

**International Management Research Academy (IMRA)
London, United Kingdom**

in collaboration with

**Indian Institute of Management Bangalore (IIMB)
Bengaluru (Bangalore), India**

presents

**2015 IMRA-IIMB International Conference
16-18 December, 2015**

**“Inclusive Growth & Profits with Purpose:
New Management Paradigm”**

**Venue: Indian Institute of Management Bangalore (IIMB),
Bannerghatta Road, Bengaluru (Bangalore), Karnataka, India**



Conference Programme

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Bannerghatta Road, Bengaluru (Bangalore), Karnataka, India**



Conference Programme

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Note

While every attempt has been made to make this document accurate and exhaustive, neither IMRA nor IIMB can take any responsibility for any error(s). The current form of this document is in preliminary stage. The participants are requested to email to 2015india@imraweb.org latest by 31st December 2015, in case they find any errors in this document. The final revised document shall be published after corrections on 31st January 2016 on IMRA website (www.imraweb.org).

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International Management Research Academy (IMRA)

IMRA Mission

International Management Research Academy (IMRA) is a global academy dedicated to the continuous and effective development of management theory and practice. IMRA's mission is to be a collaborative catalyst between academics and practitioners in fostering relationships via creation, assistance and dissemination of cutting-edge management thinking.

IMRA aims to become a collaborative catalyst between academics and practitioners in fostering relationships via creation, assistance and dissemination of cutting-edge management thinking.

Based in London, United Kingdom, IMRA has more than 800 members spread across in more than 50 countries of the world.

IMRA wishes to accomplish this by:

1. Organizing conferences and events which bring people from academia, research organizations, government, social sector and private sector, together on a single platform and paving path for networking and fruitful stakeholder interaction.
2. Publishing cutting edge academic and professional articles via academic journals and magazines in the field of management.
3. Developing an online forum providing an opportunity for members to interact and network and thus build mutually beneficial collaborations.

Advisory Council

- Rajeev BATRA, University of Michigan, United States of America
- Ricardo GOTTSCHALK, United Nations, Switzerland
- Hongjoo HAHM, World Bank, United States of America
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- Jatin PANCHOLI, Middlesex University, United Kingdom
- Paurav SHUKLA, Glasgow Caledonian University, United Kingdom
- Louise TURNER, Asia-Pacific Technology Network, United Kingdom

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- Ernie STARK, Logikos and Experientia, United States of America
- M THENMOZHI, Indian Institute of Technology Madras, Chennai, India

IMRA International Conferences

International Management Research Academy (IMRA) successfully convenes international conferences. The following is the summary for the same:

2014 IMRA-ABRM International Conference, Cambridge, United Kingdom

IMRA in collaboration with the Academy of Business & Retail Management hosted at the University of Cambridge, UK, an international conference on the theme of "Restructuring of the Global Economy". There were 90 participants from 18 countries globally. Further details about this conference is available on webpage <http://www.imraweb.org/conferences/2014abrm>

2014 IMRA-Kean International Conference, New Jersey, United States of America

This conference was held in collaboration with the Kean University, New Jersey, USA during 29-31 May 2014. The main theme of this conference was: "Globalization and the Convergence of Creativity, Innovation and Entrepreneurship". There were 70 participants from 14 countries worldwide. More details about this conference is available on webpage <http://www.imraweb.org/conferences/2014usa>

2013 IMRA & RIT-ACMT International Conference, Zagreb, Croatia

This conference was held in collaboration with the Rochester Institute of Technology (RIT) - American College of Management & Technology (ACMT) in Zagreb, Croatia during 16-17 May 2013. The main theme of this conference was: "Management in an Interconnected World". There were 73 participants from 21 countries worldwide, in this conference. Summary of this conference can be found on <http://www.imraweb.org/conferences/2013zagreb>

2012 IMRA International Conference, London, United Kingdom

This conference was held in London, UK, during 17-18 May 2012. This conference was on the theme of "Emerging Markets and the New Dynamics of Management". There were 119 participants from 33 countries globally, during this conference. Further details about this conference can be found on webpage <http://www.imraweb.org/conferences/2012london>



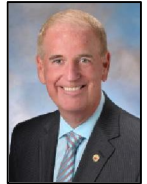
Experts and Leaders at IMRA

Some of the experts and leaders in corporate and academic sector, involved with IMRA are:



Michael ALDRICH

*Inventor, Innovator & Entrepreneur: Online shopping
Former IT Adviser to British Prime Minister Margaret Thatcher*



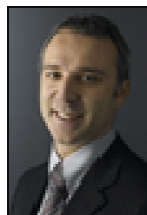
Joseph SHERIDEN

President and Chief Operating Officer (COO) of Wakefern Food Corp, USA



Louis TURNER

Chief Executive, Asia Pacific Technology Network, United Kingdom



Benoit GALICHET

Holcim Slovensko and VSH, Croatia



Daria MATELJAK

*Managing Director Croatia and Partner, Hauska & Partner consulting company,
Croatia*



Phil NICHOLS

*The Wharton School of the University of Pennsylvania, Philadelphia, United States
of America*



Scott LEE

Lee Business School at University of Nevada, Las Vegas, United States of America



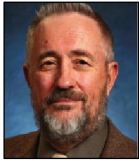
Stephanie JONES

Maastricht School of Management, Netherlands



Ben BOSE

Founder, Mavens of London (a research-lead digital strategy agency), United Kingdom



Ernie STARK

Logikos and Experientia, United States of America



Milan BANDIC

Mayor of Zagreb, Croatia



John LIPINSKI

Middle Tennessee State University, Murfreesboro, United States of America.



Bernadett KOLES

Central European University Business School, Budapest, Hungary



Shawn STURGEON

RIT / American College of Management & Technology (ACMT), Zagreb, Croatia



Ken MORITA

Hiroshima University, Japan



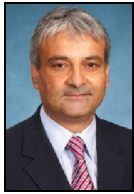
Professor Noel CAPON

R.C. Kopf Professor of International Marketing at Columbia Business School, USA



Dr. Raj SHAH

Founder and CEO of Telemed Ventures, USA



Dhiresh JETHWA

Vice President and Chief Information Officer at Gerber Technology, USA



Dr. Michael COOPER

Dean - College of Business and Public Management, Kean University, USA



Prof. Frank VANDALL

Professor of Law, Emory University, USA

Journals for publication

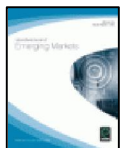
IMRA has collaborated with the following internationally reputed refereed journals in the past for Special Issues of these journals based on the conference themes. All the conference participants received an opportunity to submit their full research papers for IMRA Special Issues of these journals and a few selected ones were published after the double-blind review process:



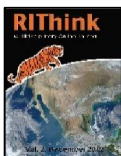
AI & Society: Journal of Knowledge, Culture & Communication, IMRA Special Issue on Technology, culture and innovation in Emerging Markets, Publication: Springer, United Kingdom. (ISSN: 0951-5666)



Asian Journal of Business Research, IMRA Special Issue: Management Trends in Emerging Markets, Publication: Asia Business Research Corporation Limited, New Zealand. (ISSN 1178-8933)



International Journal of Emerging Markets, IMRA Special Issue on Emerging Markets: Exploring the diversity of theories, practices and applications, Publication: Emerald Group Publishing Limited, United Kingdom. (ISSN: 1746-8809)



RIThink Multidisciplinary Online Journal, IMRA Special Issue on Management in an interconnected world. Publication: RIT-ACMT, Zagreb, Croatia. RIThink brings together scientists, researchers, experts, and students in an open academic discourse of innovative ideas, both tested and untested. (ISSN 1848-5324)



Management Research Review (MRR), IMRA Special Issue on Globalization and the Convergence of Creativity, Innovation and Entrepreneurship, Publication: Emerald Group Publishing Limited, United Kingdom. (ISSN: 2040-8269)

Note: Kindly note that the journals differ based on the theme of the conference.

Country representation in IMRA International Conferences

IMRA International Conferences have been represented by the following countries:

	Australia		Hungary		Saudi Arabia
	Azerbaijan		India		Slovakia
	Brazil		Indonesia		South Africa
	Canada		Italy		Sri Lanka
	China		Japan		Spain
	Congo		Korea		Sweden
	Croatia		Latvia		Switzerland
	Denmark		Malaysia		Thailand
	Ethiopia		Moldova		Turkey
	Georgia		Netherlands		United Arab Emirates
	Egypt		Pakistan		United Kingdom
	Finland		Philippines		United States of America
	France		Poland		
	Germany		Romania		
	Hong Kong		Russia		

Indian Institute of Management, Bangalore, India

Indian Institute of Management, Bangalore, India (IIMB) is a public institution of national importance that is autonomous, standalone management school and not part of any university. It was established in 1973 by the Government of India through the creation of an IIMB Society which is the legal entity behind the institution. The school works within the national policy guidelines established by the Ministry of Human Resource Development, Government of India. A Board of Governors oversees the management of the school and provides strategic directions.



The school excels in teaching and research. It is amongst the top management schools in India and Asia according to several rankings. For the sixth consecutive year IIMB has been nominated the Best School in Central Asia region by Eduniversal, and retained its 'Five Palmes' status as a 'Universal Business School with Major Influence' in 2013.

IIMB is the only Indian B-school in Global Network for Advanced Management (GNAM) list that features Yale, LSE, INSEAD and other top B-schools in the world. GNAM fosters substantive ties among the world's leading business schools, providing opportunities for faculty to exchange ideas and for students to experience the complexity that will characterize any environment in which they will lead.



IIMB is ranked No.1 in the 'Business and Management' category of a Stanford study on Indian social science research. The study was done by Professor Sharique Hasan of Stanford University, Graduate School of Business, who based the rankings of Indian universities and institutes on productivity in social science research. The grading is based on a limited set of variables, namely the number of peer-reviewed journal articles produced by an institution and the number of citations these articles received.

In a research conducted by India's leading business magazine named the 'Business Today' IIMB has come out in top position. The institute received the NCPEDP-Mphasis Universal Design Award 2012 for pioneering work in the field of promoting Accessibility and Universal Design and ensuring life of equality and dignity for disabled people. IIMB's Career Development Services team won 'Best Placement Cell' for helping in implementing of education and development in the India Today Aspire Education Summit 2012.

In June 2010, IIMB received European Quality Improvement System (EQUIS) accreditation by the European Foundation of Management Development (EFMD). The EFMD awarded the EQUIS Re-accreditation to IIMB in 2014.

IIMB generates knowledge through cutting-edge research in all functional areas of management that would benefit public and private sector companies, the government and the society in general. The knowledge generated by faculty at IIMB, has appeared in leading academic journals listed in Financial Times 45, Business Week 20, UT Dallas etc. Further details can be found on <http://www.iimb.ernet.in/research/journal-publications/>

IIMB is the first B-School in Asia to sign an agreement with Harvard Business Publishing (HBP) to distribute faculty teaching cases. IIMB has also entered into a partnership with Richard Ivey School of Business to co-brand and distribute faculty-authored cases globally.

More details about IIMB can be found on the website www.iimb.ernet.in

2015 IMRA IIMB International Conference: 16-18 December 2015

2015 IMRA IIMB International Conference is organized by the International Management Research Academy (IMRA), London, United Kingdom, in collaboration with the Indian Institute of Management Bangalore (IIMB), India, during Wednesday 16th to Friday 18th December, 2015. This conference is held at the campus of IIMB, Bengaluru (Bangalore), India.

Conference Theme

“Inclusive Growth & Profits with Purpose: New Management Paradigm”

The main theme of this conference is ‘Inclusive Growth & Profits with Purpose: New Management Paradigm’. The policy makers of several nations have been expressing the concern that the benefit of economic growth is not being equally distributed among all sections of the society. Inclusive growth is the need of the hour for the pace and the pattern of economic growth. It is more than just productive employment and increasing incomes of excluded groups. Inclusive growth allows people to “contribute to and benefit from economic growth”. Inclusive growth includes growth of economy that reduces poverty and creates employment opportunities, access to essential services in health and education especially for the poor, equality of opportunity, empowerment through education and skill development, environmental sustainability, recognition of women’s agency and good governance.

Towards the goal of achieving inclusive growth, the corporate sector need to revisit and recognize that sustainable strategies not only fulfil a higher purpose but increased wealth can be generated by doing good things. In the words of Ratan Tata, Chairman Emeritus of Tata Sons, “purpose is a spiritual and moral call to action; it is what a person or company stands for”. It is more of investing in socially inclusive businesses, innovative business models to reach the bottom of the pyramid and investing in environmentally beneficial technologies. Thus the conference theme is two sides of the same coin inclusive growth and profits with purpose.

Sub-Themes & Tracks

Contributions are in the areas of the following sub-themes and tracks:

- Corporate and environmental sustainability
- Corporate governance and sustainability
- Economics
- Entrepreneurship and Social Entrepreneurship
- Finance and accounting
- Financial Inclusion: Access to Credit and other Financial Services
- Gender Equity and Women Empowerment
- General management
- Health and healthcare management
- Human Resource management
- Innovative Business Models to reach the “Bottom of the Pyramid”
- International management
- Knowledge Management
- Law, society and ethics
- Management in Emerging & Frontier Markets
- Management of educational services
- Marketing Management and consumer behavior
- Natural Resources Management
- Operations management
- Organization behavior
- Public and not-for-profit management
- Skill Development
- Strategic management
- Sustainable growth and risk management
- Technology & Innovations management
- Tourism and hospitality management

Who are attending this conference?

The conference attendees include researchers, academics, management consultants, corporate professionals, corporate trainers, government officials, representatives of think tanks, social service organizations, entrepreneurs, doctoral and masters students.

Welcome from the Conference Chairs

We warmly welcome you on behalf of the International Management Research Academy (IMRA), London, United Kingdom and the Indian Institute of Management Bangalore (IIMB), Bengaluru, India, to the 2015 IMRA-IIMB International Conference on the theme “Inclusive Growth & Profits with Purpose: New Management Paradigm”. It is a great honour and privilege for us to be co-chairs for this globally prestigious conference and we aim to serve the researchers’ fraternity to disseminate knowledge for further advancement of various disciplines.

