krishnendu@iitism.ac.in*

*Alessio Ishizaka, Neoma Business School, alessio.ishizaka@neoma-bs.fr*

The green economy is an ideological paradigm that balances the economy, nature, and human civilisation to secure a better future. As a stakeholder, organisations worldwide commit to reinforcing their values toward sustainable development. Financial institutions can play a significant role by promoting finance for socially important and sustainable activities. To achieve the objective of green finance, this research presents a sustainable credit rating model (SCRM) based on the triple bottom line (TBL) traits besides management characteristics. The model was developed using the fuzzy-BWM and the recently developed fuzzy-TOPSIS-Sort-C. The usefulness of the model has been illustrated with an empirical study.

**TE4**  
**Session: HRM-2**  
**29th Dec. 2022 (Thursday), 4:20-6:00**  
**Session Chair: Vedantam Leela, National Law University, Jodhpur**

**2112 Revival Plan of Jet Airways (2019-2022) - An HR Perspective**

*Vedantam Leela, National Law University, Jodhpur, vedantamleela25@gmail.com*

The Jet Airways has a large fan base of loyal customers who wish to fly and use the services of Jet Airways. The HR Team has formulated modalities to inform and seek participation from the employees and trade unions. The HR team faces challenges like probable retrenchment, provide salaries and terminal benefits, regain consumer trust, and re-build the brand. The Kalrock-Jalan consortium and Jet Airways have initiated an agreement and they are eager to restart the commercial activities of airlines. The role of NCLT has been very important yet critical for takeover process.

**2114 Training Program: Evaluation and Cost Analysis at Byju's**

*Bhavya Sanjay Punwani, ICFAI Business School, Hyderabad, bhaavya2611@gmail.com*

*Niraj Kishore Chimote, ICFAI Business School, Hyderabad, nirajkishore.chimote@gmail.com*

*Rajas Girish Lele, ICFAI Business School, Hyderabad, rajaslele007@gmail.com*

*Amriet Sunil Kumar Rai, ICFAI Business School, Hyderabad, amriet17.04@gmail.com*

This paper assesses the training program created for experienced and recently hired BDEs. The analysis discovered that combining on-the-job and off-the-job approaches clarifies the company's work environment, culture, goals, and mission. The study also aims to develop an effective training program, estimate its cost, and present some recommendations in light of its results. The recommended training course intends to benefit the trainees personally and professionally, leading to improved outcomes. As a result of this training program, the trained staff will significantly aid in making accurate and practical suggestions to the client, simultaneously boosting employee career growth.

**2190 Subcultural Differences in TQM and Business Excellence Driven Organizations**

*Ashish Sinha, Doon University, ashish\_fms@rediffmail.com*

TQM or Business Excellence transformation in an organization requires a compatible culture necessitating a cultural transformation. While there is a shift towards an excellence culture when organizations engage in such kind of efforts, the existence of subcultures, especially the hierarchical ones within the larger culture, cannot be denied. One school of thought advocates that during organizational initiatives, subcultures form separate identity. But there is another school of thought which propounds that cultural transformation should make it total or one uniform culture. This paper attempts to study this very contradiction and empirically see what exactly happens to subcultures.

**2202 Faculty Perceptions of H R Climate: Unfolding HRM in Indian Higher Edu Settings**

*Sahil Verma, Thapar Institute of Engineering and Technology, sahilverma4164@gmail.com*

*Gurvinder Kaur, Thapar Institute of Engineering and Technology, gurvinder@thapar.edu*

Human resource climate plays an important role in associating people with their organizations. However, there is a lack of empirical evidence about how faculty perceives components of the HR system, particularly in higher educational institutions. The aim of this paper is to explore the factors of HR climate. The data for this study was collected through a structured questionnaire administered to 256 faculty members, and their responses were analyzed using SPSS. The analysis yielded four factors: collegiality, salary and fringe benefits, facilities for development, and reciprocity, which contribute significantly to the faculty perception of HEIs. Theoretical and practical implications were discussed.

