

Detailed Schedule		
Wednesday, January 7, 2015		
Time	Event	Venue
10.00 am to 11.15 am	Workshop Session for Doctoral Students and Conference participants by Professor Arindam Banerjee, Professor of Marketing, IIMA Topic: Marketing Analytics: Rejigging Theory for Effective Business Application	Auditorium-1 (KLMDC)
11.15 am to 11.30 am	Tea/Coffee Break	Outside Auditorium-1 (KLMDC)
11.30 am to 12.45 pm	Workshop continues	Auditorium-1 (KLMDC)
12.45 pm to 2.00 pm	Lunch Break	KLMDC / Student Mess
2.30 pm to 3.30 pm	Workshop Session for Doctoral Students and Conference participants by Professor Jan-Benedict E.M. Steenkamp, C.Knox Massey Distinguished Professor of Marketing, Kenan-Flagler Business School, North Carolina, USA Topic: How Research in Emerging Market Advances Marketing Science and Practice.	Conference Hall (KLMDC)
3.30 pm to 3.45 pm	Tea/Coffee Break	Outside Conference Hall
3.45 pm to 5.00 pm	Workshop 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

Thursday, January 8, 2015		
8.00 am to 8.45 am	Registration	Forecourt – RJM Auditorium
8.30 am to 8.45 am	Tea/Coffee Break	Forecourt – RJM Auditorium
9.00 am to 10.30 am	Inauguration: Conference Coordination Committee Inaugural Address: Dr. Ashish Nanda, Director, IIMA Keynote Address: Professor Jan-Benedict E.M. Steenkamp, C.Knox Massey Distinguished Professor of Marketing, Kenan-Flagler Business School, North Carolina, USA	RJM Auditorium
10.30 am to 10.45 am	Tea/Coffee Break	Photo Lawns (Opp. Fitness Centre – near KLMDC)

Thursday, January 8, 2015		
Session 1		
11.00 am to 1.00 pm at KLMDC		
Track 1: Consumer Behaviour		
11.00 am to 1.00 pm at KLMDC (Conference Hall)		
A-7	Mona Chaudhary Raveesh Agarwal	Perception of Consumers Towards M-Commerce
A-15	Rashmi Singh J.K. Nayak	Stress as a Key for Compulsive Buying Tendencies among Adolescents in India
A-35	Deval Kartik Rob Willis Cassie Jones	Consumer Identity of Urban Indian Youth: Emerging Conceptual Model
A-60	Hayyan Alia Arvind Ashta Zaka Ratsimalahelo	Assessing Economic Impact of Microfinance Using the HHEP Model: A Test of a Combined Diary Approach
A-61	Supriya Bhutiani	An Analysis of 'Pull' Motivational Factors Influencing Destination Selection of the Indian Domestic Tourist

Track 2: Retailing 11.00 am to 1.00 pm at KLMDC (Auditorium-1)		
A-58	Rakhi Thakur	Moving Towards Loyalty and Advocacy for Mobile Retailing in India
A-91	Nitika Sharma Anupam Narula	An Empirical Study Examining the Impact of Greentailing on Store Loyalty
A-107	Shilpa Bagdare	Effect of Cognition and Emotion on Retail Customer Experience
A-181	Mohua Banerjee Manit Mishra	Retail Supply Chain Management Practices in India: Key priorities for Competitive Advantage and Firm Performance – A Business Intelligence Perspective
A-305	Rajesh Panda Biranchi Narayan Swar	Service Quality Delivery In Indian Retail Banks: An Importance-Performance Analysis

Track 3: Opportunity Identification and Assessment 11.00 am to 1.00 pm at KLMDC (Syndicate Room-9 Basement)		
A-1	Sangeeta Trott	Green supply chain an effective weapon for enhancing corporate brand performance-evidences from Indian Automobile industry
A-112	Harisundar G. Ram Soumya S. Sudharani Ravindran D.	Consumer Perception And Buying Intentions For Eco-Friendly Products: An Empirical Study
A-236	Nilanjana Sinha Himadri Roy Chaudhuri Sitanath Mazumdar	Cultural Space Creation – A Qualitative Study On Bengali Theme Restaurants
A-324	Vitalie Bumacov Arvind Ashta Pritam Singh	Poverty Scoring and Social Outreach of Microfinance Institutions
B-29	Retno Tanding Suryandari Audhesh Paswan Derrick D'Souza	Emerging Economies and Innovativeness: A Comparative study