The preparation for this conference started in February 2014 with initial discussions between IMRA and IIMB representatives. Based on few detailed discussions, the main theme and the sub-themes were framed and then the conference was announced globally. The main theme of the conference was identified as “Inclusive Growth & Profits with Purpose: New Management Paradigm” because of its importance to both the developed and developing countries. Developed nations are raising concern over purpose of corporate organizations and developing nations are worried about reaching the benefits of economic growth to all the sections of society. Thus the conference offers a platform to discuss, debate and move forward with regards to this new policy agenda.

This conference has witnessed an overwhelming response with 816 extended abstracts submitted in various categories including competitive papers, presentation papers, posters, case studies and white papers, book presentations. We received submissions from 21 countries in the first round. 290 of the submissions were desk rejected on the grounds of poor quality and misfit with the conference theme. The balance 526 passed through a rigorous process of double-blind review by international reviewers nominated by IMRA and IIMB and final review was undertaken the track directors.

All the reviewers were invited and assigned submissions in a manner to avoid any conflict of interest (i.e. they were not the authors of the same submission). Of the remaining 526 submission, 305 of these were rejected after the process of double-blind review. The broad reasons for these rejections were poor research methods, unclear research objectives, lack of in-depth literature review and mismatch with the conference theme. Each of these rejected submissions was provided constructive feedback for their future improvement. Out of those 221 accepted, some were accepted with conditions for major / minor revisions and reclassification of submission type. All the authors were given an opportunity to revise their submissions and make final editing.

From the pool of these 221 accepted submissions, 157 registered for this conference. In addition, 23 individuals registered for this conference as non-presenting participants. Furthermore, there are a few guests and representatives from the IMRA and the IIMB attending this conference. In total, this conference is witnessing 195 participants coming from 15 countries including the United States of America, the United Kingdom, Belgium, Australia, France, China, Indonesia, Canada, India, Malaysia, Slovakia, Sri Lanka, South Africa, Brazil and the United Arab Emirates, making this as a truly international conference.

Organizing an international conference requires a serious commitment from the executive leadership, which we clearly found in IMRA and IIMB at all the stages. We convey our special thanks to the IMRA Advisory Council, the leadership at IIMB and the conference committee members for providing all the support and kind cooperation for the success of this conference. We would like to particularly thank Prof. Devnath Tirupathi for his kind support at the initial stage. Our heartfelt gratitude to Prof. Sushil Vachani (Director, Indian Institute of Management Bangalore, India) and Prof. Ishwar Murthy (Dean, Indian Institute of Management Bangalore, India), for their kind support for this conference.

Our sincere acknowledgements to S. Sivakumar (Divisional Chief Executive of the ITC Agri Business Division, India) for his kind consent to inaugurate this conference. We convey our special gratitude to Professor Saras D. Sarasvathy (Professor Darden Business School, University of Virginia, United States of America) for her kind support to address as the Key Note Speech in the Inauguration

Session. It is an honour for us that we have Professor Bobby Banerjee (Professor of Management, Cass Business School, City University, London, United Kingdom) with us as a Key Note Speaker for the Valedictory & Award Ceremony.

We convey our special acknowledgements to Thulasiraj Ravilla (Executive Director, LAICO & Director-Operations, Aravind Eye Care System, India) and Professor Ravi Seethamraju (The University of Sydney Business School, Australia) for their kind consent to be the Key Speakers for the Plenary Sessions. Our special appreciation to Professor Phani Tej Adidam (University of Nebraska at Omaha, United States of America) and Professor Jaywant Singh (Kingston University, United Kingdom) for their initiatives and leadership to offer Special Research Training and Workshops for this conference. We are indeed indebted to Professor Michael Chattalas (Kean University, United States of America) for his kind support and help for successful conference organization.

Due credit goes to the Key Speakers of the Research Round Table Seminar and Technical Session Chairs for agreeing to share their rich knowledge and expertise in this conference.

Any major endeavor is not possible to accomplish without help and support from others, and this international conference is no exception. We convey our special thanks to Kshitija Mitter, Jenny Martin and all other members of IMRA and IIMB staff for their constant support for the efficient organization of this conference. They have burnt midnight oil to communicate with the participants, assisting in the research review process and helping the participants for their accommodation and other logistics requirements.

Once again we convey our profound gratitude to all those directly and indirectly helped for the success of this conference at various stages.

We heartily welcome you to Bengaluru, the beautiful garden city of India, an Asian hub of global technological companies, and a cosmopolitan city!

Thank you.

- M. JAYADEV, Indian Institute of Management Bangalore, Bengaluru, India
- Jatin PANCHOLI, Middlesex University, London, United Kingdom
- Paurav SHUKLA, Glasgow Caledonian University, London, United Kingdom
- Suresh BHAGAVATULA, Indian Institute of Management Bangalore, Bengaluru, India
- P. D. JOSE, Indian Institute of Management Bangalore, Bengaluru, India

Conference co-chairs, 2015 IMRA IIMB International Conference

Conference Committee

- Amit SHAH, Frostburg State University, Frostburg, United States of America
- Bernadett KOLES, Central European University Business School, Budapest, Hungary
- Bipin DIKSHIT, Indian Institute of Management Tiruchirappalli, India
- Ernie STARK, Logikos and Experientia, Consulting, Bellevue, United States of America
- H. K. N. RAGHAVAN, Equitas Microfinance, India
- K. BALAKRISHNAN, Chandragupt Institute of Management Patna, India
- Michael CHATTALAS, Kean University, United States of America
- Shawn STURGEON, RIT-ACMT, Zagreb, Croatia
- Suresh BHAGAVATULA, Indian Institute of Management Bangalore, Bengaluru, India
- Venkateshwarlu M, NITIE, Mumbai, India
- Xuanwei CAO, Xi'an Jiaotong-Liverpool University, Suzhou, China

Types of Submissions and Output

The following are the types of submissions and output included for this conference. All the below submissions and output shall be published in the online Conference Proceedings with ISBN:

1. Competitive Papers (CP)
2. Presentation Papers (PP)
3. Poster Presentations (PR)
4. Case Studies & White Papers (CW)
5. Masters & Doctoral Students' Papers (MD)

(1) Competitive Papers (CP): These represent the completed original work by the authors. The full-papers in this category once double-blind reviewed, accepted and registered (in person / in absentia / virtually) are included in the competition for the awards. These papers shall be also considered for potential publication in the journals. These will be certainly included in the online Conference Proceedings.

(2) Presentation Papers (PP): These represent the original work by the authors that is ready for presentation but may not be complete in terms of data analysis and findings. Hence, these submissions will get more time to work upon and submit, and may not necessarily be double blind-reviewed. These will not be included in awards and journal publication at this stage. However, these will included in the online Conference Proceedings.

(3) Poster Presentations (PR): These represent findings from a current working paper. Authors display posters of their research, distribute their papers, and are available to discuss and answer questions during the assigned poster session. There is a separate award for the Best Poster. All Posters will be included in the online Conference Proceedings.

(4) Case Studies & White Papers (CW): These include practical case studies and white papers researched by the author(s) from academics, practitioners and policy makers. These will include observational and experiential knowledge that will be useful to other participants. This type of output is most suitable to managers and leaders from corporate, government and management consultants. The output can be in form of an Extended Abstract / Case Study / White Paper / PowerPoint Presentation. This will be included in the Conference Proceedings. There is a special award for the Best Case Study / White Paper in this conference.

(5) Masters & Doctoral Students' Papers (MD): These represent research contributions by masters level and doctoral level students. These could be original work or research coming out from their dissertation / thesis. There is a separate award in this category. The output must have an Extended Abstract submitted first. Once it is double blind-reviewed, the author(s) must submit their final full paper. The full papers in this category once double-blind reviewed, accepted and registered (in person

/ in absentia / virtually) will be included in the competition for the awards. These papers shall be also considered for potential publication in the journals. This will be included in the Conference Proceedings.

ISBN for Online Conference Proceedings

The Online Conference Proceedings for this conference can be downloaded from the website www.imraweb.org and has an International Standard Book Number (ISBN) **978-0-9573841-1-5**. The Online Conference Proceedings include research contributions of only registered participants that are were submitted prior to the deadline. They are double-blind reviewed and accepted after the editorial and review process. Unfortunately, we are unable to include any late submissions in the Conference Proceedings, even if they are accepted for the conference.

Certificate of Appreciation

Sponsors and support



Indian Institute of Management Bangalore, Bengaluru, India



International Management Research Academy (IMRA), London, United Kingdom

Country representation in 2015 IMRA-IIMB International Conference



Australia



Belgium



Brazil



Canada



China



France



India



Indonesia



Malaysia



Slovakia



Sri Lanka



South Africa



United Arab Emirates



United Kingdom



United States of America

Conference Venue

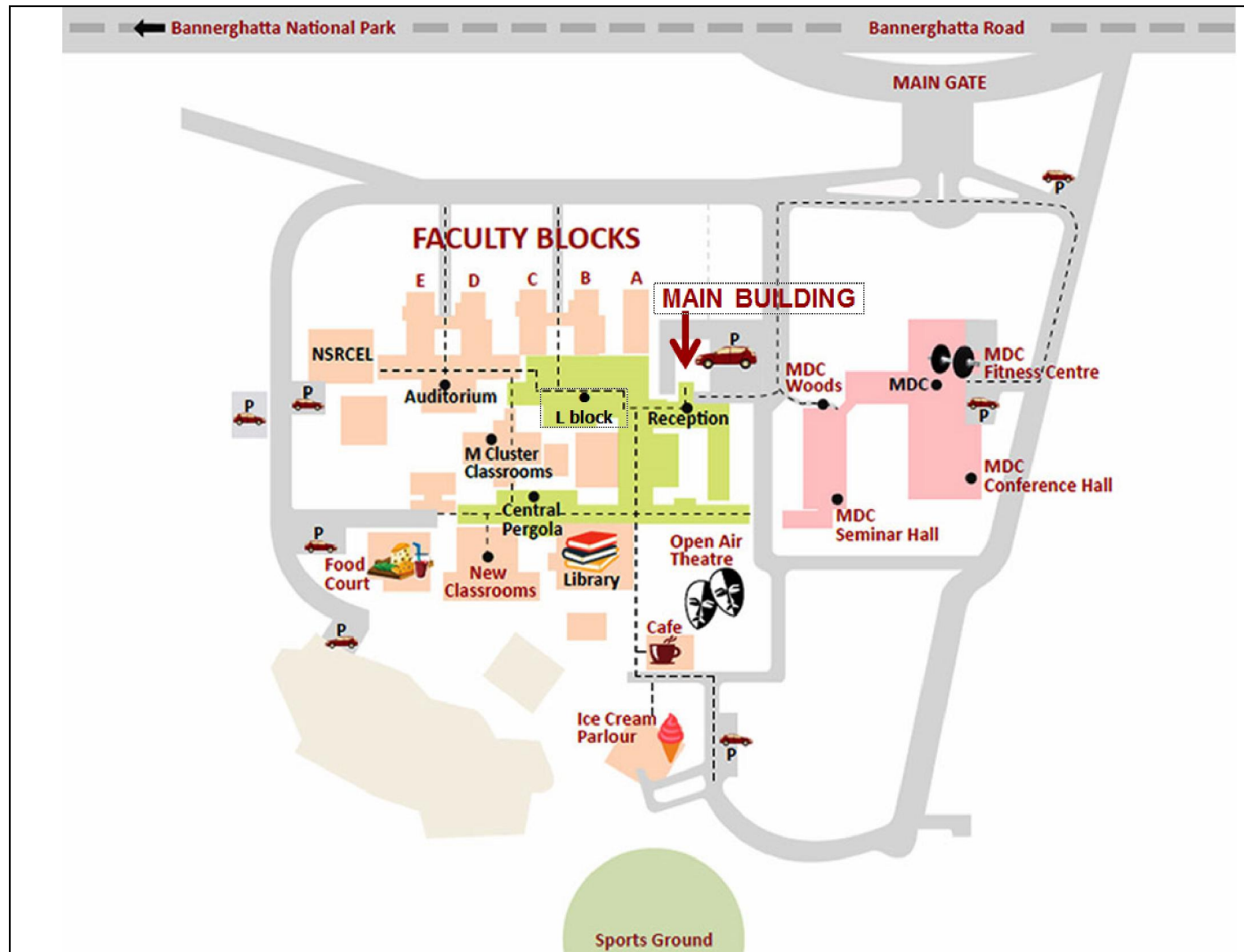
2015 IMRA-IIMB International Conference
Indian Insitute of Management Bangalore (IIMB)
Main Building,
L Block (Main Building), Ground floor,
Indian Insitute of Management Bangalore (IIMB) Campus,
Bannerghatta Road,
Bilekahalli,
Bengaluru (Bangalore): 560 076
Karnataka
India

Emergency Phone numbers:

+91 80 2658 2450

+91 80 2699 3996

Campus Map: Indian Institute of Management Bangalore (IIMB)



