



CME
Centre for Marketing
in Emerging Economies

Centre for Marketing in Emerging Economies

Announces

2017 Annual Conference of Emerging Markets Conference Board

REACHING CONSUMERS OF EMERGING MARKETS

PRE-CONFERENCE WORKSHOP JANUARY 05, 2017

CONFERENCE JANUARY 05 - 07, 2017

PROGRAMME SCHEDULE

PRE-CONFERENCE WORKSHOP
JANUARY 05, 2017

Time	Itinerary	Speakers
08:30 AM	Pre-Conference Registration	
09:00 AM - 09:15 AM	Introduction to the Workshop and Faculty	Prof. Niraj Dawar
09:15 AM - 10:45 AM	Why use Cases, Case Structure and Case Types	Prof. Niraj Dawar
10:45 AM – 11.00 AM	TEA BREAK	
11:00 AM - 1.00 PM	Running a Case Class Discussion: Plans and Process	Prof. Amitava Chattopadhyay
1.00 PM - 2:00 PM	LUNCH BREAK	
2:00 PM - 3:30 PM	Developing and Teaching Video Cases	Prof. Naresh Malhotra
3.30 PM - 4:00 PM	TEA BREAK	
4:00 PM - 5:15 PM	A Brief Introduction to Writing Cases that Work	Prof. Niraj Dawar



CONFERENCE
JANUARY 05-07, 2017

DAY 1: JANUARY 05, 2017	
4:00 PM – 5:30 PM	Conference Registration
5:30 PM – 7:00 PM (Venue: Auditorium)	Conference Inaugural Session Shri Dharmendra Pradhan, Hon’ble Minister of Petroleum & Natural Gas, Government of India Prof. Ajit Prasad, Director – IIM Lucknow Conference Co-Chairs: Prof. Naresh Malhotra, Georgia Institute of Technology & Prof. Satyabhusan Dash, IIM Lucknow Key Note Speaker: Prof. Rajan Varadarajan, Texas A&M University <i>Doing Well by Doing Good Innovations: Opportunities and Challenges in Emerging Markets</i>
7:00 PM – 8:00 PM (Venue: Auditorium)	Meet the Editors Chair: Prof. Naresh Malhotra (Review of Marketing Research) Prof. Murali Mantrala (Journal of Retailing) Prof. David Stewart (Journal of Public Policy and Marketing) Prof. Rajan Varadarajan (AMA) Prof. Manjit Yadav (AMSR)
8:00 PM ONWARDS	WELCOME DINNER



DAY 2: JANUARY 06, 2017	
DAY 2: JANUARY 06, 2017 9:00 AM – 10:30 AM (Venue: Auditorium)	<p>Plenary Session I - Brand Building Challenges Faced by Emerging Market Companies</p> <p>Emerging Economies are now home to some of the biggest global brands. Be it the Tata Group owning JLR/Corus or China Mobile being the biggest mobile service provider, Emerging Economies are marching their way forward creating newer and bigger brands every day. But all that glitters is not gold and there are significant challenges in doing so as well, one being bureaucratic red-tapism. It is imperative, thus, to understand the challenges involved along with future benefits.</p> <p>Session Moderator: Prof. Amitava Chattopadhyay, INSEAD</p> <p>Panel: Mr. M. V. Ramana, Head of Branded Markets for India & Emerging Countries and Executive Vice President, Dr. Reddy's Laboratories Ltd Mr. Kannan Sitaram's, CEO and MD, Innovative Foods Ltd</p>
10:30 AM – 10:45 AM	TEA BREAK
DAY 2: JANUARY 06, 2017 10:45 AM – 12:15 PM (Venue: Auditorium)	<p>Plenary Session II - The Role of Marketing Research in Public Policy Decision Making</p> <p>Objective of this plenary session is to discuss the extent of utilization of marketing and consumer behavior insight for public decision. Further, this session will deliberate reason for under representation and proposes means by which marketing and consumer behavior research can contribute for further policy decision.</p> <p>Session Moderator: Prof. Naresh Malhotra, Georgia Institute of Technology</p> <p>Panel: Mr. Hem Pande, Secretary, Department of Consumer Affairs, Ministry of Consumer Affairs, Food & Public Distribution, GoI Mr. Rajesh Kurup, Managing Director – North Millward Brown Dr. Rajesh Shukla, MD & CEO, Price Mr. Surya AV, CEO-South Asia, Kantar Public Prof. Satyabhusan Dash, IIM Lucknow</p>
EXPERT SPEAKS	
DAY 2: JANUARY 06, 2017	The Impact of Technology on Marketing Channels Design and Management and Directions for Research



