

Detailed Programme Schedule		
Day-1 :: Wednesday, January 11, 2017		
Time	Event	Venue
10.30 am to 11.30 am	Session for Doctoral Students at IIMA and Conference participants by: Dr. Murali Mantrala Sam M. Walton Distinguished Professor of Marketing, Chair, Marketing Department, Trulaske College of Business, University of Missouri, 402 Cornell Hall, Columbia, USA. Topic: Retailing Research in Emerging Markets and Journal of Retailing	Auditorium-2 (KLMDC) Heritage Campus
11.30 am to 11.45 am	Tea/Coffee Break	Outside Auditorium-2 (KLMDC)
11.45 am to 12.45 pm	Session by Dr. Murali Mantrala continues	Auditorium-2 (KLMDC)
1.00 pm to 2.00 pm	Lunch Break	KLMDC / Student Mess
2.30 pm to 3.30 pm	Session for Doctoral Students at IIMA and Conference participants by: Professor Rama Bijapurkar Independent Consulting Practitioner, Mumbai, India Topic: Emphasize on the Database and its usability and accessibility to prospective researchers (Presentation based on real time PAN India consumer data (ICE 360 Survey) generated by PRICE)	Conference Hall (KLMDC) Heritage Campus
3.30 pm to 3.45 pm	Tea/Coffee Break	Outside Conference Hall (KLMDC)
3.45 pm to 4.45 pm	Session by Prof. Rama Bijapurkar continues	Conference Hall (KLMDC)
6.00 pm to 7.30 pm	Registration	Louis Kahn Plaza (LKP)
7.30 pm onwards	Conference Eve Dinner	Tower Lawn

Day-2 :: Thursday, January 12, 2017		
7.30 am to 8.30 am	Registration	Forecourt – RJM Auditorium
7.30 am to 8.30 am	Break Fast and Tea/Coffee	Forecourt – RJM Auditorium
8.45 am to 10.30 am	Inauguration: Prof. Dheeraj Sharma, Conference Chair, IIMA Inaugural cum Key Note Address: Mr. R.S. Sodhi , Managing Director, GCMMF (Amul) Prof. Errol D'Souza, Dean (Faculty), IIMA	RJM Auditorium, Heritage Campus
10.30 am to 10.45 am	Tea/Coffee Break	Forecourt- RJM Auditorium

Thursday, January 12, 2017		
Session 1		
Track 1: Consumer Behaviour		
11.00 am to 1.00 pm at KLMDC (Conference Hall)		
A-18	Sujo Thomas and Sonal Kureshi	An Exploratory Study of Cause-Related Marketing: Role of Donation Structure and Cause Proximity
A-21	Devinder Pal Singh and Shaheen Borna	Consumer purchase behaviour of counterfeit luxury brands in an emerging economy
A-34	Sahiba Anand and Harsandaldeep Kaur	Fashion Self Congruity: An Exploratory Factor Analysis
A-38	Sheetal Jain and Mohammed Naved Khan	Exploring the Role of Luxury Value Perceptions in an Emerging Market: Empirical Evidences from India
A-40	Shalini Nath Tripathi and Masood H Siddiqui	A Customer Perception Analysis with Reference to Online Shopping
A-44	Gurjeet Kaur and Ritika Sambyal	Analysing Indian Customers Switching Intentions in the Telecom Sector