Conference Schedule: DAY-1: Wednesday 16th December 2015

Time	Agenda	Chairs & Speaker(s) / Submission ID no.	Room, Floor, Building Name
8:15 am to 9:15 am	Welcome at the Conference Registration Desk and collection of Conference Kits		Ground Floor, L block, Main Building, IIMB Campus
9:15 to 9:25 am	<i>All the participants are requested to take their seats</i>		IIMB Auditorium, Ground Floor, Main Building, IIMB Campus
9:30 am to 11:15 am	Inauguration Ceremony and Key Note Address	Chief Guest: S. SIVAKUMAR (Divisional Chief Executive of the ITC Agri Business Division) Key Note Speaker: Professor Saras D. SARASVATHY (Professor Darden Business School , University of Virginia)	IIMB Auditorium, Ground Floor, Main Building, IIMB Campus
11:15 am to 11:45 am	High Tea		Next to IIMB Auditorium
11:45 am to 12:45 pm	Plenary Session-1: Paradigm for inclusive growth and challenges	Session Chair: Prof. P. D. JOSE Key Speaker: Thulasiraj RAVILLA (Executive Director, LAICO & Director-Operations, Aravind Eye Care System)	IIMB Auditorium, Ground Floor, Main Building, IIMB Campus
12:45 noon to 2:00 pm	Buffet Luncheon		MDC Woods, IIMB Campus
2:00 pm to 3:15 pm	Technical Session-1: Financial Inclusion	Session Chair: Ardhendu Shekhar SINGH Presentations: 433, 514, 781	Room: M-22, First Floor, Main Building
	Technical Session-2: Improving Quality of Governance	Session Chair: Terry DWORKIN Presentations: 400, 457, 496	Room: M-23, First Floor, Main Building
	Technical Session-3: Management of human resources for inclusive growth	Session Chair: Rodrigo ZEIDEN Presentations: 429, 442, 561	Room: L-11, Ground Floor, Main Building
	Technical Session-4: Health care for sustainable development	Session Chair: Satish PARTHAN Presentations: 693, 590, 880	Room: L-12, Ground Floor, Main Building
	Technical Session-5: Inclusive growth and enterprise	Session Chair: Gabriela DOVALOVA Presentations: 637, 855, 1045	Room: L-21, First Floor, Main Building
	Technical Session-6: Environmental Sustainability	Session Chair: Pradeep BRIJLAL Presentations: 614, 759, 736	Room: L-22, First Floor, Main Building
	Technical Session-7: Cause related marketing	Session Chair: Meeta MUNSHI Presentations: 1025, 1040, 1051	Room: N-103, First Floor, Main Building

(please refer to the next page for the continued agenda)

Conference Schedule: DAY-1: Wednesday 16th December 2015

(continued agenda from the previous page)

3:15 pm to 3:45 pm	Tea break		L Block, Ground Floor, Main Building
3:45 pm to 5:00 pm	Research Training & Workshop on Strategic Marketing	Session Chair: Jaywant SINGH Key Speaker: Prof. Phani Tej ADIDAM	Room: N-103, First Floor, Main Building
	Technical Session-8: Consumer psychology in driving growth for financial instruments	Session Chair: Vivek G. S. Presentations: 985, 539, 794	Room: M-22, First Floor, Main Building
	Technical Session-9: Corporate Sustainability and human capital	Session Chair: Sonal Choudhary Presentations: 735, 434, 450	Room: M-23, First Floor, Main Building
	Technical Session-10: Education	Session Chair: Parasharam PATIL Presentations: 564, 515, 929	Room: L-11, Ground Floor, Main Building
	Technical Session-11: Profits with Purpose & firm innovation	Session Chair: Avinash ARYA Presentations: 386, 971, 467	Room: L-12, Ground Floor, Main Building
	Technical Session-12: Macro-marketing influences	Session Chair: Veronika HVOZDIKOVA Presentations: 538, 624, 904	Room: L-21, First Floor, Main Building
	Technical Session-13: Financial innovations & practices	Session Chair: M. VENKATESHWARLU Presentations: 536, 699, 947	Room: L-22, First Floor, Main Building
5:00 pm to 6:00 pm	<i>Group Photography & Video Interviews</i>		<i>As directed by the photographer</i>

Conference Schedule: DAY-2: Thursday 17th December 2015

Time	Agenda	Chairs & Speaker(s) / Submission ID no.	Room, Floor, Building Name
8:30 am to 9:00 am	<i>Only the authors of the Posters should be present and display their Posters for the exhibition starting at 2:30 pm</i>	Posters submission id numbers: 575, 619, 634, 798, 807, 851, 884, 1024, 1055	Room: L-11, Ground Floor, Main Building
9:00 am to 10:15 am	Technical Session-14: Consumers as stakeholders in retail experiences	Session Chair: Sameer DESHPANDE Presentations: 809, 497, 1069	Room: M-22, First Floor, Main Building
	Technical Session-15: Entrepreneurship & Social Entrepreneurship	Session Chair: Suresh BHAGAVATULA Presentations: 964, 1014, 1053	Room: M-23, First Floor, Main Building
	Technical Session-16: Financial Markets for Growth and innovative practices	Session Chair: Jayalakshmy RAMACHANDRAN Presentations: 511, 984, 449	Room: L-11, Ground Floor, Main Building
	Technical Session-17: Inclusive growth and social media	Session Chair: To be announced Presentations: 401, 608, 978	Room: L-12, Ground Floor, Main Building
	Technical Session-18: Health care for sustainable development	Session Chair: Aditi SHARMA Presentations: 507, 1046, 897	Room: L-21, First Floor, Main Building
	Technical Session-19: Management of human resources for inclusive growth	Session Chair: Boris HOSOFF Presentations: 382, 937, 563	Room: L-22, First Floor, Main Building
	Technical Session-20: SME alliances & leveraging human capital	Session Chair: Ashu SHARMA Presentations: 975, 1052, 942	Room N-103, First Floor, Main Building
10:15 am to 10:45 am	High Tea		L Block, Ground Floor, Main Building
10:45 am to 11:45 pm	Plenary Session-2: Adoption of Information Technology Systems in Small & Medium Enterprises: Opportunities and Challenges	Session Chair: Prof. Charan SINGH Key Speaker: Prof. Ravi SEETHAMRAJU (University of Sydney Business School, Australia)	Room N-103, First Floor, Main Building
11:45 pm to 12:00 noon	Short break		

(please refer to the next page for the continued agenda)

Conference Schedule: DAY-2: Thursday 17th December 2015

(continued agenda from the previous page)

12 noon to 1:15 pm	Special Session: Brands and social responsibility – Research insights and future directions	Session Chair: Michael CHATTALAS Key Speaker: Prof. Jaywant Singh	Room: N-103, First Floor, Main Building
	Technical Session-21: Financial Inclusion from a macro perspective	Session Chair: D. N. S. KUMAR Presentations: 489, 1043, 1076	Room: M-22, First Floor, Main Building
	Technical Session-22: Human Strategic Management for Sustainable development	Session Chair: Sumil D'SOUZA Presentations: 676, 1050, 1068	Room: M-23, First Floor, Main Building
	Technical Session-23: Marketing of food products and pricing issues	Session Chair: Irawati PRIYANTI Presentations: 655, 675, 887	Room: L-11, Ground Floor, Main Building
	Technical Session-24: Women Empowerment	Session Chair: Vijayalakshmi NEDUNGILLI Presentations: 431, 935, 941	Room: L-12, Ground Floor, Main Building
	Technical Session-25: Healthcare challenges	Session Chair: Jay MULKI Presentations: 613, 868, 961	Room: L-21, First Floor, Main Building
	Technical Session-26: Business models challenges	Session Chair: M Jayadev Presentations: 844, 848, 666	Room: L-22, First Floor, Main Building
1:15 pm to 2:30 pm	Buffet Luncheon		MDC Woods, IIMB Campus
2:30 pm to 4:15 pm	Special Session for Posters & In-Absentia submissions	Posters: 575, 619, 634, 798, 807, 851, 884, 1024, 1055 In-absentia: 402, 456, 493, 499, 512, 517, 520, 544, 570, 578, 583, 818, 882, 910, 1029, 1074, 1078	Room: L-11, Ground Floor, Main Building
4:15 pm to 4:45 pm	Tea break		L Block, Ground Floor, Main Building
4:45 pm to 6:00 pm	Technical Session-27: Virtual video presentations	Presentations: 680, 409, 392	Room: L-11, Ground Floor, Main Building
	Technical Session-28: Virtual video presentations	Presentations: 383, 540, 566	Room: L-12, Ground Floor, Main Building
	Technical Session-29: Healthcare challenges	Session Chair: Madhavi R. Presentations: 841, 1058, 667	Room: L-21, First Floor, Main Building
6:00 pm to 7:00 pm	Short break <i>All the participants are requested to reach MDC Woods for the Conference Gala Dinner by 7:00 pm</i>		
7:00 pm to 9:30 pm	Conference Gala Dinner		MDC Woods, IIMB Campus

Conference Schedule: DAY-3: Friday 18th December 2015

Time	Agenda	Chairs & Speaker(s) / Submission ID no.	Room, Floor, Building Name
9:00 am to 1:00 pm	<p>Research Round Table Discussion: Challenges in Building Sustainable Agri-Food Supply Chains in India</p> <p><i>(Note: The participants of this session may join for Lunch at 1:00 pm and then join at 1:30 pm for the Valedictory & Award Ceremony)</i></p>	<ul style="list-style-type: none"> • Prof. Gopal NAIK (Professor, IIM Bangalore) • Manoj RAJAN (Additional Secretary, Co-Operation Department, Government of Karnataka & Managing Director & CEO, Rashtriya e Market Services Private Limited) • K. Y. UDAYKUMAR (Sri Sri Institute of Agricultural Sciences & Technology Trust) • Yasmin MERALI (Hull University Business School, UK) • Dr. CHANDRAMOULI (Vice President, Global Green Group, Bangalore) 	Room: L-11, First Floor, Main Building
9:00 am to 10:15 am	Technical Session-30: Human Strategic Management for Sustainable development	Session Chair: Kirti RAJHANS Presentations: 773, 916, 648	Room: M-22, First Floor, Main Building
	Technical Session-31: Social marketing reflections	Session Chair: Shantanu PRASAD Presentations: 989, 692, 657	Room: M-23, First Floor, Main Building
	Technical Session-32: Branding and consumer engagement	Session Chair: Neha GUPTA Presentations: 616, 476, 812	Room: N-103, Ground Floor, Main Building
	Technical Session-33: Operations Management & big data	Session Chair: Mrinmoy MAJUMDER Presentations: 464, 688, 385	Room: L-12, Ground Floor, Main Building
	Technical Session-34: Bottom of the pyramid challenges	Session Chair: Vijay PATEL Presentations: 404, 408, 1070	Room: L-21, First Floor, Main Building
	Technical Session-35: Building inclusive organizations and society	Session Chair: Chandrashekhar CHITALE Presentations: 591, 1021, 847	Room: L-22, First Floor, Main Building
10:15 am to 10:45 am	High Tea		L Block, Ground Floor, Main Building

(please refer to the next page for the continued agenda)

Conference Schedule: DAY-3: Friday 18th December 2015

(continued agenda from the previous page)

10:45 am to 12:00 noon	Book presentation by authors: Potential of The Silver Economy In Ageing Europe Dealing With Persistent Debt Crisis And Problems In The Labor Market	Session Chair: Hari Govind MISHRA Presentation: 617	Room: N-103, Ground Floor, Main Building
	Technical Session-36: Skill Development	Session Chair: Prabhat Kumar YADAV Presentations: 1090, 682, 981	Room: M-22, First Floor, Main Building
	Technical Session-37: Sustainable Growth and Risk Management	Session Chair: P. D. Jose Presentations: 528, 1027, 891	Room: M-23, First Floor, Main Building
	Technical Session-38: New avenues in marketing	Session Chair: Surbhi JAIN Presentations: 911, 795, 1056	Room: L-11, Ground Floor, Main Building
	Technical Session-39: Financial Services Sector	Session Chair: Namrata SANDHU Presentations: 808, 945, 513	Room: L-12, Ground Floor, Main Building
	Technical Session-40: Talent management and employee engagement	Session Chair: Abdul GANI Presentations: 581, 588, 1022	Room: L-21, First Floor, Main Building
	Technical Session-41: Human sustainable management	Session Chair: To be announced Presentations: 512, 1071, 523	Room: L-22, First Floor, Main Building
12:00 noon to 1:30 pm	Buffet Luncheon		MDC Woods, IIMB Campus
1:30 pm to 3:15 pm	Valedictory & Award Ceremony	Session Chair: Michael CHATTALAS Key Note Speaker: Prof. Bobby BANERJEE (Professor, Cass Business School, City University, London, United Kingdom)	Room N-103, First Floor, Main Building
3:15 pm to 4:00 pm	High Tea and conclusion of the conference <i>Group Photography & Video Interviews</i>		L Block, Ground Floor, Main Building

Key People and Key Speakers



Saras SARASVATHY

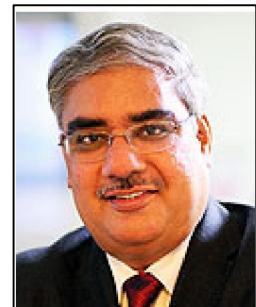
Professor Saras D. Sarasvathy is a member of the Strategy, Entrepreneurship and Ethics area. In addition to MBA and doctoral courses in entrepreneurship at Darden, she teaches in doctoral programs in Europe, Asia, Latin America and Africa. In 2007, Sarasvathy was named one of the top 18 entrepreneurship professors by *Fortune Small Business* magazine. In 2013, Babson College awarded her an honorary doctorate for the impact of her work on entrepreneurship education. In addition to the Jamuna Raghavan Chair at the Indian Institute of

Management, Bangalore, Sarasvathy currently holds a chair professorship from Nankai University in Tianjin, China and a jubilee professorship from Chalmers University in Gothenburg, Sweden.

In addition to teaching awards from other universities, she won the 2015 Mead-Colley Honored Faculty Award from UVA for active engagement with students. Her scholarly work has won several awards, including the 2001 William H. Newman Award from the *Academy of Management* and the 2009 and 2015 Gerald E. Hills Best Paper Awards from the *American Marketing Association*. Her book *Effectuation: Elements of Entrepreneurial Expertise* was nominated for the 2009 Terry Book Award by the *Academy of Management*. Her thesis on entrepreneurial expertise was supervised by Herbert Simon, 1978 Nobel Laureate in Economics. Sarasvathy serves on the board of Lending Tree (Nasdaq TREE) and writes a monthly column for the Corporate Dossier section of The Economic Times.

S. SIVAKUMAR

S. Sivakumar is the Divisional Chief Executive of the Agri Business Division. He is also the Chairman of Technico Agri Sciences Limited, and Vice Chairman of ITC Infotech India Limited and its subsidiaries in the UK and USA. Sivakumar has conceptualized and spearheaded the execution of the path-breaking ITC e-Choupal model. Topper of the Class of 1983 from the Institute of Rural Management Anand, (IRMA), Sivakumar worked with a farmers' cooperative for six years before joining ITC in 1989.