12:15 PM – 1:15 PM (Venue: Auditorium)	Prof. Murali Mantrala, University of Missouri, USA
1:15 PM – 2:00 PM	LUNCH BREAK
EXPERT SPEAKS	
DAY 2: JANUARY 06, 2017 2:00 PM – 2:45 PM	How to Write Publishable Qualitative Research (Venue: Auditorium) Prof. Len Tiu Wright, University of Huddersfield, UK
	Choice Modelling (Venue: Seminar Block- Lecture Hall 2) Prof. Vithila Rao, Cornell University, New York
DAY 2: JANUARY 06, 2017 2:45 PM – 3:30 PM (Venue: Auditorium)	Crafting Impactful Theory for Understanding Emerging Markets Prof. Manjit S. Yadav, Texas A&M University, USA
3:30 PM – 4:00 PM	TEA BREAK
4:00 PM – 5:30 PM	
PAPER PRESENTATION SESSION I	
TRACK 1(A) – UNDERSTANDING CONSUMER BUYING BEHAVIOR (Venue: Seminar Block- Lecture Hall 2)	
CHAIR: Prof. Satish S.M.	
<p>1. Are we Green Ready? - Green Consumer Behavior in India <i>Anshika Asthana, Assistant Professor, Prin. L.N. Welingkar Institute of Management Development and Research, Mumbai</i></p> <p>2. Exploring the Role of Perceived Value as Mediator and Age & Gender as Moderator on Online Shopping Intention <i>Dr. Anshuman Sharma, Assistant Professor, Al Buraimi University College, Al Buraimi, Sultanate of Oman</i></p> <p>3. Marketing Implications of Consumer Attitudes towards Food Additives and Behavioural Intentions for Bakery Products <i>Banasree Dey, Jones Mathew, Assistant Professor/ Professor, Jaipuria Institute of Management, NOIDA</i></p> <p>4. Luxury Consumers and Their Codes: A Profile Development <i>Dr. Bikramjit Rishi, Associate Professor – Marketing, Institute of Management Technology (IMT), Ms. Akanksha Pokhriyal, Senior Research Director, Hansa Research Group Private Limited</i></p> <p>5. The Mediating Effects of ‘Engagement’ and ‘Flow’ on the Relationship between Store Environment and Repatronage Intention: An Empirical Evaluation <i>Dr. D Sriram, Associate Professor, Great Lakes Institute of Management</i></p> <p>6. Young Indian Consumers’ Brand Knowledge towards Khadi Apparels <i>Dr. Anshu Dawar, Associate Professor, International Business, IILM Institute for Higher Education, New Delhi</i></p> <p>7. Analysis of Impact of Country of Origin (COO) on Consumers’ Perception and buying behaviour <i>Nikhil Dhakate, Indian Institute of Management Shillong, Dr. Ambika Sharma, Geeta Group Of Institution, Panipat Parthasarathy, Emeralds Business School Tirupati and Sushant Kumar, Indian Institute of Management Shillong</i></p>	
TRACK 2 – MANAGING CUSTOMER RELATIONSHIP (Venue: Seminar Block- Lecture Hall 1/ Meeting Room 2)	
CHAIR: Prof. Amit Mookerjee	
<p>1. Valuation of Service Quality of Indian Banking in Respect of Customer Satisfaction. <i>Ankit Agarwal, Research Scholar, Uttarakhand Technical University, Dehradun, Dr. Raj Kamal, Professor, MJP Rohilkhand University,</i></p>	