**2429 Why do Employees Negotiate I-deals: Motives and Outcomes of the Employees**

*Maithily R, Cochin University of Science and Technology, maithily606@gmail.com*

*Devi Soumyaja, Cochin University of Science and Technology, devisoumyaja@gmail.com*

Idiosyncratic deals (i-deals) are personalized work arrangements negotiated between employees and employers. Recent literature has given increased attention to i-deals, but a lack of clarity exists regarding what drives i-deal negotiations and the perceived positive outcomes of such individualized negotiations. Our study investigates what motives employees have for i-deal negotiations and their positive outcomes. Data was collected through in-depth interviews among sixteen employees who successfully negotiated i-deals. Findings show that career advancement and remedial arrangements at work are the critical drivers of i-deal negotiations. Besides, the benefits for the employees from such negotiation include reducing work-family conflict, work engagement, and job satisfaction.

**FA1**  
**Session: Marketing-2**  
**30th Dec. 2022 (Friday), 9:20-10:40**  
**Session Chair: G. Sridhar, IIM Kozhikode**

**2102 Green Self-identity and Trust as Determinants of Green Energy Adoption Intention**

*Ganesh Kumar, Indian Institute of Technology Roorkee, gkumar@bm.iitr.ac.in*

*Jogendra Kumar Nayak, Indian Institute of Technology Roorkee, jogendra.nayak@ms.iitr.ac.in*

This study examines how consumers' green trust (GT) and green self-identity (GSI) influence their adoption intention of green energy technology. An online survey was conducted to collect responses from Indian consumers (n = 185). The structural equation modelling analysis found GSI as a significant predictor of consumers' intention to adopt GETs; however, GT showed an insignificant effect on adoption intention. Further, both variables were identified as indirect determinants of adoption intention via attitude. The findings enrich existing literature on green energy consumer behaviour and have practical significance for how marketers can form appropriate marketing strategies to enhance green energy adoption.

**2184 Past, Present and Future of Affiliate Marketing: A Systematic Literature Review**

*Santrouop Tanwar, Central University of Rajasthan, santrouoptanwar@gmail.com*

*Praveen Sahu, Central University of Rajasthan, praveen@curaj.ac.in*

The present study performs a systematic literature review on affiliate marketing and comprehensively analyses extant literature using different databases. The methodology involves planning, incorporating, and classifying 63 articles on affiliate marketing into their focus areas, year of publication, journals, major theories and framework, research methodologies and citation analysis. The study's findings suggest that research on affiliate marketing has been published under four significant themes: conceptual, operational, consumer perspective and risk. Affiliate marketing is growing at an increasing rate, but the research is insignificant concerning the industry.

**2264 Brand Purpose and Firm Performance**

*Muhammed Nabeel, NIT Calicut, nabeeln00@gmail.com*

*Aaron Koshy Thomas, NIT Calicut, aaron\_m210018ms@nitc.ac.in*

*Nithya M, NIT Calicut, nithyam@nitc.ac.in*

*Johnson Clement Madathil, NIT Calicut, johnson\_p190158ms@nitc.ac.in*

The research aims to examine the effects of brand purpose on firm performance. Brand purpose is the use of strategy and structure to achieve social impact or to focus on stakeholders other than customers to gain brand profits. The data for brand purpose is extracted from Thomson Reuters Eikon database for years 2012 to 2021. Firm performance measured through Return on Assets (ROA) in this study. Panel data regression analysis shows that brand purpose negatively and significantly affects firm performance. The findings of this research echoes prior research studies findings which shows that stakeholder centric actions are negatively affecting firm performance.

**2422 Rural Routes to Market**

*G. Sridhar, IIM Kozhikode, drgsridhar@iimk.ac.in*

Rural markets, despite the growth, are still distinct from urban markets. Nearly three-fourths of the Indian population lives or depends on the hinterland. The growing potential of the rural markets led to the belief that there is no need for separate routes to market. Communication and other technologies have narrowed the gap between the rural and urban markets. However, significant gaps exist in cultural, socio-economic, and physical infrastructure. One of the predominant debates since the 1970s has been to adapt or standardize the routes to market.

## FA2

### Session: OB

30th Dec. 2022 (Friday), 9:20-10:40

**Session Chair: Thangamani G., Indian Institute of Management Kozhikode**

#### **2140 Impact of Well-being Practices on Perceived Stress: An Empirical Study**

*Abhijit Deshmukh, Indian Institute of Management, Indore, abhijitprakash@gmail.com*

The paper aims to evaluate impact of specific well-being practices and other explanatory variables on perceived stress levels. With help of study of responses of 48 respondents, we infer that (a) perceived level of physical well-being (b) level of job dis-satisfaction (c) proximity to close friends (d) spending time with family and (e) meditation as a well-being practice impact the perceived stress levels most significantly. Our results are robust to the assumptions of multiple linear regression technique. Future area of work can centre around the mediating and moderating mechanisms between the abovementioned factors and perceived stress levels.