Sivakumar is the Chairman of the National Agricultural Council of the Confederation of Indian Industry (CII), Vice Chairman of the World Economic Forum's Global Agenda Council on Social Innovation, and a member on the Board of Governors of Institute of Rural Management, Anand (IRMA).

Sivakumar served on the Boards of India's National Bank for Agriculture and Rural Development (NABARD), and Indo US Knowledge Initiative on Agriculture, the Private Sector Committee of the Consultative Group on International Agricultural Research (CGIAR), and UN Global Compact's Core Advisory Group to develop Sustainable Agriculture Business Principles, among other organizations.



Michael CHATTALAS

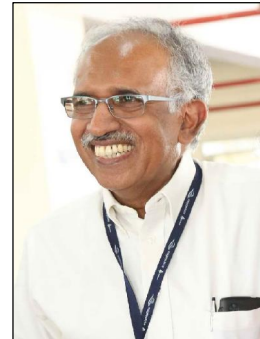
Dr. Michael Chattalas, a leading expert in the field of nation-branding and country-of-origin effects, joined the full-time faculty of Kean University in the Fall 2011, adding expertise in the areas of international marketing, global business, advertising, sustainability, and cross-cultural consumer behavior. Further, Dr. Chattalas serves as Academic Program Coordinator for Marketing with an added emphasis on global business.

Previously, Professor Chattalas taught at Fordham University Schools of Business as a full-time faculty from 2005 - 2011. In addition, Dr. Chattalas has taught fourteen Executive Master's courses in Marketing and International Business since 2004 for Baruch College, CUNY in Singapore, Hong Kong and Taiwan. From 1994 - 2004, Prof. Chattalas served as a Professor at Wagner College. In recognition of his outstanding teaching, Dr. Chattalas received presidential excellence awards from both Baruch College and Wagner College.

Dr. Chattalas holds a Ph.D. degree in Marketing from The City University of New York (Baruch College). Dr. Chattalas has published scholarly Journal papers (in International Marketing Review, Journal of Consumer Marketing, Services Marketing Quarterly and Place Branding and Public Diplomacy) and presented at global conferences and industry workshops (recently in Turkey, UK, Slovenia, France, Brazil, Taiwan, China, Greece, Iceland and the USA) on international marketing and consumer behavior topics such as, nation-brand personality, national stereotypes, luxury consumption, sustainability and cross-cultural issues.

Thulasiraj RAVILLA

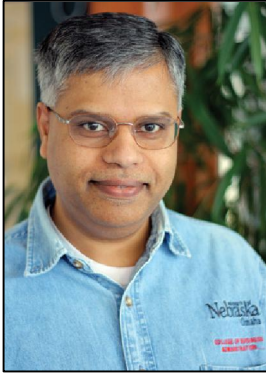
Thulasiraj is part of the senior leadership team of Aravind since 1981. Aravind Eye Hospital is a large provider of eye care, known for its sustainable, scalable and replicable model of service delivery. Thulasi was instrumental in establishing Aravind's systems and processes that are being replicated by hospitals across the developing world.



In line with organization's mission to eliminate needless blindness, Thulasiraj along with his team have mentored over 320 eye hospitals across the globe, often resulting in doubling of their output in the year following the engagement. As head of Aravind's technology department, he helped Aravind become one of the pioneer hospital in the country to adopt the Information Technology. This and other initiatives led Aravind to appear in Fast Co.'s list of the 50 most innovative companies in the world. Aravind Eye Care System was awarded the Gates Award for Global Health, the Champalimaud Award, and more recently the Conrad Hilton Humanitarian award.

Thulasiraj has been an Advisor to India's National Programme for the Control of Blindness (NPCB) and WHO. He was the Regional Chair of the International Agency for the Prevention of Blindness and was the founder President of Vision 2020 India.

Thulasiraj was named as a Social Entrepreneur in 2005 by the Schwab Foundation (World Economic Forum); adjudged the "Hospital Administrator of the Year in 2008" in India by Modern Medicare and GE Health; speaker at the TED Conference, India in 2009; listed among the 30 Most Influential People in Public Health globally by a portal on Masters in Public Health Management; in 2014, honoured as the "Most inspiring Healthcare Leader of the year" by Times of India Group.



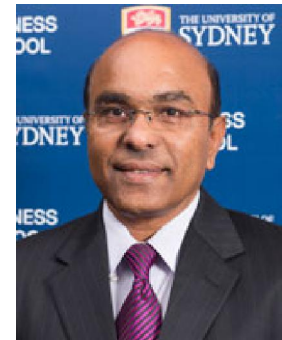
Phani Tej ADIDAM

Phani Tej Adidam is the Executive Management Education Professor at the University of Nebraska at Omaha. He is also the director of International Initiatives, and the Chairman of the Marketing and Management department. His research interests include marketing strategy, decision confidence, competitive intelligence, customer relationship management (CRM), demographics of health insurance economics, and sales management.

His work was awarded the Journal of Marketing's Marketing Science Institute/H. Paul Root Award for most significant contribution to the advancement of the practice of marketing" for 1999.

Ravi SEETHAMRAJU

Ravi's research explores the evolving relationships between IT-enabled innovations and performance. He works in two particular areas, the first exploring how these innovations are effectively adopted and used in organizations, supply chains and health care. The second examines the role of these innovations in improving students' learning experiences, skills and 'work-readiness'. His research was published in several leading international journals including Information Systems Frontiers, Australian Accounting Review, Business Process Management Journal, Engineering Management Journal, Assessment and Evaluation in Higher Education, Management Review and others.



Ravi's research was funded by national grants, university/school grants and large Australian teaching and learning research grants. Ravi teaches accounting systems and management accounting in the discipline and earlier taught process management, enterprise systems, operations management to undergraduate, post graduate, MBA and executive MBA students at the University of Western Sydney, Macquarie Graduate School of Management and Queensland University of Technology. He led the introduction of several curriculum design initiatives and teaching and learning innovations.



Jaywant SINGH

Jaywant Singh is Associate Professor in the Department of Strategy, Marketing and Innovation at the Kingston University, where he teaches consumer behaviour and research methods. Jaywant studied and worked in India, Australia (MBA), Denmark, Singapore and UK (PhD) in business and management related areas for several years. Prior to joining Kingston University, he was a senior lecturer at the University of Bedfordshire. He received his PhD (Marketing) in 2004. Jay's research interests are in the area of consumer behaviour and branding, specifically in customer loyalty, consumer perceptions of corporate social responsibility, new brands and product variants,

new media, online marketing, service failure and recovery, and brand alliances in b2b and b2c domains.

His research has been published in top-tier international journals such as the European Journal of Marketing, Journal of Advertising Research, Journal of Business Ethics, International Journal of Market Research, Industrial Marketing Management, and Journal of Business and Industrial Marketing. He is currently co-editing a book on contemporary issues in brand management (The Routledge Companion to Brand Management), and is the lead author for the forthcoming edition of a popular textbook on consumer behaviour (Consumer Behaviour: Applications in Marketing, Sage). He is experienced in supervising PhD and DBA projects to completion, and currently he is supervising doctoral candidates on topics such as ethical buying behaviour, impulsive buying, service recovery, consumer value and brand symbolism, cobranding, and online brand alliances.



Bobby BANERJEE

Bobby Banerjee (Professor, Cass Business School, City University, London, United Kingdom), joined Cass Business School in January 2013. Prior to joining Cass Bobby was Associate Dean (Research) at the College of Business, University of Western Sydney. He received his PhD from the University of Massachusetts and has held research and teaching positions at the University of Wollongong, RMIT University and the University of South Australia.

Bobby's primary research interests are in the areas of sustainability, climate change and corporate social responsibility. Other research interests include critical management studies, Indigenous ecology, postcolonial studies, cultural studies, and globalization.

He has published extensively in leading scholarly journals and is the author of two books: Corporate Social Responsibility: The Good, The Bad and The Ugly and the co-edited volume Organizations, Markets and Imperial Formations: Towards an Anthropology of Globalization. He serves on the editorial board of seven international journals and is a Senior Editor at Organization Studies.

M. JAYADEV

Prof. M. Jayadev's area of interest include Banking, Corporate Finance and Valuation, Management Accounting. His professional services extend to the area of Basel Accords, Banking and Risk Management for several banks, consulting firms and software companies. He is an associate member of the Indian Institute of Bankers (CAIIB) and a recipient of the ICSSR and UGC Fellowships.

He is a member board of the board of directors of BGSE Financial Limited and is also on the board of two start-up ventures. Currently, he serves at the Indian Institute of Management Bangalore, India.



Jatin PANCHOLI

Jatin Pancholi teaches in MBA programme at the Middlesex University, London, UK. He is/was associated with the Standard & Poor's USA,, Staffordshire University UK, Cheng Du University of Technology China, Indian Institute of Technology (IIT) India, Indian Institute of Management Ahmedabad (IIMA) India, SVKM's NMIMS University India and S P Jain Institute Dubai in various capacities.

He possesses wide range of experience in the area of steel, real estate, banking, insurance, Information Technology, TV serial production and management consulting and training in various countries.

His area of research, consulting, training and practice include performance measurement, balance scorecards, strategic cost management and entrepreneurship. He has publications has received best paper award and he is also a winner of an ESRC Research Grant and European Union project. More details about his work can be found on his personal website www.jatinpancholi.com

Paurav SHUKLA

Paurav Shukla is a Professor of Luxury Brand Marketing at Glasgow Caledonian University, UK. Paurav's career began in industry, and he continues to work hand in hand with industry as a researcher, practitioner and advisor. He has been delivering corporate training, teaching and consulting assignments for various organizations in the Europe, Asia and North Africa. Paurav has been involved with various EU funded research projects involving several nations from EU and Asia. He is associated with several academic institutions and corporate organizations including not for profit organizations in the capacity of advisor and board of directors.



His research interests include cross-cultural consumer behaviour, luxury marketing and branding, and marketing in emerging markets. He has published many articles in top-tier academic journals, chapters to edited books, and popular accounts of his work have appeared in the *Luxury Society*, *Business Week*, *Woman's Wear Daily*, *National Post of Canada*, *Business Review Weekly Australia* and *LiveMint Wall Street Journal*, among others.



Suresh BHAGAVATULA

Professor Bhagavatula's research interests are in two partly overlapping domains – Entrepreneurship and Social Networks. In Entrepreneurship, his interests are in both low and high technology firms in India. Within the Social Network domain, he is interested in understanding the influence of social capital on performance of entrepreneurs and teams.

His research work has been published in the *Journal of Business Venturing (JBV)*, *Entrepreneurship Theory and Practice (ETP)*, *Strategic Entrepreneurship Journal (SEJ)*, and *IIMB Management Review*. Prof. Bhagavatula serves at the Indian Institute of Management Bangalore, India.

P. D. JOSE

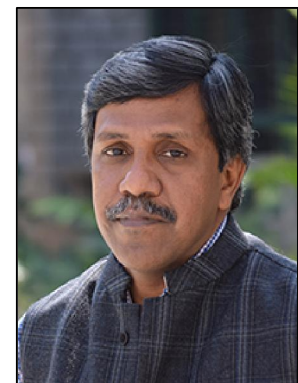
Professor P. D. Jose teaches core courses on strategy and electives on Corporate Environmental Management, Sustainable Enterprises and Understanding Corporate Failures.

He has been a visiting faculty at Cardiff Business School, IIM Kozhikode, and Gothenburg School of Business, Economics and Law at the University of Gothenburg.

Professor Jose was a Fulbright Fellow at the Massachusetts Institute of Technology, Boston, and Kenan-Flagler Business School, North Carolina during 1999-2000. He also visited the Kennedy School of Government, Harvard University, as a research scholar on a UNDP/GoI fellowship.

He was also an ESRC Visiting Fellow at the Centre for Business Relationships, Accountability, Sustainability and Society (BRASS) at Cardiff University during 2005-06, and again in 2008.

Prof. Jose serves as a faculty member at the Indian Institute of Management Bangalore.



Session Plan for Technical Sessions

Technical Session	Submission ID no.	Submission Title	Author name (* denotes presenting author)	Affiliation	Author Sequence
Technical Session-1: Financial Inclusion	433	Developing Credit Scorecard For Sustainable Financial Inclusion	Ramakrishna VENKATRAMAN	Bangalore University, India	First
	433	Developing Credit Scorecard For Sustainable Financial Inclusion	Seeboli Ghosh KUNDU*	Bangalore University, India	Second
	514	Financial Inclusion And Poverty Reduction: State-Wise Analysis From India	Ayushi RAICHOUDHURY*	KIIT University, India	Sole
	781	Agricredit An Imperative Way For Rural Development: A Study On Agricultural Rural Households Of South Gujarat	Seema Harshad KADAM*	Gujarat Technological University, India	First
	781	Agricredit An Imperative Way For Rural Development: A Study On Agricultural Rural Households Of South Gujarat	Apurva Anil CHAUHAN*	Gujarat Technological University, India	Second
	781	Agricredit An Imperative Way For Rural Development: A Study On Agricultural Rural Households Of South Gujarat	Babaraju K. BHATT*	Gujarat Technological University, India	Third
Technical Session-2: Improving Quality of Governance	400	Corporate Governance And Trust	Cindy Ann SCHIPANI*	University of Michigan, United States of America	First
	400	Corporate Governance And Trust	Terry Morehead DWORKIN*	Seattle University, United States of America	Second
	457	Corporate Governance, Corporate Social Responsibility And Firm Performance: Evidence Of Interrelationship From India	Dhanya ALEX*	Rajagiri Centre for Business Studies, India	First
	457	Corporate Governance, Corporate Social Responsibility And Firm Performance: Evidence Of Interrelationship From India	Roshna VARGHESE*	Rajagiri College of Social Sciences, India	Second
	496	Holistic Development Of Indian Banking Industry	Sadhvi MEHROTRA*	Dr. Virendra Swarup Institute of Computer Studies, India	Sole
Technical Session-3: Management of human resources for inclusive growth	429	An In-Depth Study Of Post-Merger Employee Job Satisfaction	Rangana MAITRA*	IES Management College & Research Centre, India	Sole
	442	Privacy And Beyond: Social And Ethical Concerns Of On-The-Job Surveillance	Jijo James INDIPARAMBIL	K. U. Leuven, Belgium	Sole