Bareilly

2. E-crm scale development and validation in indian e-commerce sector

DrAnuja Agarwal, ICAI Business School (IBS), Hyderabad, DrArun Kumar, Birla Institute of Technology & Science (BITS) Pilani

3. Investigating the Role of Customer Engagement in Hospitality Sector

Jyoti Sharma, Assistant Professor, Kathua Campus, University of Jammu, Raouf Ahmad Rather, Research Scholar, University of Jammu

4. Impact of Relationship Quality on Retention – A study with reference to Bank Customers in Chennai.

Mr. NatarajB, Lecturer, Great Lakes Institute of Management (Chennai), Dr. Rajendran R, Assistant Professor, Annamalai University, Chidambaram

5. Customer Life Time Value for Private Labels: A case of Apparel Category in India

PankajPriya, Gokulanand Patel, Amarnath Bose, Birla Institute of Management Technology, Greater Noida

6. Understanding Antecedents of Customer Engagement Behaviour and Its Relationship with Marketing Metrics

HarmeenSoch, Associate Professor, PriyankaKaushik, Research Scholar, I K Gujral Punjab Technical Univeristy, Punjab

TRACK 3 A – UNDERSTANDING CROSS-CULTURAL ISSUES IN THE DESIGN AND IMPLEMENTATION OF MARKETING STRATEGY (Venue: MDP Block- Lecture Hall 1)

CHAIR: Prof. Suraksha Gupta

1. The Role of Signals in the Success of Products in Auxiliary Channels of International Markets: The Case of Motion Picture DVDs

Ashish Sinha, Associate Dean Research, UTS Business School, Sydney Australia

2. Luxury Value Perceptions in the Indian Market – A Sub Cultural Context

Dr. Bikramjit Rishi, Associate Professor – Marketing, Poulomi Banerjee, student, Sourabh Singh, student, Institute of Management Technology (IMT), Ghaziabad

3. Conceptualising Cross-Category Brand in Emerging Country Context: Merging Associative Network Memory Model and Resource Based View

EdizEdipAkcay, KaoutherKooliand Elvira Bolat, Bournemouth University

4. Cultural Symbolisms in Brand Names

HuiGao, ChunlinDuan, Professor, South China University of Technology, China

5. Moderating influence of face-work on culture and behavioral intention towards counterfeit products

Dr. Sunpreet Kaur Sahni, Guru Nanak Institute of Management Technology Ludhiana and Laxmi Roy Singh, I.K Gujral Punjab Technical University

6. Tracing the Retail Transition in India

MadhuMitha, Fellow (Marketing), Shivendra Kumar Pandey Assistant Professor (Marketing) IIM Rohtak

TRACK 8 – STRENGTHENING COMPANY PRODUCTS AND BRANDS (Venue: MDP Block- Lecture Hall 2)

CHAIR: Prof. Anita Goyal

1. Trust and Attraction towards MNC and Local Brands in Emerging Economies

PramodIyer, University of Texas at Rio Grande Valley, Audhesh K. Paswan, Professor, University of North Texas, RetnoTandingSuryandari, UniversitasSebelasMaret, Indonesia

2. E-tail brand experience and brand loyalty: The mediating role of brand relationship variables

Imran Khan., Dr. MobinFatma, Asia Pacific Institute of Management and Dr. Zillur Rahman., Research Scholar, Indian Institute of Technology Roorkee

3. AN ANALYSIS OF CONSUMERS' PERCEPTION TOWARDS REBRANDING: A STUDY OF HERO MOTOCORP

Joyeeta Chatterjee, Professor, Marketing, IILM Institute for Higher Education and JayashreeDubey, Assistant Professor, Marketing, Indian Institute of Forest Management

4. Measuring Consumers' Response to Brand Scandals: A Brand Love Perspective

Komal Nagar, Assistant Professor, ParamdeepKour, Research scholar, The Business School, University of Jammu.

5. Factors influencing the Purchase Decisions of Organic Food Products: An Empirical Analysis on Indian Food and Grocery Retailing Customers.