#### **2316 Organizational Citizenship Behaviour towards Environment for Sustainable Future**

*Deepti Prakash, Guru Gobind Singh Indraprastha University, deeptiprakash@gmail.com*  
*Meenakshi Bisla, Guru Gobind Singh Indraprastha University, meenakshibisla@gmail.com*

The vogue for sustainability especially after Covid-19 has created an urge for organizations to adopt a pro-environment approach. The study attempts to understand an organization's role in promoting environment-friendly behaviour among employees. Data of 302 IT employees is analysed using PLS-SEM. The study concludes that the Organizational Citizenship Behaviour towards Environment (OCBE) has significant mediating impact on the relationship between Green Human Resource Management (GHRM) and Sustainable Performance (SP) ( $R^2=0.649$ ). The study extends the application of Ability Motivation Opportunity (AMO) theory to embrace pro-environment behaviour and thus obtaining the dual goal of an organization i.e., economic and environmental goals.

#### **2321 Past, Present and Future Perspectives of Knowledge Sharing Culture: A Review**

*Shubh Majumdarr, Indian Institute of Management, Ranchi, shubh.majumdarr20ph@iimranchi.ac.in*  
*Jayesh Pandey, Indian Institute of Management Ranchi, jayesh.pandey20ph@iimranchi.ac.in*  
*Manish Kumar, Indian Institute of Management Ranchi, manish@iimranchi.ac.in*  
*Shilpee A. Dasgupta, Indian Institute of Management Ranchi, shilpee.d@iimranchi.ac.in*

Knowledge Sharing Culture enables knowledge reuse, experience sharing, and ideas for a firm's strategic goal achievement. However, despite the numerous advantages, a comprehensive and holistic review is missing, highlighting the domain's key contributors. Thus, this study tries to fill the above gap by analyzing 93 ABDC-indexed publications from Scopus & Web of Science databases via bibliometric analysis. The study employs diverse software such as R programming, Microsoft Excel and Vosviewer to highlight the publication trend and contributors at the journal, author, publication, institution, and country levels. The study also uses co-occurrence analysis to identify major themes and clusters.

#### **2390 Assessment of Organizational Resilience using Petri Net Approach**

*Thangamani G, Indian Institute of Management Kozhikode, gtmmani@iimk.ac.in*

Organizational resilience is recognizing, planning for, and addressing risks and disruptions that endanger the organization with the least possible impact on operations, reputation, and life safety. However, simply understanding organizational resilience is insufficient. In actuality, companies must be able to assess their resilience precisely and comprehend the actions necessary to increase it in the future. Petri net models are developed in this paper to simulate the health states of the organization, immediate responses, mitigation processes, and recovery processes. With the aid of the developed models, the organization's resilience is assessed by considering external events.

**FB2**  
**Session: Tourism**  
**30th Dec. 2022 (Friday), 11:00-12:20**  
**Session Chair: Alekh Gour, Goa Institute of Management**

**2053 Women in Hospitality and Tourism Industry: A Study of the Pandemic Covid-19**

*Nidhi Kumari, Indian Institute of Technology, Roorkee, nidhi\_k@bm.iitr.ac.in*

*Rajib Lochan Dhar, IIT Roorkee, rajib.dhar@ms.iitr.ac.in*

The outbreak of COVID-19 has shattered the whole world. It also served as a severe blow to the economy as nations imposed immediate lockdowns to contain the disease, and life came to a halt. The life-threatening pandemic has dissembled feminine employees working in the hospitality and tourism industry. Female employees in this industry face many challenges, such as job loss and domestic violence. Most female employees have lower coping, higher stress, low self-esteem, and a lack of confidence, leading to a mental breakdown.

**2065 Job Insecurity in Hospitality Amid Covid: A Review and Management Implications**

*Himanshu Gupta, Indian Institute of technology, Roorkee, himanshugupta2588@gmail.com*

*Rajib Lochan Dhar, IIT Roorkee, rajib.dhar@ms.iitr.ac.in*

The COVID-19 outbreak has severely affected the service industries due to high contact intensity, particularly hospitality. Massive layoffs and increased unemployment raised fears of job insecurity among these workers. This paper systematically reviews the literatures to understand how hospitality workers experienced job insecurity amid the pandemic and, based on the synthesis and critical analysis of the literature, discusses how the industry can offer sustainable employment following the pandemic. The study also identified factors that make the hospitality industry more sensitive to any Crisis and concludes with a discussion on management implications for handling similar crises in the future.