Track 2: Psychology and Marketing 11.00 am to 1.00 pm at KLMDC (Auditorium-2)		
A-36	Gurjeet Kaur and Sarabjeet Kour Sudan	The Role of Organizational Identification and Learning in the Relationship between internal Market Orientation and Organizational Citizenship Behaviour
A-50	Mobin Fatima, Imran Khan and Zillur Rahman	Understanding the influence of consumer perceived ethicality (CPE) on consumer brand loyalty: Mediating role of brand identification
A-71	Rashmi Ranjan Parida	Psychographic Impact on Brand Loyalty of Customers in the Rural Market
A-114	J.K. Sharma, Late Prof. Deepali Singh and K.K.Deepak	Cognitive and Affective Contents in Print Advertisements: Influence on Autonomic Nervous System Functions
A-117	Kuljit Kaur and Harmeen Soch	Moderating Role of Face Consciousness on the Relationship between Image Congruence and Behavioural Intention: A Comparative Study of Indian and Canadian Smartphone Market
A-259	Tanuka Ghoshal and Tripat Gill	The Changing Face of the Fair Skin Bias in India: Theoretical and Marketing Implications

Track 3 : E-Commerce 11.00 am to 1.00 pm at KLMDC (Class Room No.1)		
A-13	Hari Sundar G., Kemthose P Paul and Jithin Benedict	Strategic Study on Shopping Involvement in Online Shopping: An Exploratory Study with Reference to Antecedents and Consequences
A-65	Farah S. Choudhary and Alka Sharma	Comparative Analysis of Online Visual Merchandising between Flipkart and Snapdeal
A-166	Arunima Rana, Anil Bhat and Leela Rani	Interaction Effects of Sources of Online Brand Equity: An Investigation
A-177	Jyoti Pandey and Rihana S	Working Paper: Stay Home and Shop Online! Exploring the Relationship between Personality Traits and Haptic Orientation in Online Shopping
A-195	Subhadip Roy and Jyoti Sharma	App (Mobile Application) Adoption and Switching Behavior: Evidence from India
A-253	Dipanjay Bhalerao	Impact of Online Affordability & Online Convenience on Online Trust in Young Indian Online Buyers

Lunch Break – 1.00 pm to 1.45 pm : Venue: Lawn Opposite Fitness Centre (Near KLMDC)

Session 2		
Track 4: Consumer Behaviour 2.00 pm to 4.00 pm at KLMDC (Conference Hall)		
A-55	Ankit Kesharwani	Health 3.0: Digital Natives, Mobile Health Apps and Era of Digital Healing
A-74	Vishab Pratap Singh and Komal Nagar	Modeling the Effects of Materialism, Ethics and Variety Seeking Behaviour on Counterfeit Consumption of Young Consumers
A-99	Bijeta Shaw and Ankit Kesharwani	Understanding Consumer Acceptance of Mobile Payment Apps: Role of Perceived Credibility and Perceived Benefits
A-100	Supriya Bhutiani and Neha Patel	India: Through The Eyes of the International Tourist Using Content and Narrative Analysis of Travel Blogs
A-110	Ruby Bhatia, Mohammed Naved Khan and Neena Sondhi	A Conceptual Framework for Green Buying Behaviour: An Emerging Market Perspective
A-125	Mohammed Naved Khan and Mohd. Danish Kirmani	Attitude to Willingness: Understanding the Green Shades in Indian Consumers

Track 5: Social Media Marketing 2.00 pm to 4.00 pm at KLMDC (Auditorium-2)		
A-158	Gurmeet Singh, Rabinder Singh and Komal Nagar	Measuring the Moderating Role of Facebook Addiction Between Social Loneliness and Preference for Online Social Interaction: A Cross-Cultural Study of India and Fiji

A-170	Nirankush Dutta and Anil Bhat	Influence of Structural Characteristics of Social Network Sites on Intention to Pass-along Electronic Word of Mouth: Exploring the Role of Trust
A-196	Ajit Upadhyaya, Rajeev Kumar Shukla and Anadi Upadhyaya	Engineering Students Engagement with Social Networking Sites (SNS) and Accessing Frequency
A-232	Baba Gnanakumar Perbattan	Segmenting the Social Marketing Activities to Augment the Brands of Faith in Diversity Marketing – A Case Study of Branding the Products by Spiritual Foundation
B-28	Hardeep Chahal, Anu Rani and Swati Raina	Young Customer's Insight on Social Media Engagement and Brand Equity: Moderating Effect of Trust