Dr. M. SivaKoti Reddy, Vignan University, Dr. SheelaSrivastava, Director & Professor, Jawaharlal Business School, Jawaharlal College of



Engineering and Technology, Mr. A. Naga Bhushan, Research Scholar Ms. A. Sireesha and Mr. D. Subba Reddy, Research Scholar

TRACK 12- LINKING TECHNOLOGY , PRODUCT INNOVATION , AND B2B MARKETS WITH THE CUSTOMER NEEDS

(Venue: MDP Block- Lecture Hall 2)

CHAIR: Prof. Anita Goyal

1. Grocery Shopping Behaviour of Indian Consumer: Reference to Mobile Applications

Shiv Kumar Sharma, Anuja Shukla, Dayalbagh Educational Institute , Dayalbagh, Agra

2. When does relationship marketing has the greatest impact on the behaviour intentions in business relationships? Assessing the moderating role of environmental uncertainty

Nektarios Tzempelikos, Anglia Ruskin University, Kaouther Kooli, Bournemouth University, UK

3. Perceived Market Skepticism and Chasm in Market Development: A study of High-tech Start-Up Firms

Kavita Pathak, Jaipuria Institute of Management, Lucknow, Jay Weerawardena, Alastair Tombs, UQ Business School, Australia

4. Enterprise Resource Planning Systems for Service Performance in Tourism and Hospitality industry

Jasvinder Singh, Vinay Chauhan, and Rachna Gupta, The Business School, University of Jammu

TRACK 9 – MARKETING RESEARCH METHODS & TOOLS TO CAPTURE THE VOICE OF THE CUSTOMER

(Venue: MDP Block- Lecture Hall 3)

CHAIR: Prof. James Agarwal/ Mr. Vinay Kumar

1. The Quest for the Holy Grail

Debjyoti Sen Sharma, Insight Director and Abhinaba Neogi, Kantar IMRB International, Shakespeare Sarani, Kolkata

2. The sharpest knife to cut the edge

Debjyoti Sen Sharma, Insight Director, Kantar IMRB International, Kolkata

3. Brand commitment: The roles of brand experience, brand passion, brand ethicality perception and self-congruity

Geetika Varshneya, Gopal Das, Indian Institute of Management, M. D. University Campus, Rohtak, and James Agarwal University of Calgary, Canada

4. Refining estimates of socio-economic group sizes

Javed Hazarika, Kantar IMRB International

5. New launch assessment benchmark norms: a syndicated & quantitative study to judge the performances of new launch brands in FMCG sector

Joydeep Mukherjee and Vinay Khamkar, Kantar IMRB

6. Investigating beyond category boundaries – The continuum of Adjacency

K.N. Sriram, Director, OMRC Consulting,

7. Around the world in 80 days

Anjali Dubey, Debjyoti Sen Sharma, Pooja Agarwal and Pallavi Kejriwal, Kantar IMRB

8. Veiled Confessions - Beyond skin-deep need elicitation

Pooja Agarwal & Debjyoti Sen Sharma, Kantar IMRB

9. LAKSHYA: How a brand can find appropriate goals via analysis of image data

Surbhi Minocha, Vasudha Kumar, Kantar IMRB

TRACK 11 A – ENHANCING THE EFFECTIVENESS OF SERVICE MARKETING

(Venue: A2 Block- Room No. 2208)

CHAIR: Prof. Prem Prakash Dewani

1. A Study of the Impact of Technology based Financial Inclusion Initiatives by Indian Commercial Banks to reach out to Unbanked Consumers of Delhi NCR, India

Deepika Saxena, Research Scholar, Dr. Shweta Anand, Associate Professor, Gautam Buddha University, Greater Noida

2. S-COMMERCE: AN EMPIRICAL STUDY FOR ON-DEMAND HOME SERVICES.

Dr. Brijesh Sivathanu, Associate Professor, Symbiosis International University, Hinjewadi

3. EFFECT OF PERCEIVED DECEPTION ON WILLINGNESS TO BUY AND INTENTION TO PURCHASE: AN



EXPLORATORY RESEARCH

Ishpreetkaurviridi, (research scholar), prof. Kavisharama (head, department of commerce)