**2250 Exploring Inter-generational Travel Preference Clusters: Post-pandemic Insights**

*Pooja K, Manipal Institute of Management, MAHE, pooja.k1@learner.manipal.edu*

*Pallavi Upadhyaya, Manipal Academy of Higher Education, pallavi.upd@manipal.edu*

The pandemic has disrupted the tourism industry and made travel decisions difficult than they already were. With increased restrictions and fear the travellers are compelled to alter their travel habits. In order to revive the travel sector, it is essential to understand the travel preferences of different customer groups. Therefore, in this paper we aim to compare travel choices of three generations of travellers: Babyboomers, Generation X, and Millennials. Using cluster analysis, we identify distinct clusters based on travel preferences and motivation. Our research will help marketers develop targeted strategies and provide a deeper knowledge of generational travel preferences.

**2284 Web-analytics Approach for Framing Post-crisis Strategy**

*Alekh Gour, Goa Institute of Management, alekh@gim.ac.in*

*Abhishek Ranga, Goa Institute of Management, abhishek@gim.ac.in*

*Shikha Aggarwal, Goa Institute of Management, shikha@gim.ac.in*

Tourism is one of the hardest hit sectors the coronavirus pandemic. Destinations largely dependent on tourism for the generation of revenues have faced huge losses. The purpose of this study is to develop a mechanism to investigate trends and tourists' perception pre and post pandemic. We use textual data extracted from travel websites and generate meaningful insights. The study is conducted on state of Goa, India. We conduct a combination of web-analytics approaches like sentiment analysis, topic modelling and machine learning algorithms. The study could be instrumental for tourism-dependent states in developing insights on crisis management and bouncing back.

**FC1**  
**Session: Strategy-2**  
**30th Dec. 2022 (Friday), 1:30-2:30**  
**Session Chair: M. P. Sebastian, IIM Kozhikode**

**2172 ML Models' Performance Comparison for Diabetes Detection and Feature Selection**

*Bibaswan Basu, IIM Kozhikode, bibaswanb14phd@iimk.ac.in*

*M. P. Sebastian, IIM Kozhikode, sebasmp@iimk.ac.in*

Diabetes is a global epidemic. Though many studies have differentiated diabetes and non-diabetic individuals, none of them is successful in identifying all the important predictors of diabetes. This research is an attempt to identify better the predictors of diabetes. Using Artificial Neural Network, various baseline classifiers, such as, decision tree, logistic regression, naive Bayes, KNN, SVM, and various ensemble classifiers, such as, random forest, adaboost, and gradient boosting the authors have classified the diabetic and non-diabetic instances and hence, discovered the top five predictors of diabetes which include glucose levels in blood and diabetes pedigree.

**2389 R and D Projects Evaluation and Selection using Evidential Reasoning Approach**

*Thangamani G, Indian Institute of Management Kozhikode, gtmani@iimk.ac.in*

As science and technology have advanced quickly, information technologies have dramatically altered people's daily lives. In this situation, research and development (R&D) projects in the consumer appliances industry should be chosen strategically. A strategic management criteria framework was developed to address complexities and uncertainties in this sector to enable various R&D projects' evaluation and selection to meet organizational requirements. Some factors, such as strategic, organizational, market, operational, technological, and risk, are considered. This evaluation and selection process is implemented with the help of an evidential reasoning (ER) approach.

**2396 The Relationship between Google Trends Search and Agricultural Commodities**

*Santhoshkumar Sakthivel, Bharathidasan University, sakthisanthoshkumar04@gmail.com*

*Selvam Murugesan, Bharathidasan University, drmselvam@yahoo.co.in*

*Dhanasekar Dhamotharan, Bharathidasan University, dhanasekar48@bdu.ac.in*

An attempt has been made in the study to examine the relationship between Google Trends Search and Agricultural Commodities. This study used daily time series data for a period of five years from 01.01.2016 to 31.12.2020. The descriptive statistics revealed that the data on Google and Agricultural Commodities were normally distributed. The correlation analysis showed that there was positive relationship between the sample variables, namely, Google Search and Agricultural Commodity. The findings of the study would be useful to the investors and other participants of commodities markets, by understanding the influence of Google Trends Search on Agricultural Commodities.