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

Session 2 2.00 pm to 4.00 pm at KLMDC		
Track 4: Marketing Communication 2.00 pm to 4.00 pm at KLMDC (Auditorium-1)		
A-14	Gordhan Saini Anand Gopal Nisha Kumari	Employer Brand and Job Application Decisions: Insights from the Best Employers
A-104	Abhishek Kumar Ramakrishnan V	Brand Personality Scale for Business Media
A-135	Sumeet Anand Harsh Vardhan Verma	Semiotic decoding of print advertising of top consumer brands in India
A-144	Chandan Chavadi Chetan Hiremath Arul M.J.	Mascot Vs Celebrity Endorsement: An Experimental Study on Youth Perspective
A-237	Sunil Barthwal N.L.Gupta	Cultural values in Indian advertisements vs. cultural values in people of India – A case study from Uttarakhand
B-25	Palanisamy Ganesan Sridhar M	Effect of Negative Publicity and Fans Response on Affinity, Trust and Loyalty – An Experimental Study related to IPL-T20 Cricket Team

Track 5: Consumer Behaviour 2.00 pm to 4.00 pm at KLMDC (Conference Hall)		
A-29	Sarabjot Singh Hari Govind Mishra Piyush Kumar Sinha	Female Consumers Recreational Shopping Experiences
A-88	Suraj Shekhar Raveendran P.T.	Delicious Design ! Mining The Riches Of Chocolate Gift Packages
A-92	Subakaran Pathmanaman	Applicability of 'Butterfly Effect' in consumers' choice and continuity of telecom service provider in India
A-113	Soumik Gangopadhyay Soma Sur	Role of Information in Prevention of NCDs : A Study of Patients of Superspeciality Hospitals of Kolkata Regarding The Role of Lifestyle Modification
A-115	Soumik Das Shamindra Nath Sanyal	Consumer Perceived Risks and Risk Reduction Strategies in Online Spectacle Frame Purchase: An Empirical Analysis
A-239	Amit Kumar Agrawal Zillur Rahman Divesh Kumar	Co-creation not everyone's cup of tea: An exploratory investigation

Track 6: Marketing of Services & Management of Marketing Offers 2.00 pm to 4.00 pm at KLMDC (SR-9 Basement)		
A-12	Rajdeep Chakraborti Dipanjan Dey	Strategizing Time Limited Promotional Offers on Purchase Intentions: An Experimental Design Study in Sports Context
A-150	Alok Acharya Zillur Rahman	An Investigation of Destination Image Literature: A Review
A-261	Rajendra Prasad Sharma	Selling Services In Emerging Markets: An Empirical Study Of Sales Force Management In Indian Life Insurance Organizations
A-274	Mohd Adil Mohd Naved Khan Sarfaraz Ahmed Ansari	Customers' Perception towards Bank Service Quality: A Comparative Study of Indian and Turkish Customers
B-36	Chittaranjan Bhattacharjee	A Study of Strategy Formulation and Execution of making 30 beach destinations in Maharashtra's coastline and assessing its effectiveness: A Case Study on MTDC
B-39	Gurjeet Kaur Subhash C Lonial Rupali Mahajan	Relating Entrepreneurial and Market Orientation for Firms' Success: Role of Cohesiveness and Shared Interpretation

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

Session 3 4.20 pm to 6.20 pm at KLMDC		
Track 7: Strategic Marketing 4.20 pm to 6.20 pm at KLMDC (Auditorium-1)		
A-114	R.Venkatesakumar Anuradha Venkatraman S.Sundar	Impact of Brand Name on Consumer Preference for Store brands vis-à-vis National brands: A blind and non-blind tasting experiment of table butter
A-166	Samarendra Behera Anantha Desik	Customer Life Time Value as A Marketing strategy_ A Study of Computational Complexities in Insurance Industry
A-307	Srabanti Mukherjee Sujit Kumar Patra	Marketability of Oriya Handicrafts: A Double Diamond Analysis