4. Determinants of Brand Loyalty in Technology Facilitated Services

NehaSadhotra, Indian Institute of Management Lucknow, S.B.Dash, K. Sivakumar, Lehigh University, Abhijit Bhattacharya, Late Saji KB Nair

5. Cultural Capital and Leader-Member Exchange: Profiling Patient Service Delivery Behaviours in Health Care

Puja Dhawan, University of New South Wales, Canberra

TRACK 14- DEVELOPING SUCCESSFUL MARKETING STRATEGY ON EMERGING ISSUES IN MARKETING

14.1 SOCIAL MARKETING

(Venue: A2 Block- RoomNo. 2307)

CHAIR: Prof. Jabir Ali

1. Cost Effective Interventions to Prevent Burden of Disease: A Case of Indian Eye Care

Venkataramanaiah Saddikuti, IIM Lucknow, Rahul Gope IIT Bombay, Abhishek Ekka IIT Bombay, Yujata Pasricha NIT Jalandar, Sania Shankar Sawant

2. Factors Affecting Digital Piracy and Green IT: Testing the Norm Activation and the UTAUT Models

MoutusyMaity IIM Lucknow, Kallol Bagchi, University of Texas at El Paso, Arunima Shah, Ankita Misra, IIM Lucknow

3. Product Liability under Consumer Protection Laws in India

Dharmendra S. Sengar, Professor & Chairman, Legal Management Area, IIM Lucknow, Noida Campus

4. Service Innovation in Healthcare: Towards a Robust & Sustainable System

Venkataramanaiah Saddikuti, IIM Lucknow, Rahul Gope, Abhishek Ekka, Yujata Pasricha, IIT Bombay Sania Shankar Sawant, NIT Jalandar

5. Consumers' attitude and intention towards purchasing eco-friendly products: Analyzing the role of environmental knowledge and environmental concern

Rambalak Yadav Assistant Professor, IFHE University, Hyderabad, Govind Swaroop Pathak Professor Indian School of Mines Jharkhand

6. Does pharmaceutical price regulation result in greater access to essential medicines? Effects of drug price control order in India

Saravana Jaikumar, Assistant Professor, Indian Institute of Management Calcutta, Arvind Sahay, Professor, Indian Institute of Management, Pradeep K Chintagunta, Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing, Chicago Booth School of Business

7. Assessment of Health Status (Quality of Life) of Patients with Pacemaker Implantation

S Venkataramanaiah, Indian Institute of Management Lucknow, Noida Campus, Mustafa Panbiharwala, Swapnil Jain, Aparna Mishra, Shri G.S Institute of Tech & Science

TRACK 14.3 GREEN MARKETING

(Venue: A2 Block- RoomNo. 2108)

CHAIR: Dr. Meghna Jain

1. Emerging issues: Abortive Green Buying Behavior; WHY??

Harsh Tullani, Dr. Richa Dahiya, Research scholar, SRM University

2. Predicting Ecologically Conscious Consumer Behaviour among Indian Urban Consumers: An Exploratory Study

Khan Md. Raziuddin Taufique Assistant Professor, BRAC University, Sridhar Vaithianathan, ²Associate Professor, Institute of Management Technology, Hyderabad

3. Green Trust in Green Purchase intentions: A Study of Antecedents and Consequents

Madan Lal, Professor, University of Delhi, CS Sharma, Director, Integrated Campus, JRE Group of Institutions & Nitika Sharma Research Scholar, Department of Commerce, University of Delhi

4. A Study on Effect of Consumer Awareness and Behavior on Green Marketing of LED Lightning Products in India

Ruchika Singh Malyan, Research Scholar, Mewar University, Chittorgarh, Dr. Lokesh Jindal Associate Professor, Maharaja Agrasen Institute of Technology, GGSIPU

5. What is Environmentally Responsible Consumption and How to Measure it?



Sudhanshu Gupta, Richa Agrawal, Indian Institute of Technology Madras

6. Frugality and green consumption value as a predictor of environmentally responsible consumption behaviour: Evidence from India
Sudhanshu Gupta, Richa Agrawal, Indian Institute of Technology Madras