Technical Session	Submission ID no.	Submission Title	Author name (* denotes presenting author)	Affiliation	Author Sequence
			*		
	561	Mediating Effect Of Work-Life Balance On The Relationship Between Work Life Enrichment And Organizational Commitment For It Women Employees	Thasni ALI*	M. G. University, India	First
	561	Mediating Effect Of Work-Life Balance On The Relationship Between Work Life Enrichment And Organizational Commitment For It Women Employees	Bejoy John THOMAS	M G University, India	Second
Technical Session-4: Health care for sustainable development	590	Implementing Quality Health Care Strategies For Improving Service Delivery At Private Hospitals In India	Varsha AGARWAL*	Christ University, India	First
	590	Implementing Quality Health Care Strategies For Improving Service Delivery At Private Hospitals In India	K. G. JOSE	Christ University, India	Second
	590	Implementing Quality Health Care Strategies For Improving Service Delivery At Private Hospitals In India	Ganesh L.	Christ University, India	Third
	693	Examining The State Level Disparities In Health, Education And Infrastructure: Is India On The Path Of Inclusive Growth	Varun CHOTIA*	Birla Institute of Technology and Science, India	First
	693	Examining The State Level Disparities In Health, Education And Infrastructure: Is India On The Path Of Inclusive Growth	N. V. Muralidhar RAO	Birla Institute of Technology and Science, India	Second
	880	Inclusive Growth In Enhancing Healthcare Service Quality: An Empirical Study	SUNIL D'SOUZA*	National Institute of Technology Karnataka, India	First
	880	Inclusive Growth In Enhancing Healthcare Service Quality: An Empirical Study	A. H. SEQUEIRA	National Institute of Technology Karnataka, India	Second
Technical Session-5: Inclusive growth and enterprise	637	Does For Profit Social Entrepreneurs Differs From Not For Profit Social Entrepreneurs: An Empirical Analysis Of Competency Construct	Garima SAXENA*	Banaras Hindu University, India	Sole
	855	An Entrepreneurship Development Initiative - A Project Designed, Developed And Executed For About To Retire Indian Soldiers	Surbhi JAIN*	Savitribai Phule Pune University, India	First
	855	An Entrepreneurship Development Initiative - A Project Designed, Developed And Executed For About To Retire Indian Soldiers	Chandrashekhar madhusudan CHITALE*	Savitribai Phule Pune University, India	Second

Technical Session	Submission ID no.	Submission Title	Author name (* denotes presenting author)	Affiliation	Author Sequence
	855	An Entrepreneurship Development Initiative - A Project Designed, Developed And Executed For About To Retire Indian Soldiers	Rajesh Narayan PAHURKAR*	Savitribai Phule Pune University, India	Third
	1045	A Strategic Analysis Of Customer Relationship Management Practices Adopted By Small And Medium Enterprises In India	Remya SUBRAHMANI AN *	NITK, India	Sole
Technical Session-6: Environmental Sustainability	614	Investigating Forces For Change Affecting Corporate Sustainability: Global Megatrends And Future Scenarios	Sonal CHOUDHARY*	Sheffield University Management School, United Kingdom	Sole
	736	Hybridization Is Inevitable In Indian Aviation Industry	Ganesan RAJESH*	Hindustan University, India	Sole
	759	Tata Power's Greenolution: Sensitizing Employees on Environmental Conservation	Sanjay VERMA*	Indian Institute of Management, Ahmedabad, India	First
	759	Tata Power's Greenolution: Sensitizing Employees on Environmental Conservation	Shubhi THAKURIA	Indian Institute of Management, Ahmedabad, India	Second
Technical Session-7: Cause related marketing	1025	Cause Related Marketing: A New Paradigm In Marketing For Inclusive Growth.	Shail CHANANA*	Research Scholar Punjabi University, patiala Punjab, India	Sole
	1040	Corporate Societal Marketing In Brand Communication: An Indian Example	Meeta MUNSHI*	Nirma University, India	Sole
	1051	Cause Marketing: A Marketing Strategy For The Higher Purpose	Sunitha T. R.*	CUSAT, India	Sole
Technical Session-8: Consumer psychology in driving growth for financial instruments	539	The Impact Of Odd-Ending Prices On The Consumers' Attitude And Buying Behavior: A Study	Santosh KUMAR*	Indian School of Mines, India	First
	539	The Impact Of Odd-Ending Prices On The Consumers' Attitude And Buying Behavior: A Study	Mrinalini PANDEY	Indian School of Mines, India	Second
	794	Factors Influencing Employee's Perception About Banks Technology For Innovative Delivery Channels Of Public Sectors Banks Of India	Neha N. GUPTA*	K. J. Somaiya Institute of Management Studies & Research, India	Sole
	985	Psychological Traits And Investor Behavior: Do They Have A Relationship?	Paramjeet Kaur Kamaljit SINGH*	Symbiosis International University, India	First
	985	Psychological Traits And Investor Behavior: Do They Have A Relationship?	Shreya Rustum VIRANI*	Symbiosis International University, India	Second

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	985	Psychological Traits And Investor Behavior: Do They Have A Relationship?	Sabiha Salman FAZALBHOY*	Symbiosis International University, India	Third
	434	Human Capital, Social Capital, Gender And Race: Are They Related To Access To Bank Finance, In A Developing Nation?	Pradeep BRIJLAL*	University of the Western Cape, South Africa	Sole
Technical Session-9: Corporate Sustainability and human capital	450	Understanding The Perception Of Customers Towards Corporate Social Responsibility Activities Of The Bank	Ardhendu Shekhar SINGH*	Symbiosis International University, India	First
	450	Understanding The Perception Of Customers Towards Corporate Social Responsibility Activities Of The Bank	Dilip AMBARKHANE	Symbiosis International University, India	Second
	450	Understanding The Perception Of Customers Towards Corporate Social Responsibility Activities Of The Bank	Bhama VENKATARAM ANI	Symbiosis International University, India	Third
	735	What's In A Name? Reviewing The Genesis Of CSR	Rajiv NAIR*	Amrita VishwaVidyapeetham University, India	First
	735	What's In A Name? Reviewing The Genesis Of CSR	Amalendu JYOTISHI	Amrita VishwaVidyapeetham University, India	Second
Technical Session-10: Education	515	Assessing Website Usability Of An Educational Institute: Towards Development And Validation Of A Scale	Ashwini SHARMA*	JK Lakshmi Pat University, India	Sole
	564	Assessing Knowledge Performance Through Justice Dimensions And Learning Behavior	Pooja KUSHWAHA*	Indian Institute of Technology Roorkee, India	First
	564	Assessing Knowledge Performance Through Justice Dimensions And Learning Behavior	Vandana TAMTA	IIT Roorkee, India	Second
	564	Assessing Knowledge Performance Through Justice Dimensions And Learning Behavior	M. K. RAO	IIT Roorkee, India	Third
	568	Patient Engagement Scale For Bottom Of The Pyramid Diabetic Patients: Scale Development And Validation	Bejoy John THOMAS	M G University, India	First
	929	Gender In Education Advertising: Issues And Implications	Dilpreet SINGH*	Chitkara University, India	First
	929	Gender In Education Advertising: Issues And Implications	Namrata SANDHU*	Chitkara University, India	Second
Technical Session-11: Profits	386	Inclusive Growth: Economics as if people mattered	Aruni MITRA	University of British	First

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with Purpose & firm innovation				Columbia, Canada	
Technical Session-11: Profits with Purpose & firm innovation	386	Inclusive Growth: Economics as if people mattered	Debasmita DAS*	Jadavpur University, India	Second
	467	The Role Of Hrd Interventions And Employee Competencies In Enhancing Organizational Effectiveness: The Moderating Role Of Organizational Learning Culture Using Amos	Rama Krishna Gupta POTNURU*	National Institute of Technology, India	First
	467	The Role Of Hrd Interventions And Employee Competencies In Enhancing Organizational Effectiveness: The Moderating Role Of Organizational Learning Culture Using Amos	Chandan Kumar SAHOO	National Institute of Technology, India	Second
	467	The Role Of Hrd Interventions And Employee Competencies In Enhancing Organizational Effectiveness: The Moderating Role Of Organizational Learning Culture Using Amos	Chandan Kumar SAHOO	National Institute of Technology, India	Second
	971	Towards A Research Model Of Dynamic Capabilities And Firm Innovativeness- The Role Of Absorptive Capacity And Strategic Innovation Of Firms	Khyati DESAI*	Brunel University UK Nirma University India, United Kingdom	First
	971	Towards A Research Model Of Dynamic Capabilities And Firm Innovativeness- The Role Of Absorptive Capacity And Strategic Innovation Of Firms	Dimitrios KOUFOPOULOS	Brunel University , United Kingdom, United Kingdom	Second
	971	Towards A Research Model Of Dynamic Capabilities And Firm Innovativeness- The Role Of Absorptive Capacity And Strategic Innovation Of Firms	Prabhat Kumar YADAV*	Nirma University, India	Third
Technical Session-12: Macro-marketing influences	538	Does Religion Affect Consumer Decision Making Style? Empirical Evidence From Young Indian Muslim Consumers	Tajamul ISLAM*	Pondicherry University, India	First
	538	Does Religion Affect Consumer Decision Making Style? Empirical Evidence From Young Indian Muslim Consumers	Uma CHANDRASEKARAN	Pondicherry University, India	Second
	624	Influence Of Consumer Socialization Agents And Pester Power On Parent-Child Purchase Decisions-Towards A Conceptual Frame Work	Anitha P.*	National Institute of Technology Karnataka, India	First
	624	Influence Of Consumer Socialization Agents And Pester Power On Parent-Child Purchase Decisions-Towards A Conceptual Frame Work	Bijuna C. MOHAN	National Institute of Technology Karnataka, India	Second
	904	Understanding And Regulating Emotions: Impact On Salesperson Performance	John WILKINSON	University of South Australia, Australia	First

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	904	Understanding And Regulating Emotions: Impact On Salesperson Performance	Jay MULKI*	Northeastern University, United States of America	Second
Technical Session-13: Financial innovations & practices	536	A Study On Relationship Between The Factors Influencing The Dividend Announcement Decisions And Investment Characters: From Investor's Perspective	Subhendu Kumar PRADHAN*	Pondicherry University, India	First
	536	A Study On Relationship Between The Factors Influencing The Dividend Announcement Decisions And Investment Characters: From Investor's Perspective	Kasilingam R.	Pondicherry University, India	Second
	699	Does Innovation Influence Company Performance In The Asian Airline Industry? An Empirical Research	Jayalakshmy RAMACHANDRAN*	University of Nottingham, Malaysia	First
	699	Does Innovation Influence Company Performance In The Asian Airline Industry? An Empirical Research	Nicholas Lorenzo SIM	The University of Nottingham, Malaysia	Second
	947	Garch Based Conditional Variance Forecasting Using Artificial Neural Networks	Taufeeque Ahmad SIDDIQUI	Jamia Millia Islamia University, India	First
	947	Garch Based Conditional Variance Forecasting Using Artificial Neural Networks	Yusuf ABDULLAH*	Jamia Millia Islamia University, India	Second
Technical Session-14: Consumers as stakeholders in retail experiences	497	Strengthening Customer Retention In Retailing Through Service Quality: A Case Study Analysis	R. Sathish BENEDICT*	Narayan Zantye College of Commerce, India	First
	497	Strengthening Customer Retention In Retailing Through Service Quality: A Case Study Analysis	Rajendra V. KUMBHARJUV ENKAR*	Narayan Zantye College of Commerce, India	Second
	809	Small Retailer's Merchandise Decision Making:A Grounded Theory Approach	HARI GOVIND MISHRA*	Shri Mata Vaishno Devi University, India	First
	809	Small Retailer's Merchandise Decision Making:A Grounded Theory Approach	Piyush Kumar SINHA	Shri Mata Vaishno Devi University, India	Second
	809	Small Retailer's Merchandise Decision Making:A Grounded Theory Approach	Surabhi KOUL*	Shri Mata Vaishno Devi University, India	Third
	1069	Measuring Post-Purchase Customer Experience In Online Retailing: Striking An Emotional Chord With Customer	Bhawna ANJALY*	Research Associate, India	First
	1069	Measuring Post-Purchase Customer Experience In Online Retailing: Striking An Emotional Chord With Customer	Amresh KUMAR	Asia Pacific Institute of Management, New	Second

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				Delhi, India	
Technical Session-15: Entrepreneurship & Social Entrepreneurship	964	Inclusive Growth Through Industrial Clusters: Evidences From Firms Operating In Gurgaon Auto Components Cluster	Dinesh RAWAT*	GGSSIP University, India	First
	964	Inclusive Growth Through Industrial Clusters: Evidences From Firms Operating In Gurgaon Auto Components Cluster	Raj Kumar MITTAL	Guru Gobind Singh Indraprastha University, New Delhi, India	Second
	964	Inclusive Growth Through Industrial Clusters: Evidences From Firms Operating In Gurgaon Auto Components Cluster	Vijita AGGARWAL	GGSSIP University, India	Third
	1014	The Role Of Entrepreneurial Orientation And Stakeholder Orientation In Family Business Internationalization	Vijay K. PATEL*	Kean University, United States of America	First
	1014	The Role Of Entrepreneurial Orientation And Stakeholder Orientation In Family Business Internationalization	Valerie VACCARO	Kean University, United States of America	Second
	1053	Tata Motors Grihini Social Welfare Society: 'Breaking Stereotypes, Empowering Women'	Shubhi THAKURIA*	Indian Institute of Management, Ahmedabad, India	First
	1053	Tata Motors Grihini Social Welfare Society: 'Breaking Stereotypes, Empowering Women'	Sanjay VERMA	Indian Institute of Management, Ahmedabad, India	Second
Technical Session-16: Financial Markets for Growth and innovative practices	449	Measuring Financial Inclusion Across The World	Dilip AMBARKHANE	Symbiosis International University, India	First
	449	Measuring Financial Inclusion Across The World	Ardhendu Shekhar SINGH *	Symbiosis International University, India	Second
	449	Measuring Financial Inclusion Across The World	Bhama VENKATRAMA NI	Symbiosis International University, India	Third
	511	Loan Loss Provisions And Earnings Management By Indian Commercial Banks.	Smitha NAIR*	Amrita Vishwa Vidyapeetham, India	First
	511	Loan Loss Provisions And Earnings Management By Indian Commercial Banks.	Gopikumar VENUGOPAL*	Amrita Vishwa Vidyapeetham, India	Second