## FC2

### Session: Covid-19 and Stock Market

30th Dec. 2022 (Friday), 1:30-2:30

**Session Chair: Arindam Banerjee, S P Jain School of Global Management**

#### **2071 Unpacking the Impact of the Covid-19 Pandemic on Stock Market**

*Satrajit Mandal, O.P. Jindal Global University, satrajit.mandal@jgu.edu.in*

*Surjit Paul, Vinod Gupta School Of Management, Indian Institute Of Technology Kharagpur, surjitpaul@iitkgp.ac.in*

*Arunava Bandyopadhyay, International Management Institute Kolkata, a.bandyopadhyay@imi-k.edu.in*

In this study, the impact of change in daily new cases and deaths due to the COVID-19 pandemic on the banking, technological, and financial stocks of the USA and India have been explored using the Vector-Autoregression-based Granger Causality framework. Further, the role played by the vaccination rates in both the economies on the three sector stocks has been explored. The robustness of the results is verified using a recently developed model of the Cumulative-Fourier-Frequency-Toda-Yamamoto Causality test. The results indicate a strong causal relationship from COVID-19 cases and vaccination to the three sector-specific stock indices of India and the USA.

#### **2238 The Impact of Post Covid-19 on Stock Market and Gold Returns**

*Dharmananda M, Nitte Meenakshi Institute of Technology, dharmananda.m@nmit.ac.in*

*Lakshmi H, Nitte Meenakshi Institute of Technology, lakshmi.h@nmit.ac.in*

*Harisha B S, Nitte Meenakshi Institute of Technology, harisha\_bs@nmit.ac.in*

*Shilpa Ajay, Nitte Meenakshi Institute of Technology, shilpa.ajay@nmit.ac.in*

The world economy and human lives have grieved significant losses as a result of covid-19's spread. In order to better understand the microstructure of the investment scenario in India. This paper makes an effort to examine the joint dynamics of gold and stock market returns during historically high levels of health and financial post covid-19 between January 2022 and May 2022 using GARCH models and E-GARCH models. Gold had a considerable negative impact on nifty returns during the sample period according to the results of the GARCH and E-GARCH models.

#### **2336 Covid -19 and Risk and Return Analysis of Nikkei Stock Exchange**

*Arindam Banerjee, S P Jain School of Global Management, arin\_006@yahoo.com*

This paper explores the risk and return analysis between Japan's leading index Nikkei 225 and 20 selected stocks that are listed on the same index. The study includes top eight industries and considers daily index and stocks returns for a ten-year period. The selected stocks represent the of the economy calculated based on their index weightage These industries include automobiles and auto parts banking chemicals electric machinery foods machinery nonferrous metals and services Results of the study reveals positive low correlation between the index and stocks thus indicating exchange volatility and market sentiment as a driver of the index.

**FD1**  
**Session: Higher Education -2**  
**30th Dec. 2022 (Friday), 2:50-4:10**  
**Session Chair: Baba Gnanakumar, Kristu Jayanti College**

**2070 Rhetoric of Sustainability in Academic Research Published in Journals**

*Mrunal Chavda, Indian Institute of Management, mchavda@iimraipur.ac.in*

Impact factor of academic journals have been much debated. This paper examines optimism and certainty in academic research published in journals on the keyword 'sustainability'. With mixed research methods, the paper selected 346 published articles and created content categories employing Hart's (2013) Diction 7.2.1 software. The data generated by this program was further examined with Pearson's Partial correlation, Independent t-test, and one-way ANOVA to understand the relation between Optimism and Certainty and the impact factor. The analysis shows a significant relationship between optimism and the impact factor. Finally, the paper discusses the implications of this research on academic writing.

**2273 Valuation Conundrum of Edu-tech Companies in India**

*Baba Gnanakumar, Kristu Jayanti College, gnanakumar12000@yahoo.com*

*Baby M K, Kristu Jayanti College, mk.baby@kristujayanti.com*

The last few years have witnessed the rise of a number of edtech unicorns with some of them emerging as the most valued start-ups in the country. But post the pandemic, as the students and parents have realized the disadvantages of online learning, these edtech companies are struggling to survive and remain profitable. In this context, the present study is an attempt to examine the perception of the customers regarding the quality of the content and the style of the function of edtech companies using Sentimental Analysis.