06:00 PM – 7:30 PM

PAPER PRESENTATION SESSION II

TRACK 1(B) – UNDERSTANDING CONSUMER BUYING BEHAVIOR (Venue: Seminar Block- Lecture Hall 2)

CHAIR: Prof. Rajeev Kumra

1. Awareness, Usage and Attitude of consumers towards Over-The-Counter Digestive Remedies: An Exploratory Study
*Dr. Vijay Bhangale, Associate Dean – Academics, ES Management College and Research Centre
Bandra Reclamation, Mumbai*

2. Resolving goal conflict through licensing and compensating behaviour: An Integrated Conceptual Model
Gurbir Singh and Himanshu Shekhar Srivastava, Doctoral Students, Indian Institute of Management, Indore

3. Emerging Market for Organic Food Products: Role of Trust and Fear in Buying
Heerah Jose, Vijay Kuriakose, Prof (Dr.) Moli P. Koshy, School of Management Studies, CUSAT

4. Exploring consumer trust towards organic food products in the context of emerging markets
*Hamida Skandrani, Associate Professor in Marketing, University of Manouba, Tunis, Tunisia, Kooli Kaouther, Faculty of Management,
Bournemouth University, UK*

5. Cart Vs E-Cart: A Study on the Influencing role of Retail Service Quality on Customer Satisfaction in emerging Indian Food and Grocery Multi Channel Retailing
*Dr. M. SivaKotiReddy, Department of Management Studies, Vignan University Dr. M. Kishore Babu, KLU Business School, KL University,
Mr. M. Naga Bhaskar, Guntur Engineering College and Dr. Sheela Srivastava, Director & Professor, Jawaharlal College of Engineering and
Technology*

6. Parents' School Choice Behaviour: A Study of K-12 Schools in India
Madhu Mandal, Research Scholar, Satyabhusan Dash, Assistant Professor, Indian Institute of Management Lucknow, Noida Campus

7. Young Consumers buying behavior towards Clothing
Suchita Jha, Assistant Professor- Marketing, Symbiosis Institute of International Business

TRACK 1(C) – UNDERSTANDING CONSUMER BUYING BEHAVIOR (Venue: Seminar Block- Lecture Hall 1/ Meeting Room 2)

CHAIR: Prof. S.B. Dash

1. Clustering green customers for creating a movement towards sustainability
Mahamaya Mohanty, Research Scholar, Indian Institute of Technology Delhi

2. Influence of Family and Social Media on the consumer decision making of high involvement products
Ms. Mahasweta Das Saha, Assistant Professor, Tripura University, Dr. Sangeeta Sahney, Associate Professor, IIT Kharagpur

3. The influence of Brand Awareness, Brand Personality and Customer Satisfaction on Brand Loyalty towards a leading cosmetic brand in Al Buraimi Region, Sultanate of Oman
Mrs. Maya Manoj, Mrs. Elizabeth Philippe, Lecturer, Al-Buraimi University College, Al-Buraimi, Sultanate of Oman,

4. Exploring Prominent Social Cognitive Determinants of Environmentally Sustainable Consumption Behavior in Children
Meenakshi Sharma, Dr. Leela Rani, Research Scholar, Birla Institute of Technology and Sciences, Pilani, India

5. The differential impact of brand origin and expert advisor on brand trust and perceived risk
Neha Srivastava, SatyaBhusan Dash, Indian Institute of Management Lucknow, India

6. The relationship between the antecedents of luxury consumption and attitude towards luxury consumption among the young Indian luxury buyers
Nikita Sharda, Anil K. Bhat, Research Scholar, BITS-Pilani P.K. Sinha, Indian Institute of Management, Ahmedabad

TRACK 4- DEVELOPING A WINNING CHANNEL STRATEGY (Venue: MDP Block- Lecture Hall 1)

CHAIR: Prof. Ashish Dubey



1. Consumer Decision-making in Buying Fruits and Vegetables across Online and Offline Channels

Surendra M. Dixit, MoutusyMaity, SunithaRatnakaram, Indian Institute of Management Lucknow