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	984	Relationship Between Board Structure And Ipo Underpricing: Evidence From India	Balpreet SINGH*	I. K. Gujral University, India	Sole
Technical Session-17: Inclusive growth and social media	401	Impact Of Social Media And Electronic Word Of Mouth On Purchase Decision Involvement In New Management Paradigm; Theory Of Social Sensitivity	Shantanu PRASAD*	Symbiosis International University, India	Sole
	608	Impact Of User Generated Content On Brand Equity: A Study On Social Media Networks	Mohd. Sarwar ALAM*	Aligarh Muslim University, India	First
	608	Impact Of User Generated Content On Brand Equity: A Study On Social Media Networks	Bilal MUSTAFA KHAN	Aligarh Muslim University, India	Second
	608	Impact Of User Generated Content On Brand Equity: A Study On Social Media Networks	Arif ANWAR	Aligarh Muslim University, India	Third
	978	Empowering Women In Saudi Arabia Through Open And Distance Learning	Abdul GANI*	Central University of Kashmir, India	First
	978	Empowering Women In Saudi Arabia Through Open And Distance Learning	Roshan ARA	Central University of Kashmir, India	Second
Technical Session-18: Health care for sustainable development	507	Healthcare Accessibility At The 'bottom Of The Pyramid' : A Study Of The Scope Of Ehealth In India	Ridhi BHATIA*	Apeejay Stya University, India	First
	507	Healthcare Accessibility At The 'bottom Of The Pyramid' : A Study Of The Scope Of Ehealth In India	Udita TANEJA*	GGs Indraprastha University, India	Second
	897	Students Using Internet To Seek Health Information: An Empirical Study	ASAD AHMAD*	Aligarh Muslim University, India	First
	897	Students Using Internet To Seek Health Information: An Empirical Study	Obaidur RAHMAN	Aligarh Muslim University, India	Second
	897	Students Using Internet To Seek Health Information: An Empirical Study	Mohammed Naved KHAN	Aligarh Muslim University, India	Third
	1046	Mobile Health For Inclusive Growth Among Rural Indian Population	Arjun R.*	National Institute of Technology Karnataka - Surathkal, India	First
	1046	Mobile Health For Inclusive Growth Among Rural Indian Population	Sunil C. D'SOUZA*	NIT Karnataka, India	Second
Technical Session-19: Management of human resources for inclusive growth	382	Technology mediated Collectivization: Narratives From Indian Information Technology Sphere	Mrinmoy MAJUMDER*	Goa Institute of Management, India	Sole
	563	Human Resource Practices And Employee Engagement: A Cross Level Investigation Using An Integrative Approach	Neha GUPTA*	Birla Institute of Technology, India	First

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Technical Session-19: Management of human resources for inclusive growth	563	Human Resource Practices And Employee Engagement: A Cross Level Investigation Using An Integrative Approach	Vandna SHARMA	Birla Institute of Technology, India	Second
	937	Research To Study Employee Engagement And Factors Influencing It At Emron	Divya Rajesh KALE*	Pandit Deendayal Petroleum University, India	First
	937	Research To Study Employee Engagement And Factors Influencing It At Emron	Ashutosh MUDULI*	Pandit Deendayal Petroleum University, India	Second
Technical Session-20: SME alliances & leveraging human capital	942	Social Entrepreneurship In India :A Contemporary Case Analysis	Kanwal ANIL*	Ambekar University, India	Sole
	975	What Drives Small And Medium Enterprise Exploration-Exploitation Alliance Formation? A Holistic Perspective	Rohit Subhash PRABHUDESAI *	BITS Pilani Goa Campus, India	First
	975	What Drives Small And Medium Enterprise Exploration-Exploitation Alliance Formation? A Holistic Perspective	C. H. V. V. S. N. V. PRASAD	KK Birla Goa Campus, BITS Pilani, India	Second
	1052	Leveraging The Performance Of Service Sector Employees Through Human Capital Management Practices And Learning Orientation: An Empirical Revelation	Neenu WILSON*	Cochin University of Science & Technology, India	First
	1052	Leveraging The Performance Of Service Sector Employees Through Human Capital Management Practices And Learning Orientation: An Empirical Revelation	Sebastian Rupert MAMPILLY	CUSAT, India	Second
Technical Session-21: Financial Inclusion from a macro perspective	489	Income Diversification And Risk Adjusted Performance: An Indian Banking Sector Perspective	Gopikumar VENUGOPAL*	Amrita Vishwa Vidyapeetham, India	First
	489	Income Diversification And Risk Adjusted Performance: An Indian Banking Sector Perspective	Smitha NAIR*	Amrita Vishwa Vidyapeetham, India	Second
	489	Income Diversification And Risk Adjusted Performance: An Indian Banking Sector Perspective	Regikumar G.	Amrita Vishwa Vidyapeetham, India	Third
	1043	Inclusive & Sustainable Growth: Role Of Reserve Bank Of India	Meenal Sharma JAGTAP*	Amity University, Haryana, India	Sole
	1076	Financial Inclusion And Democracy	Sakshi KHARBANDA*	Jamia Millia Islamia, India	Sole
Technical Session-22: Human Strategic Management for Sustainable development	676	Beyond Relational Demography: The Efect Of Deep Level Diversity Dimension Workplace Spirituality On Organisational Commitment	Nidhi MAHESHWARI*	Asia Pacific Institute of Management, India	Sole

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Technical Session-22: Human Strategic Management for Sustainable development	1050	Utilizing Team's Emotional Intelligence: The Mediating Role Of Team Interaction In Enhancing Team Performance	Santoshi SENGUPTA*	Jaypee Institute of Information Technology, India	Sole
	1068	A Study Of Hrm Practices And It's Impact On Organisational Commitment Of Construction Employees In India	Kirti RAJHANS*	National Institute of Construction Management & Research, India	Sole
Technical Session-23: Marketing of food products	655	Analyzing Customer Value Perceptions Towards Nutraceuticals- A Multi-Criteria Decision Approach	Priyanka SINGH*	Punjab Technical University, India	First
	655	Analyzing Customer Value Perceptions Towards Nutraceuticals- A Multi-Criteria Decision Approach	Arun kumar DESHMUKH	Punjab Technical University, India	Second
	675	Factors Influencing Buying Decision Of Ready-To-Eat Packed Food In Mumbai	Poonam Naresh KAKKAD*	University of Mumbai, India	Sole
	887	The Impact Of Odd-Ending Prices On The Consumers's Attitude And Buying Behavior: A Study	Santosh KUMAR*	Indian School of Mines, India	First
	887	The Impact Of Odd-Ending Prices On The Consumers's Attitude And Buying Behavior: A Study	Mrinalini PANDEY	Indian School of Mines, India	Second
Technical Session-24: Women Empowerment	431	Preferred Image Of Women On Indian Television: An Empirical Analysis	Namrata SANDHU*	Chitkara University, India	First
	431	Preferred Image Of Women On Indian Television: An Empirical Analysis	Dilpreet SINGH*	Chitkara University, India	Second
	935	Attitudinal Barriers In Education: Experiences Of Disabled Women In Odisha	Sankalpa SATAPATHY*	Indian Institute of Management Calcutta, India	Sole
	941	Role Of Microfinance In Alleviation Of Gender Inequality In India	Anshu DAWER*	Asia Pacific Institute of Management, India	Sole
Technical Session-25: Healthcare challenges	613	Maternal Mortality In High Focus States In India: A District Level Adolescent And Reproductive Healthcare Interventions Analysis And Relationship Building	Partha SAHA*	Indian Institute of Technology Kharagpur, India	Sole
	868	Inequity Impact Analysis On Healthcare Indicators: Case Study On Nine High Focus States Of India	Partha SAHA*	Indian Institute of Technology Kharagpur, India	Sole
	961	Health For All: Examining The Challenges And Opportunities	Aditi SHARMA*	Central University of Himachal Pradesh,	First

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Technical Session-25: Healthcare challenges	961	Health For All: Examining The Challenges And Opportunities	Deepak Kumar SHARMA	Central University of Himachal Pradesh, India	Second
Technical Session-26: Business models challenges	666	In Search Of Knowledge: The Evolving Role Of Industry-Academia Collaboration	Abdul GANI*	Central University of Kashmir, India	Sole
	844	Decision Modelling Of Business Rules	Kaumudi AMIN*	Wipro Technologies, India	Sole
	848	Operating Working Capital And Impact On Cash Management.	Rodrigo ZEIDAN*	Fundação Dom Cabral and NYU Shanghai, Brazil	Sole
Technical Session-27: Virtual video presentations	392	Organizational Change Management And Leadership: A Case Of Enterprise Digitization	Kallol BASU*	Kedge Business School, France	Sole
	409	Micro Credit, Gender And Business Performance Of Small Business Organizations : Evidence From Sri Lanka; With Reference To Puttalam District	Chathurani Lakmini Kumari RATHNAYAKA *	General Sir John Kotelawala Defence University, Sri Lanka	First
	409	Micro Credit, Gender And Business Performance Of Small Business Organizations : Evidence From Sri Lanka; With Reference To Puttalam District	Yatiwella Weerakon BANDA	General Sir John Kotelawala Defence University, Sri Lanka	Second
	409	Micro Credit, Gender And Business Performance Of Small Business Organizations : Evidence From Sri Lanka; With Reference To Puttalam District	Dinusha Dushanthi LOKUGE	General Sir John Kotelawala Defence University, Sri Lanka	Third
	680	Thrift Stores - A Business Model to Reach “bottom Of Pyramid (BOP)” In Developing Economies- A Case Study For India	Amanpreet BAJWA*	Humber College, Canada	Sole
Technical Session-28: Virtual video presentations	383	Leveraging The Brand Through Green Initiatives: The Case Of Kinetic Green Ltd	Sangeeta TROTT*	ITM-SIA Business School, India	Sole
	540	Creative Tourism Business Model For The Grass Root Dependents Of Tourism Based Economy	Bharti GUPTA*	Central University of Jammu, India	First
	540	Creative Tourism Business Model For The Grass Root Dependents Of Tourism Based Economy	Asma BASHIR	Central University of Jammu, India	Second
	566	Models For Sustainable Innovation In Emerging Economies	Deepika JOSHI*	Gautam Buddha University, India	First

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Technical Session-28: Virtual video presentations	566	Models For Sustainable Innovation In Emerging Economies	Divyani SINGH	Gautam Buddha University, India	Second
	566	Models For Sustainable Innovation In Emerging Economies	Ankur JASWAL	Gautam Buddha University, India	Third
Technical Session-29: Healthcare challenges	667	Women Workers' Commitment To Work And Family	Abdul GANI*	Central University of Kashmir, India	First
	667	Women Workers' Commitment To Work And Family	Roshan ARA	Central University of Kashmir, India	Second
	841	Mobile Health: Essential Health It Services Management Across The Rural India	Arjun R.*	National Institute of Technology Karnataka - Surathkal, India	First
	841	Mobile Health: Essential Health It Services Management Across The Rural India	Sunil Cyprian D'SOUZA*	National Institute of Technology Karnataka - Surathkal, India	Second
	1058	The Impact Of Indian Pharmaceutical Exports On Inclusive Growth Of Sub-Saharan Africa	Ashwin VIJAYAKUMAR *	Paramount Logistics, India	First
	1058	The Impact Of Indian Pharmaceutical Exports On Inclusive Growth Of Sub-Saharan Africa	Karthik SUBRAMANIA N	Freelance	Second
Technical Session-30: Human Strategic Management for Sustainable development	648	Impact Of Ethical Behaviour Of Indian Project Managers On Software Project Performance: A Qualitative Study	Shradha PADHI*	KIIT University, India	First
	648	Impact Of Ethical Behaviour Of Indian Project Managers On Software Project Performance: A Qualitative Study	Sumita MISHRA	KIIT University, India	Second
	773	Employee Voice As A Moderator Between The Constructs Hr Practices, Commitment-To-Change And Successful Change: Validation Through Moderated Structured Equation Modeling	Rohini SHARMA*	National Institute of Technology, Rourkela, India	First
	773	Employee Voice As A Moderator Between The Constructs Hr Practices, Commitment-To-Change And Successful Change: Validation Through Moderated Structured Equation Modeling	Chandan Kumar SAHOO	National Institute of Technology, India	Second
	773	Employee Voice As A Moderator Between The Constructs Hr Practices, Commitment-To-Change And Successful Change: Validation Through Moderated Structured Equation Modeling	Rama Krishna Gupta POTNURU*	National Institute of Technology, India	Third
	773	Employee Voice As A Moderator Between The Constructs Hr Practices, Commitment-To-Change And Successful Change: Validation Through Moderated Structured Equation Modeling	Sambedna JENA	National Institute of Technology, India	Fourth