Track 6: Marketing Communication 2.00 pm to 4.00 pm at KLMDC (Class Room No.1)		
A-56	Pritha Banerjee and Gordhan K Saini	The Role of Brands in Attracting Job Seekers
A-124	Chandan Chavadi and M.J. Arul	Modeling the Effects of Creative Advertisements on Consumers: An Empirical Study
A-209	Evelina Sahay, Shradha Shivani and Somnath Mukherjee	Stereotypical Female Portrayal in Advertisements: A Study of impact on Brand Image and Purchase Intension among Young Consumers
A-213	Tijo Thomas and Johney Johnson	Impact of Celebrity Endorser Trustworthiness on Purchase Intention: Mediating Role of Celebrity Brand Fit
A-214	Ashu Jain and Harbhajan Bansal	Pulse Polio Abhiyan: A Study of Social Cause Marketing Campaign of the Government of India
A-276	Mohd. Washim Raja and Sandip Anand	Multi-item Scale Construction to Measure Attitude Toward Advertising Music

Tea/Coffee Break: 4.00 pm to 4.15 pm : Venue: Lawn Opposite Fitness Centre (Near KLMDC)

Session 3		
Track 7: Consumer Behaviour 4.20 am to 6.20 pm at KLMDC (Conference Hall)		
A-128	Shalini Singh and Hemraj Verma	A Qualitative Study of e-Impulse Buying Via Promotional Offers and Practices
A-145	Jasveen Kaur and Chandandeep Kaur	Individual Differences Among Therapy and Non-therapy Women shoppers - A Segmentation Approach
A-165	Shirish Panchal, Tripat Gill and Zhenfeng Ma	Managing the Negative Effect of Stress in Emerging Market Consumers
A-194	Vikas Arya and Hemraj Verma	Correlation of Brand Authenticity with Brand Attachment and its Impact on Consumer Buying Behaviour
A-203	Deepika Jhamb and Amit Mittal	Exploring Materialism and Hedonism in Indian Women
A-243	Arham Adnan and Mohammed Naved Khan	Scale Refinement : of an e-Lifestyle Instrument: A Confirmatory Factor Analytic Approach

Track 8: Marketing of Services 4.20 pm to 6.20 pm at KLMDC (Class Room No.1)		
A-81	Obaidur Rahman, Asad Ahmed and Mohammed Naved Khan	Developing a Hedonic e-Service Quality Scale: A Confirmatory Factor Analysis Approach
A-101	Manohar Sridhar and Palanisamy Ganesan	Measuring Service Innovation Typologies from Customer Perspective in Retail Industry
A-107	Radha Krishna Bhimavarapu and Ankit Kesharwani	Co-Recovery: Examining the Effect of Attributions, Trust, and Control
A-118	Manohar Sridhar and	Identifying Factor Affecting Service Innovation from Firm and Customer

	Palanisamy Ganesan	Perspective – A Qualitative Study
A-247	Soma Sur and Asim Mitra	Antecedents of Individual Investors' Information Search Behavior in Secondary Market: A Structural Equation modeling approach

Track 9: Strategic Marketing 4.20 pm to 6.20 pm at KLMD (Auditorium-2)		
A-48	Gertrude Opare, Charles Blankson and Michael Nkrumah	When a Brand Faces Crisis, Who You Gonna Call? Corporate Reputation, Brand Crisis and Customer Loyalty
A-49	Charles Blankson and Joseph Darmoe	The Interplay between the Concepts of Positioning and Brand Management
A-73	Sandeep Kumar Mohanty and Sujit Kumar Patra	Marketing Smart City Bhubaneswar: A Stakeholders' Analysis
A-84	Gurjeet Kaur and Rupali Mahajan	Intervening Effects of Employee Satisfaction and their Intentions to Stay between EO/MO and New Product Success Relationship