B-15	Gurjeet Kaur Mahesh C. Gupta Subhash C. Lonial	Impact of Strategic Orientation on Business Performance through Customer Value Creation
B-17	Gurjeet Kaur Stanzin Mantok Sunil Kumar	Synergistic Effect of Entrepreneurial Orientation and Market Orientation on Business Performance

Track 8: Social Media Marketing 4.20 pm to 6.20 pm at KLMDC (SR-9 Basement)		
A-4	Shailendra Dasari Rupa Gunaseelan	Channel Relationship Strategies of Manufacturers of Steel and Allied Products and Their Effectiveness
A-51	Hemant Trivedi Hersh Puri Rohit Trivedi	EPL in India – Examining Loyalty of English Football Clubs using the Involvement Construct
A-102	Rishi Raj Sharma Balpreet Kaur	Viral Marketing: Modeling the Antecedents of Email Receivers' Dissemination Behaviour
A-309	Kavita Laghate Hoimee Dey	Do You Buy What You Like?
A-316	Tuhin Chattopadhyay	Modeling Purchase Intention of Food and Beverage Brands Influenced by Social Media

Track 9: Consumer Behaviour 4.20 am to 6.20 pm at KLMDC (Conference Hall)		
A-63	Subimal Chatterjee Dipankar Rai Himadri Roy Chaudhuri	Karma as a Universal Source of Fairness Judgments: The Effects of Karma and Karmic Atonement on Consumer Preferences
A-119	Bhavesh Vanpariya Chinnam Reddy	Validation of Consumer Confusion Model (CCM) and Profiling Customer: An Empirical Study of International Research Perspectives in Indian Retail Context
A-127	Zillur Rahman Mobin Fatima Imran Khan	Consequences of Consumer Responses to CSR
A-142	Sanjeev Gupta Preeti Mehra Preeti Saluja	Conjoint Based Model For Determining Consumer Preference For Micro Packs
A-186	Mohd Danish Kirmani Asad Rahman	Consumers' Willingness to Pay for Green Products: An Empirical Investigation of Indian Consumers

6.20 pm to 7.30 pm at KLMDC (Conference Hall)		
Session 4: Topic: Personal Selling and Sales Management		
<p>Speaker: Dr. Murali Mantrala, Professor of Marketing, Robert J. Trulaske, Sr. College of Business, University of Missouri, USA & Professor Dheeraj Sharma, Professor & Chairperson of Marketing, IIMA</p>		

Friday, 9th January, 2015		
Tea/Coffee: 9.00 am to 9.15 am Venue: Lawn Opposite Fitness Centre (Near KLMDC)		

POSTER PRESENTATION : 9.30 am to 10.15 am (KLMDC – Conference Hall)		
Tea/Coffee: 10.30 am to 10.45 am Venue: Lawn Opposite Fitness Centre (Near KLMDC)		
Session 1		
11.00 am to 1.00 pm at KLMDC		
Track 10: Consumer Behaviour		
11.00 am to 1.00 pm at KLMDC (Conference Hall)		
A-145	Aruna A.V. Abhinanda Sarkar	Analyzing Indian TV Content in Digital Space – An Era of Media and Marketing Convergence
A-191	Jayesh Aagja Toby Mammen	Perceived Product Similarity: A Study of Fast Moving Consumer Goods Sector in India
A-206	Aaliyah Siddiqui Mujahid J. Siddiqui	Customer Activism and Legal Regulations as drivers of Green Product Development: an impact Analysis
A-208	Arnab Ray Anirban Chakraborty Saji K.B. Nair	When is Emotional framing Sustainable? - Advancing an Evolutionary theory of Attachment oriented choice behavior.
A-213	Ijan Vaidya Raju M Rathod	A study on Lifestyle Orientation of Rural Consumers with reference to selected regions of Gujarat
A-233	Rekha Chikhalkar	Analysis of Key Drivers of Purchase Intentions and Brand Preferences for Multi Utility Vehicles in India