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		Practices, Commitment-To-Change And Successful Change: Validation Through Moderated Structured Equation Modeling		Technology Rourkela, India	
Technical Session-30: Human Strategic Management for Sustainable development	916	Indicators Of Employee Trust Building During Mergers And Acquisitions	Anjali BANSAL*	Mudra Institute of Communications, Ahmedabad (MICA), India	Sole
Technical Session-31: Social marketing reflections	657	Organic Food Products In India: Mainstream Or Niche Market	Gunjan GUMBER*	Maharshi Dayanand University, India	First
	657	Organic Food Products In India: Mainstream Or Niche Market	Jyoti RANA	Maharshi Dayanand University, India	Second
	692	Role Of Service Quality To Meet The Patient Expectations In Private Hospitals In India	Varsha AGARWAL*	Christ University, India	First
	692	Role Of Service Quality To Meet The Patient Expectations In Private Hospitals In India	K. G. JOSE	Christ University, India	Second
	692	Role Of Service Quality To Meet The Patient Expectations In Private Hospitals In India	Ganesh L.	Christ University, India	Third
	989	Theory Of Social Marketing	Sameer DESHPANDE*	University of Lethbridge, Canada	Sole
Technical Session-32: Branding and consumer engagement	476	Persuasive Competence Of Alignable And Non-Alignable Add-On, On Consumer Product Evaluation And Attitude Formation: Specific To Smart Phones	Sandhya GOPALAKRISHNAN*	Amrita University, India	First
	476	Persuasive Competence Of Alignable And Non-Alignable Add-On, On Consumer Product Evaluation And Attitude Formation: Specific To Smart Phones	Sherin SHAJI	Amrita University, India	Second
	616	Examining The Moderating Role Of Brand Perceptions On The Relationship Between Social Environment And Customer Shopping Experience	Priyanka SINGH*	Punjab Technical University, India	First
	616	Examining The Moderating Role Of Brand Perceptions On The Relationship Between Social Environment And Customer Shopping Experience	Harmeen SOCH	I. K. Gujral Punjab Technical University, India	Second
	812	Testing The Effect Of National Stereotypes On Service Evaluations	MICHAEL CHATTALAS*	Kean University, United States of America	First
Technical Session-32: Branding	812	Testing The Effect Of National Stereotypes On Service	Irawati	University of	Second

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and consumer engagement		Evaluations	PRIYANTI*	Indonesia, Indonesia	
Technical Session-32: Branding and consumer engagement	812	Testing The Effect Of National Stereotypes On Service Evaluations	Adi Zakaria AFIFF	University of Indonesia, Indonesia	Third
	812	Testing The Effect Of National Stereotypes On Service Evaluations	Rizal EDY	University of Indonesia, Indonesia	Fourth
Technical Session-33: Operations Management & big data	385	Investigating the determinants of Big Data Analytics (BDA) Assimilation in emerging economies of Asia	Kalyan Prasad AGRAWAL*	Chandragupt Institute of Management Patna, India	Sole
	464	Application Of Quality Function Deployment (Qfd) For Tvs: An Analytical Study	Ashu SHARMA*	Narsee Monjee Institute of Management Studies, India	Sole
	688	Reduction Of Wastage Of Perishables In The Supply Chain: The Case Of An Online Grocer In India	Jobin RAJ*	Amrita Vishwa Vidyapeetham University, India	First
	688	Reduction Of Wastage Of Perishables In The Supply Chain: The Case Of An Online Grocer In India	Sanjay BANERJI	Amrita Vishwa Vidyapeetham University, India	Second
Technical Session-34: Bottom of the pyramid challenges	404	Drinking Water Pricing In Bihar: A Mechanism For Sustainable Water Resource Management	Vijaya BANDYOPADH YAYA*	Chandragupt Institute of Management, India	First
	404	Drinking Water Pricing In Bihar: A Mechanism For Sustainable Water Resource Management	Debabrata SAMANTA	Chandragupt Institute of Management, India	Second
	408	Skill Development Initiatives For Community Engagement At Kaggalipura	Smita KAVATEKAR*	Jain University, India	First
	408	Skill Development Initiatives For Community Engagement At Kaggalipura	Vijaya G. S.	Jain University, Saudi Arabia	Second
	1070	Growing With A Purpose: A Social Entrepreneurial Attempt To Elevate Rickshaw Pullers' Plight	Bhawna ANJALY*	Research Associate, India	Sole
Technical Session-35: Building inclusive organizations and society	591	Impact Of Financial Inclusion On The Operational Efficiency Of Selected Banks In Goa - Case Study Analysis	Parasharam Appu PATIL*	Govt. College of Arts, science & Commerce, Quepem, India	First
Technical Session-35: Building	591	Impact Of Financial Inclusion On The Operational Efficiency Of	R. Sathish	Narayan Zantye	Second

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inclusive organizations and society		Selected Banks In Goa - Case Study Analysis	BENEDICT*	College of Commerce, India	
Technical Session-35: Building inclusive organizations and society	847	Trade Elasticities Revisited: Empirical Evidence From European Industry-Level Exports To Bric Countries.	Rodrigo ZEIDAN*	FundaÃ§Ã£o Dom Cabral and NYU Shanghai, Brazil	First
	847	Trade Elasticities Revisited: Empirical Evidence From European Industry-Level Exports To Bric Countries.	Svetlana FEDOSEEVA	Germany	Second
	1021	A Study On Work Life Balance Of Teachers In Engineering Colleges In Thiruvananthapuram	Dhanya JOSEPHINE*	CET School of Managemnt, India	Sole
Technical Session-36: Skill Development	682	Manufacturing Exports And Job Creation: A Case Study Of Mississippi, USA	Daniel ASSAMAH	Kean University, United States of America	First
	682	Manufacturing Exports And Job Creation: A Case Study Of Mississippi, USA	Chad MILLER	University of Mississippi, United States of America	Second
	682	Manufacturing Exports And Job Creation: A Case Study Of Mississippi, USA	Michael CHATTALAS*	Kean University, United States of America	Third
	981	Role Of Skill Development In Higher Education In India	Kiran SRIVASTAVA*	Christ University, India	Sole
	1090	Factors Influencing Applicant Willingness To Apply For The Advertised Job Opening Through Social Media: The Mediatl Role Of Credibility & Satisfaction	Jignesh Jagdishbhai TRIVEDI	Gujarat University, India	First
	1090	Factors Influencing Applicant Willingness To Apply For The Advertised Job Opening Through Social Media: The Mediatl Role Of Credibility & Satisfaction	Ashutosh MUDULI*	Pandit Deendayal Petroleum University, India	Second
Technical Session-37: Sustainable Growth and Risk Management	528	Master Franchising: As A Business Growth Strategy Of Monginis - A Case Study Analysis	Sohani Pai VAIDYA*	Government College of Arts, Science and Commerce, India	First
	528	Master Franchising: As A Business Growth Strategy Of Monginis - A Case Study Analysis	R. Sathish BENEDICT*	Narayan Zantye College of Commerce, India	Second
Technical Session-37: Sustainable Growth and Risk	891	Bp Oil Spill- A Tale Of Contingent Liability	Avinash ARYA*	William Paterson University, United	First

Technical Session	Submission ID no.	Submission Title	Author name (* denotes presenting author)	Affiliation	Author Sequence
Management				States of America	
Technical Session-37: Sustainable Growth and Risk Management	891	Bp Oil Spill- A Tale Of Contingent Liability	Sia NASSIRIPOUR	William Paterson University, United States of America	Second
	1027	Sustainable Milk And Milk Products Value Chain : Milkfed, Dairy Cooperatives & Entrepreneur Dairy Farmers In Punjab	Gurdeep SINGH*	Panjab University , Chandigarh, India, India	Sole
Technical Session-38: New avenues in marketing	795	Measuring Customer Service Delivery In The Airlines Sector	Sanjana GUPTA*	Bethany Junior Collge, India	Sole
	911	The Tale Of Two Towns: Rural Consumer Behaviour	Bidhi KASHYAP*	Gauhati University, India	Sole
	1056	Adoption Of Mobile Internet Technology Among Students - A Demographic Study	Akash SOMANGALI KANNAN*	National Institute of Technology, India	First
	1056	Adoption Of Mobile Internet Technology Among Students - A Demographic Study	Jayanth JACOB	Anna University, India	Second
Technical Session-39: Financial Services Sector	513	Hybrid Organizations In Financial Industry Of India	Ardhendu Shekhar SINGH*	Symbiosis International University, India	First
	513	Hybrid Organizations In Financial Industry Of India	Dilip AMBARKHANE	Symbiosis International University, India	Second
	513	Hybrid Organizations In Financial Industry Of India	Bhama VENKATARAM ANI	Symbiosis International University, India	Third
	808	Women Employees In Indian Banking Sector And Their Perception On Training	Vijayalakshmi NEDUNGILLI*	Great lakes Institute of Management, India	Sole
	945	Payment Banks And Small Finance Banks In India: A Primer	Kanwal ANIL*	Ambekar University, India	Sole
Technical Session-40: Talent management and employee engagement	588	Organizational Talent Management And Employer Branding	Kamlesh KUMAR MAURYA*	Banaras Hindu University, India	Sole
	1022	Implementation Of Roi Process In Indian Companies: A Case Study Approach	Sonali WAGLE*	ROI Institute (USA), India	Sole
	581	Workplace Spirituality And Work Outcomes: The Role Of Employee Engagement.	Manju MAHIPALAN*	National Institute of Technology Karnataka,	First

Technical Session	Submission ID no.	Submission Title	Author name (* denotes presenting author)	Affiliation	Author Sequence
				India	
	581	Workplace Spirituality And Work Outcomes: The Role Of Employee Engagement.	Sheena	National Institute of Technology Karnataka, India	Second
Technical Session-41: Human sustainable management	512	Participatory HRM And Firm Performance: Testing The Mediating Role Of Organizational Climate	Subhash C. KUNDU*	Guru Jambheshwar University of Science & Technology, India	First
	512	Participatory HRM And Firm Performance: Testing The Mediating Role Of Organizational Climate	Neha GAHLAWAT*	Guru Jambheshwar University of Science & Technology, India	Second
	1071	Inclusive Growth Of Fishermen Community In Kerala Through The Empowerment Of Fisherwomen	Sukumaran VEENA PRIYA*	M. G. University, India	Sole
	523	Perceived Diversity Within Management Levels And Organizational Performance: A Study In The Indian Context	Subhash C. KUNDU*	Guru Jambheshwar University of Science & Technology, India	First
	523	Perceived Diversity Within Management Levels And Organizational Performance: A Study In The Indian Context	Archana MOR*	Guru Jambheshwar University of Science & Technology, India	Second

Book presentation

Submission ID no.	Submission Title	Author name (* denotes presenting author)	Affiliation	Author Sequence
617	Potential Of The Silver Economy In Ageing Europe Dealing With Persistent Debt Crisis And Problems In The Labor Market	Gabriela DOVALOVA*	Slovak Academy of Sciences, Slovakia	First
		Veronika HVOZDIKOVA*	Slovak Academy of Sciences, Slovakia	Second
		Boris HOSOFF*	Slovak Academy of Sciences, Slovakia	Third

Special Session for Posters & In-Absentia submissions

Submission ID no.	Submission Title	Author name (* denotes registered / attending author)	Affiliation	Author Sequence
402	Rural Consumer Buying Behavior In Areas Of Indo-Gangetic Plains	Shubham BAWA*	Indian Institute of Management Raipur, India	First
402	Rural Consumer Buying Behavior In Areas Of Indo-Gangetic Plains	Soumya MISHRA	Indian Institute of Management Raipur, India	Second
402	Rural Consumer Buying Behavior In Areas Of Indo-Gangetic Plains	Harshita TOLIA	Indian Institute of Management Raipur, India	Third
456	Strategic Management: A New Perspective On How Business Analytics Aids To Deliver Sustainable Customer Delight	Rohit RAMANUJAM*	Philips India, India	Sole
493	Motivation: Its Influence On Work In Management Graduates	Shipra SHRIVASTAVA*	Meerut Institute of Technology, India	First
493	Motivation: Its Influence On Work In Management Graduates	Vaishali GOEL	Meerut Institute of Technology, India	Second
493	Motivation: Its Influence On Work In Management Graduates	Sandeep KAPOOR	Meerut Institute of Technology, India	Third
499	Models For Sustainable Innovation In Emerging Economies	Deepika JOSHI*	Gautam Buddha University, India	Sole
512	Participatory Hrm And Firm Performance: Testing The Mediating Role Of Organizational Climate	Subhash C. KUNDU*	Guru Jambheshwar University of Science & Technology, India	First
512	Participatory Hrm And Firm Performance: Testing The Mediating Role Of Organizational Climate	Neha GAHLAWAT*	Guru Jambheshwar University of Science & Technology, India	Second
517	Spiritual Intelligence- A New Dimension For Employees Psychological Well-Being	Divya GAUTAM*	Amity University, India	First
517	Spiritual Intelligence- A New Dimension For Employees Psychological Well-Being	Parul JHAJHARIA	Amity University, India	Second
520	Customer Preference For Brick-And-Mortar Store Over Online Store	Sushil Kumar BARANWAL*	Birla Institute of Management Technology, India	First
520	Customer Preference For Brick-And-Mortar Store Over Online Store	Manya JHA*	Birla Institute of Management Technology, India	Second

Submission ID no.	Submission Title	Author name (* denotes registered / attending author)	Affiliation	Author Sequence
520	Customer Preference For Brick-And-Mortar Store Over Online Store	Pooja MISRA	Birla institute of Management Technology, India	Third
523	Perceived Diversity Within Management Levels And Organizational Performance: A Study In The Indian Context	Subhash C. KUNDU*	Guru Jambheshwar University of Science & Technology, India	First
523	Perceived Diversity Within Management Levels And Organizational Performance: A Study In The Indian Context	Archana MOR*	Guru Jambheshwar University of Science and Technology, India	Second
544	Challenges To Building Green In India	Meenakshi SHARMA*	Birla Institute of Technology, India	First
544	Challenges To Building Green In India	Pooja RAI	Birla Institute of Technology, India	Second
570	Highs And Lows Of Communicating Corporate Social Responsibility On Social Media	Simmi DHYANI*	Birla Institue of Technology, India	First
570	Highs And Lows Of Communicating Corporate Social Responsibility On Social Media	Meenakshi SHARMA*	Birla Institute of Technology, India	Second
575	Real-World Utility Of Plc Theory: A Delphi-Based Analysis Of Practitioners Perspective	Sivaraman MANOHARAN*	B. M. S. College of Engineering, India	First
575	Real-World Utility Of Plc Theory: A Delphi-Based Analysis Of Practitioners Perspective	Narasimha MURTHY	BMS College of Engineering, India	Second
578	Moderating Role Of Face Consciousness On The Relationship Between Image Congruence And Behavioral Intention: A Study Of Smartphone Market	Kuljit KAUR*	I. K. Gujral Punjab Technical University, India	First
578	Moderating Role Of Face Consciousness On The Relationship Between Image Congruence And Behavioral Intention: A Study Of Smartphone Market	Harmeen SOCH	I. K. Gujral Punjab Technical University, India	Second
583	Willingness To Purchase Legal Digital Music In India	Jatin Umesh SHRIYAN*	Amrita School of Business, India	Sole
619	Prediction Of Determinants Of Merger & Acquisition: An Empirical Analysis Of Indian Manufacturing And Service Sector	Pragyan DASH*	National Institute of Technology Rourkela, India	First
619	Prediction Of Determinants Of Merger & Acquisition: An Empirical Analysis Of Indian Manufacturing And Service Sector	N. M. LEEPSA	National Institute of Technology Rourkela, India	Second
634	Extension Of Technology Acceptance Model (Tam) And Theory Of Diffusion Of Innovation: A Study On Managing Service Quality And Intention To Use Internet Banking	Anoop K. K.*	Mahatma Gandhi University, India	Sole