Session 4 6.30 pm to 7.30 pm at KLMD (Conference Hall)		
Topic: Collaborative Industry-Academia Research Priorities		
Speaker: Dr. Priya Jha		
Knowledge Director, Boston Consultancy Group, Gurgaon		

Dinner: 7.30 pm onwards – Venue: Lawn Opposite Fitness Centre (Near KLMD)

Day-3 : Friday, 13th January, 2017		
Tea/Coffee: 9.00 am to 9.15 am Venue: Lawn Opposite Fitness Centre (Near KLMD)		
POSTER PRESENTATION : 9.15 am to 10.15 am (KLMD – Conference Hall)		
Tea/Coffee: 10.30 am to 10.45 am Venue: Lawn Opposite Fitness Centre (Near KLMD)		
Session 1		
Track 10: Consumer Behaviour 11.00 am to 1.00 pm at KLMD (Conference Hall)		
A-265	Chandan Parsad, T.Sai Vijay, Sanjeev Prashar and Vinita Sahay	Impulse Buying Behaviour: I Love But I Hate
A-283	Mr. Amit Anand Tiwari and Prof. Anirban Chakraborty	Decoding Convergent Products, It's Effect on Consumer-Based Brand Equity: Customer Experience as a Mediator
A-293	Piyush Kumar Sinha, Anil Bhat and Nikita Sharda	A Study of Antecedents of Luxury Consumption among Young Indian Luxury Consumers
A-310	Renuka H. Deshmukh, Snehal Nifadkar and Anil P Dongre	Clean Development Mechanism (CDM) & Carbon Trading: A Study of the Existing System, Challenges, and Barriers in Changing Indian Market Environment – With Special Reference to Low Carbon Development Strategies of Select Indian Corporate Sector
A-315	Neelkamal Gogna and Margie Parikh	An Exploration of Linkage between Online Comments and Smartphone Choice: A Pilot Study from Gujarat
A-318	Satish and Rajendra Kumbharjuvenkar	Assessing Influence of Consumer Typologies on Store Choice in Goa: An Empirical Study

Track 11: Retailing 11.00 am to 1.00 pm at KLMD (Auditorium-2)		
A-16	Hari Sundar G., Jithin Benedict, Shino Mathew and Kemthose P Paul	Influence of Music and Amiability of Sales Personnel on Buying Behaviour: Strategic Study with Reference to Retail Setting and Emphasis on Gender Difference
A-104	Arpita Khare and Shivendra Kr. Pandey	Do Green Self-Identity and Peer Influence Develop Trust towards Organic Food Retailers?

A-192	Preeti Tak and Savita Panwar	Understanding App-Based Shopping: An Empirical Study Using Extended Unified Theory of Acceptance and Use of Technology (UTAUT 2) Model
A-275	Rajesh Panda and Biranchi Narayan Swar	An Empirical Study of the Relationship among Customer Satisfaction, Fairness, and Retail Brand Loyalty in Bricks and Mortar Stores
B-10	Dr.R. Venkatesa Kumar, Anuradha Venkataraman and Dr. S.Sundar	Conjoint Analysis Approach to Estimating Consumer Preference for Store Brands vis-à-vis National Brands

Track 12: B2B Marketing & Marketing of Services 11.00 am to 1.00 pm at KLMD (Class Room No.1)		
A-133	Sunpreet Kaur Sahni and Sanjeev Kaur	Stewardship Behaviour in Channels of Distribution - A Study of Distributors in FMCG Perspective
A-274	Sourav Bikash Borah, Amalesh Sharma and Srinivas Prakhya	"It's all about money, honey!" – Understanding the Relationships among Service Failure, Service Recovery, and Customer Churn in Emerging Markets: An Empirical Investigation
A-300	Gaurav Tripathi and Kartik Dave	Consequences of Restaurant Service Quality: A Comparison of Cuisine-Based Restaurant Categories in Delhi Region
A-308	Amiya Kumar Mohapatra, Tushar Sankar Banerjee and Utkarsh	A Content Analysis of Public Service Advertisements of Government of India: A Social Advertising Perspective
B-54	Chittaranjan Bhattacharjee	Ganapatipule - A New Product Development in Beach Destination by MTDC: Case Study