Track 11: Psychology and Marketing & Retailing		
11.00 am to 1.00 pm at KLMDC (Auditorium-1)		
A-47	Ateeque Shaikh	Small retailer's new product acceptance in emerging market: A grounded theory approach
A-67	Shiney Chib Ambika S.T. Singam	Study of Advertisement As A Mediator in Attitude Formation And Consumer Purchase Intension with Respect to Indian Online Space
A-205	Parampal Singh Raghibir Singh	Understanding Parental Psychology Regarding TV Advertising Directed at Children
A-246	Subin Sudhir Anandakuttan B Unnithan	Relationship Management And Information Sharing Motivations Of Rumor Sharing In The Marketplace
A-308	Komal Chopra	Study of consumer preferences for entertainment services in shopping malls

Track 12: B2B Marketing & Return on Marketing/Marketing Metrics		
11.00 am to 1.00 pm at KLMDC (SR-9 Basement)		
A-100	Sridhar Manohar Ganesan P	Corporate Reputation, Service Innovation and Cross-Buying Intention: A test on Reciprocal relationship and Mediation effect.
B-30	Audhesh Paswan Derrick D'Souza Retno Tanding Suryandari	Inter-firm Partnerships in Emerging Markets: Value Creation and Governance
A-245	Kavita Sharma	A Study of Customer Life Time Value and its Impact on Customer Retention

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

Session 2		
2.00 pm to 4.00 pm at KLMDC		
Track 13: Consumer Behaviour		
2.00 am to 4.00 pm at KLMDC (Conference Hall)		

A-37	Gordhan Saini S.K. Pandey Archana Singh Gurumurthy Kalyanaram	Role of Empathy and Customer Orientation in Job Satisfaction and Organizational Commitment
A-234	Mohammed Naved Khan Kaleem Mohd. Khan	Consumer Ethnocentrism: Validating theCetscale in India and Bangladesh
A-262	Sweta Singh Venu Gopal Rao Sreejesh S.	Examining Brand Bundling as a new product introduction Strategy: The Role of Self-Congruity and Functional Congruity
A-282	R Lakshmi P Ganesan M Balasubramanyam Padmasree V. Mohan	'Self-Care' Technology Adoption Beliefs of Healthcare Consumers – An Explanatory Study
B-13	R.K.Srivastava Sandhya Dhabe	The Influence of Music and Musical Preference as a service element on Restaurant Patrons' behavior in emerging market (full paper)

**Track 14 : E-Commerce & Customer Relationship
2.00 pm to 4.00 pm at KLMD (Auditorium-1)**

A-39	Devinder Pal Singh	Online novelty seeking, information search, attitude and shopping intentions in an emerging economy
A-103	Bibin Markose Hari Sundar G. Ram Kemthose P.Paul	Study On Compulsive Purchase Tendencies Among Consumers: A Study With Reference To Consumers In Kerala
A-146	Vibha Nagpal Arora Jatin Suri Jaimeet Singh	An Exploratory Study on Customer Engagement – A Quantitative Approach
A-200	Rajan Gupta Saibal Pal	Dynamic Pricing: Better Mechanism for E-Commerce market in India
A-255	Neha Bhardwaja Anupama Vohra	Virtual Communities on Social Networks and the Indian Consumer A Netnographic Study

**Track 15: Marketing Research &
Nature and Characteristics of Competitive Scenarios
2.00 pm to 4.00 pm at KLMD (SR-9 Basement)**

A-18	Niranjan Agarwal P.K. Jain	Measuring Customer Satisfaction in the Telecom Sector in India with specific reference to Assam & NE: An Analytical Investigation using Linear and Non Linear Scales
A-169	Manit Mishra	Socially desirable responses as a source of method variance in research in Indian context: A critical review of literature and recommended statistical remedies
A-266	KSS Iyer Trupti Dhote	Stochastic time continuous modelling of Innovation diffusion in Marketing of a New Product.
B-5	Maninder Singh	The Potential Risks Associated With Celebrity Endorsement- An Empirical Analysis
B-6	Gurjeet Kaur Rita Sanjeevani Sehgal	Analyzing The Outcomes Of Co-Creation Of Value On Product Uniqueness And Word-Of-Mouth

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

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Concluding Address:

**Professor Devenathan Sudharshan,
Professor, Department of Marketing & Supply Chain,
Gatton College of Business & Economics,
University of Kentucky, Lexington, USA**

4.30 pm to 5.30 pm : Venue: RJM Auditorium

Labdhi Bhandari Best Paper Award

5.30 pm to 5.45 pm : Venue: RJM Auditorium

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