Submission ID no.	Submission Title	Author name (* denotes registered / attending author)	Affiliation	Author Sequence
798	Knowledge Management Of A Company: The Dimensionality Of Knowledge Management	Lakshmaiah BOTLA*	Symbiosis International University, India	First
798	Knowledge Management Of A Company: The Dimensionality Of Knowledge Management	Harigopal KONDUR	Institute of Advanced Management Education and Entrepreneurship, India	Second
807	Accelerating Financial Outreach By Commercial Banks Through Collaborative Actions	Deepa PILLAI*	Symbiosis School of Banking and Finance, India	First
807	Accelerating Financial Outreach By Commercial Banks Through Collaborative Actions	Shirly ABRAHAM*	Symbiosis School of Banking and Finance, India	Second
818	Social Bottom Line Of Microfinance Institutions (MFIs) In Rajasthan: A Comparative Analysis Of Different Regulatory Models Of Microfinance	Bhawani Singh Singh RATHORE*	JK LakshmiPat University, India	First
818	Social Bottom Line Of Microfinance Institutions (MFIs) In Rajasthan: A Comparative Analysis Of Different Regulatory Models Of Microfinance	Upinder DHAR	JK LakshmiPat University, India	Second
851	Barriers And Facilitators For Education Of Students With Speech And Hearing Impairment As Perceived By Teachers: A Case Study In Bangalore	Madhavi R.*	Jain University, India	First
851	Barriers And Facilitators For Education Of Students With Speech And Hearing Impairment As Perceived By Teachers: A Case Study In Bangalore	Easwaran IYER*	Jain University, India	Second
851	Barriers And Facilitators For Education Of Students With Speech And Hearing Impairment As Perceived By Teachers: A Case Study In Bangalore	Vasu B. A.*	Jain University, India	Third
851	Barriers And Facilitators For Education Of Students With Speech And Hearing Impairment As Perceived By Teachers: A Case Study In Bangalore	Meeramani NOOJI*	Jain University, India	Fourth
882	Work Family Interface And Understanding Of Organisational Variables	Siddhartha satish SAXENA*	Ahmedabad University, India	Sole
884	Financial Management Practices Of Micro, Small And Medium Enterprises In Goa - Case Study Analysis	ATMARAM MANOHAR TARPE*	M.E.S. College of Arts & Commerce, India	First
910	To Study The Link Between Learning Style Diversity And Team Performance With Mediating Role Of Relationship Conflict	VARSHA DIXIT*	Gautam Buddha University, India	First
910	To Study The Link Between Learning Style Diversity And Team Performance With Mediating Role Of Relationship Conflict	Pooja TIWARI	Gautam Buddha University, India	Second
1024	Exploring Online Consumers' Decision Making Process And Their	Oly MISHRA*	Andhra University, India	Sole

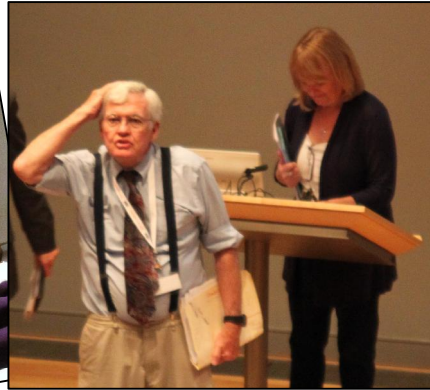
Submission ID no.	Submission Title	Author name (* denotes registered / attending author)	Affiliation	Author Sequence
	Personality Types			
1029	The Impact Of Performance Management System On Employee Involvement Moderated By Employee Acceptance: A Survey Among Scientists In R&D Organizations	Tessla ARAKAL*	CUSAT, India	First
1029	The Impact Of Performance Management System On Employee Involvement Moderated By Employee Acceptance: A Survey Among Scientists In R&D Organizations	Sebastian Rupert MAMPILLY	CUSAT, India	Second
1078	Valuation Of Land For Feasibility Study Of Infrastructure Projects	Mahesh Mukund THAKUR*	Doctoral scholar at Pacific University, India	First
1078	Valuation Of Land For Feasibility Study Of Infrastructure Projects	Suchismitaa SENGUPTA*	IES Management College and Research Centre, India	Second
1055	Employee Engagement	Palak Bhavesh DHAMECHA*	Pandit Deendayal Petroleum University, India	First
1055	Employee Engagement	Jai Suresh BAKLIYA*	Pandit Deendayal Petroleum University, India	Second
1071	Inclusive Growth Of Fishermen Community In Kerala Through The Empowerment Of Fisherwomen	Sukumaran VEENA PRIYA*	M. G. University, India	Sole
1074	The Onset Of The Neon Tool And Its Many Benefits And Popularity In Workforce Planning In Ericsson India	Hilsa MISHRA*	Ansal University, India	First
1074	The Onset Of The Neon Tool And Its Many Benefits And Popularity In Workforce Planning In Ericsson India	Puja Chhabra SHARMA	Ansal University, India	Second
1074	The Onset Of The Neon Tool And Its Many Benefits And Popularity In Workforce Planning In Ericsson India	Shila P.K. UNNI	Ansal University, India	Third

Participants' list

List of people attending the conference as participants / observers

Participant No.	Participant name	Affiliation
P225	Caroline NAZARETH	National Institute of Mental Health & Neuro Science, India
P226	Parvathi RACHAKONDA	IBM, India
P228	Anubhav MISHRA	Indian Institute of Management Lucknow, India
P229	Rucha JOSHI	Purdue University, United States of America
P331	Aryo SETYOSO	Bank of Indonesia, Indonesia
P332	Yustitia Asri ERTANINGRUM	Bank of Indonesia, Indonesia
P333	Bala SHETTY	Mays Business School, Texas A&M University, United States of America
P339	Gurvinder SINGH	Punjabi University Guru Kashi Campus, India
P440	Lakshmi IYER	Institute of Management, Christ University, India
P441	Suchismita BANERJEE	IBM, India
P442	Varun VIBHASH	Christ University, India
P444	M. VENKATESHWARLU	National Institute of Industrial Engineering, India
P445	Vivek G. S.	Siddaganga Institute of Technology, India
P446	D. N. S. KUMAR	Christ University, India
P449	Abhishek VIJAYGOPAL	Indian Institute of Management Bangalore, India
P550	Rohit GUPTA	Indian Institute of Management Bangalore, India
P553	Charan SINGH	Indian Institute of Management Bangalore, India
P554	Tusshar AGARWAL	India
P556	Subodh NAIDU	S. V. University, India
P557	Sabina SHAMIN	India
P558	Lakshmi SAINATH	S. V. University, India

Glimpses of 2014 IMRA ABRM International Conference, Cambridge, United Kingdom



Glimpses of 2014 IMRA Kean International Conference, New Jersey, United States of America



Glimpses of 2013 IMRA & RIT-ACMT International Conference, Zagreb, Croatia



IMRA & RIT-ACMT International Conference

Zagreb, Croatia: 16-17 May, 2013

www.imraweb.org



Glimpses of 2012 IMRA International Conference, London, United Kingdom



Feedback by participants

The following is a brief summary of the feedback from the feedback forms, video clips and emails by some of participants for the IMRA International Conferences held at different times: (*randomly ordered*). A detailed feedback for the same is available on <http://www.imraweb.org/feedback>



“Thank you for wonderful occasion to meet interesting and clever people.”
Veronica VRAGALEVA *University of the Academy of Science of Moldova, Chisinau, Moldova*

“Wonderful venue, surprisingly insightful programme”.
Scott LEE *University of Nevada at Las Vegas, United States of America*



“1st of all thank you very much for very well organized conference, I really enjoy it! I never attend so well-organized conference before.”
Kamila BORSEKOVA *University of MatejBel, Banská Bystrica, Slovakia*

“Thank you for such a thoughtful conference. I particularly enjoyed the opening session speakers and the closing session speakers.”
Paul POPPLER *Bellevue University College of Business, Bellevue, United States of America*



“Really enjoyed the conference, some good key speeches! lovely fruit and of course the paparazzi!!”
Parminder JOHAL *University of Derby, Derby, United Kingdom*

“Nice people, nice discussions, excellent organization! Interesting presentations and ideas. All in all, a perfect conference!”
Timo ZUMBRO *University of Muenster, Germany*



Emirates

“Excellent conference in every sense. Papers were interesting, innovative and well delivered. Venue and support were perfect. Superb organization of event made for a relaxed, productive opportunity for academic exchange.”
Valerie Priscilla GOBY *College of Business Zayed University, United Arab Emirates*

“The whole conference has been extremely successful and contributed to my research experience. I therefore recommend all to participate in the future IMRA conferences.

Andrews OWUSU *Robert Gordon University, Aberdeen, United Kingdom*



“I would like to thank you and all members of the organizing committee for one of the best organization I involved in. Everything was in perfect order and I enjoyed every session I attended. Hope to see you in future organization.”

Halil YILDIRIM *BulentEcevit University Zonguldak, Turkey*

“A timely effort by IMRA to focus on research works intended for emerging markets which provides lots of technological innovation and business opportunities. I would expect to conduct this event in the coming years also.”

Rifat SHARMELLY *The Australian School of Business, University of New South Wales, Sydney, Australia*



“Very inspiring. Great examples of inter-disciplinary approach. Wide geography of participants is a big plus and advantage of the IMRA Conference.”

Andris OZOLS *Daugavpils University, Duagavpils, Latvia*

“Really an international conference, with a very good organization and opportunities to create relationships for future research activities.”

Luisa BOSETTI *University of Brescia, Italy*

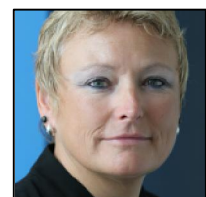


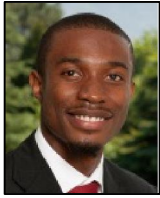
“Excellent”

Abdul TAMBİ *UniversitiTeknologi MARA, Perak, Malaysia*

“Very focused event; Good for Networking ; Well Organized ; Friendly! THANK YOU TOO!! It was a super conference. Really enjoyed it. Met some super people including you!! Hope all well and keep in touch.”

Stephanie JONES *Maastricht School of Management, Netherlands*





“Wonderful opportunity for post-graduate students to present their research outcomes.”

Patrick EBEWO *Tshwane University of Technology, Pretoria, South Africa*

“This conference was worth of attending and a very nice experience that I will remember all my life.”

Maja BRACIC *Student, RIT / American College of Management & Technology (ACMT), Zagreb, Croatia*



“A very well organized conference. It is beneficial (and) helpful for all groups of people: Researchers, Businessmen, Students, Academics and practitioners. It is an appropriate way to flourish and enhance your network and awareness of different people all over the world. I thoroughly enjoyed all the conference, it was very well organised. Most of the presentations were so engaging and very beneficial. It was really a very good experience for me

personally. The conference is over but still it will be remembered due to the way it is conducted. I do believe that everyone attended is satisfied with the outcome of the conference and this could only become possible because of the organisers who put their best to organise it in the best possible manner. I thank you once again for your effort exerted in the conference and making it one of the memorable events in research activities. Looking forward to actively participate in any events or activities that will come soon.”

Marwa ANIS *Loughborough University, Cairo, Egypt*

“A multi-disciplinary platform for academics to exchange ideas and research experience on topical issues with practical relevance. I really liked the conference and hope to be able to take part in it again. When I came back I did inform my colleagues about the conference and sent them the links.”

Messaoud MEHAFDI *University of Huddersfield, Huddersfield, United Kingdom*



“I was highly impressed with the level of support and feedback received on emailed queries. Very competent organizing team. Thank you!”

Rozenda HENDRICKSE *Cape Peninsula University of Technology, South Africa*

“Superb in all aspects.”

Mohammad Shajib KHADEM *Vodafone Hutchison Australia Project, Sydney, Australia*



“I would like to congratulate you for the wonderful conference. I also would like to ask you to thank Jeanie (sp.) and Alexandra (sp.) for all the trouble they went through on my account.”

Kaizo BELTRAO *EBAPE/FGV, Rio de Janeiro, Brazil*

Announcement: IMRA Seminars & Workshops in your City



IMRA Seminars & Workshops in your City

IMRA invites expression of interest for

Chairperson to lead

IMRA Seminars & Workshops in your city

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Announcement: Future IMRA International Conferences



IMRA International Conferences

IMRA invites expression of interest to

host / co-host / collaborate for

IMRA International Conferences in 2016, 2017, 2018, 2019 and 2020

Contact IMRA to apply.

Contact details for 2015 IMRA-IIMB International Conference

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Any questions? Due to a large number of emails we are receiving, we kindly request you, before sending us any email for any queries, please spend some time and read carefully the 'Conference Brochure & Call for Submissions' document available on our website. Kindly also read 'Frequently Asked Questions (FAQs)' on <http://www.imraweb.org/faqs>

Emails:

- (1) For 2015 IMRA-IIMB International Conference: 2015india@imraweb.org
- (2) For other queries at IMRA: info@imraweb.org

Websites:

- (1) Conference Webpage: <http://www.imraweb.org/conferences/2015india>
- (2) IMRA: <http://www.imraweb.org>
- (3) IIMB: <http://www.iimb.ernet.in>

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