Lunch Break – 1.00 p.m. to 1.45 p.m. : Venue: Lawn Opposite Fitness Centre (Near KLMD)

Session 2		
Track 13: Pricing & Opportunity Identification and Assessment 2.00 pm to 4.00 pm at KLMD (Class Room No.1)		
A-39	Gordhan Saini and Arvind Sahay	Effect of Latitude of Price Acceptance, Complementarity and Discount Frame on Consumer Evaluations of Bundle Offer
A-103	Vedha Ponnappan, Avadhoot Jathar and Srinivas Prakhya	Intrahousehold Preferences and Joint Consumption: Preference Discrimination Role of Coupons
A-35	Gurjeet Kaur and Stanzin Mantok	Women Entrepreneurship and Personal Outcomes: The Moderated Mediation Model of Human Capital and Work-Life Balance
A-175	Kavita Sharma and Parminder Kaur	A Study of the Paradox of Franchisor-Franchisee Relationship
A-250	Soumik Gangopadhyay and Anirban Sarkar	"The Utility Paradox of Biodiesel: A Selective Study on Kolkata"

Track 14: Marketing Research & Nature and Characteristics of Competitive Scenarios & Strategies for Harnessing the Potential at the Bottom of the Pyramid 2.00 pm to 4.00 pm at KLMD (Auditorium-2)		
A-82	Sunny Bose and Sweta Singh	An Instrument to Measure Place Brand Equity Considering the Public Diplomacy Perspective
A-129	Roshni Das	Figurations and Configurations in Marketing in an Emerging Market Context: A Methodological Review
A-163	Kunal K Ghosh, Partha S. Mitra and Subir Ganguly	The Utility Vehicle market In India
A-173	Sabeeha Fatima and Hitesh Keserwani	Employing Technology for Empowering Bottom of the Pyramid: Cases from India
A-229	Kumkum Bharti and Anita Sengar	Value Co-Creation at the BOP: Modelling the Drivers Using Fuzzy Interpretive Structural Modelling

Track 15: Experimentation in Marketing & Customer Relationship 2.00 pm to 4.00 pm at KLMD C (Conference Hall)		
A-155	Dhananjay Bapat	Examining the Antecedents of Brand Experience Dimensions: Implications for Branding Strategy
A-218	Shuvam Chatterjee, Rajdeep Bakshi and Mrinalini Pandey	Increasing Store Loyalty through Offactory Brnding: A Study on Cookieman Retail Outlet in Kolkata
B-5	Dr. Fatima Beena and Mr. Fawad Ali Khan	Gamification Marketing: An Experimental Study to Understand the Impact of Advergemes
A-148	Jasveen Kaur and Baljit Kaur	Mediating Role between the Antecedents and the Consequences of e-CRM
A-287	Samala Nagaraj and Sapna Singh	Invstigating the Role of Customer Satisfaction in Online Shopping in the Indian Context

Tea/Coffee Break: 4.15 pm to 4.30 pm : Venue: Forecourt, RJM Auditorium

Concluding Address:

Professor Niraj Dawar
Professor of Marketing, Ivey Business School
Canada, USA

Topic: Rise of Emerging Market to Emerging Market Trade

4.30 pm to 5.30 pm : Venue: RJM Auditorium, Heritage Campus

Labdhi Bhandari Best Paper Award

5.30 pm to 5.45 pm : Venue: RJM Auditorium, Heritage Campus

Tea/Coffee: 5.45 pm to 6.00 pm Venue: Forecourt RJM Auditorium