**2306 The Antecedences of Flow in the Gamified Learning**

*Nibu John Thomas, Indian Institute of Technology Madras, nibujohnthomas@gmail.com*

*Rupashree Baral, Indian Institute Of Technology Madras, rupashree@itm.ac.in*

Gamification of learning is the integration of game design elements into the learning context. Even though research has revealed that gamification positively influences learning, the underlying mechanism of gamified learning is not yet clear. Evidence suggests that flow experience, the holistic sensation individuals feel when they act in total involvement, has a significant role in gamified learning. However, the factors that could influence flow in gamified learning remain unexplored. Based on Self-determination theory (SDT), the current study examines the relationship between various kinds of motivation and flow using Structural Equation Modeling (SEM). The findings and implications are discussed.

**2381 A Review Study on Skills Required from the Fresh Graduates by the Manufacturing**

*F. Dhivya Maniraj, SRM IST, df0485@srmist.edu.in*

An important element in landing a job is education. Employability is envisioned as a type of job-specific ability that enables workers to recognize and seize career chances. Many pupils struggle to acquire the admittance, while a select number are successful simply. There are several reasons why a person could be unable to go on to the next level. Numerous authors have written about the skill sets needed by individuals in various job environments. Job, aptitude, soft, and technical skills (JAST) are the four main skills that the researcher identified and focused on for this study.

**FD2**  
**Session: Finance- 2**  
**30th Dec. 2022 (Friday), 2:50-4:10**  
**Session Chair: Swanand Deodhar, IIM Ahmedabad**

**2055 Effect of Crisis Colocation on Donations in Prosocial Lending**

*Swanand Deodhar, IIM Ahmedabad, swanandd@iima.ac.in*

*Dhruven Zala, IIM Ahmedabad, phd19dhruvenz@iima.ac.in*

This study examines the role of crisis co-location as a driver of online pro-social lending. Specifically, we test two competing predictions. First, a crisis would increase the desire to aid affected areas (altruism logic). Consequently, co-located projects would have a higher chance of fully securing the funding. In contrast, wider awareness about the crisis may dissuade an average donor from offering aid (bystander logic). Thus, funding chances may reduce for co-located borrowers. We test these competing arguments using a natural experiment and a large archival dataset. Our study offers several takeaways for managing online pro-social lending, especially during crises.

**2080 Re-examining the Volume-volatility Nexus and Its Impact on Risk in the Cryptocurrency**

*Saswat Patra, SPJIMR, saswat.patra@spjmr.org*

*Neha Gupta, Iim-rohtak, neha.gupta@iimrohtak.ac.in*

This paper examines the relationship between volume and volatility in the cryptocurrency markets and its impact on risk. We investigate the Mixture of Distribution Hypotheses in the context of cryptocurrency markets. The study is carried out in the presence of endogenously determined structural breaks and varied distributional assumptions on innovations in returns. We find that the persistence does not reduce significantly in the presence of volume, thereby refuting the claims of MDH. However, we find that volume is a significant variable for predicting volatility and the risk estimates improve in its presence. A battery of back tests is conducted.

**2450 Effects of Budget Announcement on Stock Prices in the Indian Context**

*Zahid Hassan Kharuri, Visvesvaraya Technological University, zkharuri@gmail.com*

*T. Manjunatha, Visvesvaraya Technological University, tmmanju87@gmail.com*

The stock prices are quick to respond to announcements of union budgets for structural reforms. The paper tests the effects of union budget announcement on stock prices by applying event study methodology. The reactions are tested using market model Abnormal Returns (AR), Average Abnormal Returns (AAR), and Cumulative Average Abnormal Returns (CAAR), for 15 days prior and 15 days after the event date. Results show that CAARs are significant for most of the days in the event window. The findings support the prediction that budget announcement contains information value and therefore traders can earn abnormal gain on budget announcements.

**2470 Empirical Testing the Relationship between Asset Pricing Factors and Portfolios**

*Balaji S, JSS Academy of Technical Education, balaji.setty82@gmail.com*

*T. Manjunatha, Visvesvaraya Technological University, tmmanju87@gmail.com*

The study is based on NSE 500 Index Company; the NSE-500 index is taken as the market proxy and yields of 91 days TB are risk-free rates of return. The study covers the 18 industry groups considering five variables during the study. We have conducted univariate, bivariate and multivariate analysis to test the explanatory power of between independent and dependent variables. The study reveals that, there is no consistency in results among various portfolios and none of the variables and combinations of variables are able to explain the portfolio returns.