2. Interrelation among sources of power in distribution channel– An empirical analysis of North-eastern part of India

Dr. PradipSadarangani (Asst. Prof, IIM Shillong), Dr. PradipSadarangani, associate Professor, Rajiv Gandhi Indian Institute of Management, Shillong, Sushant Kumar, corresponding author

TRACK 7- DEVELOPING WINNING PERSONAL SELLING AND SALES MANAGEMENT STRATEGY

(Venue: MDP Block- Lecture Hall 1)

CHAIR: Prof. Ashish Dubey

1. Empirical Anecdote of Key Account Management's Effectiveness on Firm's Performance

A.Mahesh, Research Scholar – Visvesvaraya Technological University, Karnataka ,Dr.G.P.Dinesh, Dean – Department of Management Studies, Ballari Institute of Technology & Management , Karnataka

TRACK 5(A) – DEVELOPING DIGITAL MARKETING STRATEGY

(Venue: MDP Block- Lecture Hall 2)

CHAIR: Prof. Moutsi Maity

1. Centrality of some salient variables in creating online brand equity

ArunimaRana, Anil Bhat, and Leela Rani, Research Scholar, BITS Pilani-Pilani

2. Influence of Facebook engagement on Car Sales – Indian Case Study

BalamuruganA.and Prof. SanjeevVarshney, Research Scholar, Xavier School of Management, Jharkhand

3. Digital interventions to reach the farmers' segment

Dr.B.Poongodi, Kumaraguru , Dr. Mary Cherian, Professor, Kumaraguru College of Technolgy, Coimbatore

4. Role of electronic word of mouth content and valence in influencing online behavior and digital marketing strategy – applying deductive analysis approach

Gobinda Roy, Dr. BiplobDatta, Research Scholar, Vinod Gupta School of Management, Indian Institute of Technology Kharagpur

5. Mobile devices for shopping: A Case of Multisided Platform

Rakhi Thakur, Assistant Professor – Marketing, S. P. Jain Institute of Management & Research

6 .Small-town Consumers' Online Engagement: Evidence from Pilani

Ramandeep Singh

7. Consumer co-creation on digital platform- the role of consumer feeling

NilamadhabMohanty, Assistant Professor, Thiagarajar School of Management, Madurai, Tamil Nadu

TRACK 6 – ENHANCING THE EFFECTIVENESS OF MARKETING COMMUNICATION

(Venue: MDP Block- Lecture Hall 3)

CHAIR: Prof. NeelamKinra

1. A Study of Gender Portrayal in the TV Advertisements: A Stereotypical Marketing Communication Management Approach

Anjali Bansal, Amrita Bansal, MICA, Ahmedabad

2. Creating Image-Identity Congruence when Organizational Values are Consciously Changed: A Performance Management Perspective

Dr. Caren Rodrigues (FPM, IIM Bangalore) , Assistant professor, Dr. Anup Krishnamurthy (FPM, IIM Bangalore), Assistant professor and ArchanaGorur, PGDM

3. Segmentation on the basis of Consumers' Attitude towards Advertising Music

MdWashim Raja, SandipAnand , and Ibha Kumar, XIMB, Xavier University Bhubaneswar (India)

4. mHealth Effectiveness in Emerging Economies: a Study on Factors Influencing Scope and Acceptability of mHealth Tools in India.

Saikat Banerjee, Associate Professor (Marketing Area), Indian Institute of Foreign Trade-IIFT and Sampada Kumar Dash, DGM – Business Development & Strategy, Octavo Solutions Pvt. Ltd

5. Transliteration and its impact on Print Advertisements.

Susan Mathew, Assistant Professor, Rajagiri Center for Business Studies, Kochi, Joshy Joseph, Indian Institute of Management, Kozhikode

6. Exploring Celebrity Associations through Brand Concept Mapping: A Consumer Perspective

Mandeep Kaur Ghuman, Assistant Professor, YadvinderParmarandBikramJit Singh Mann, University Business School, Guru Nanak Dev



University, Amritsar,

7. A Strategic Marketing Communication Framework for Small Businesses

SanjeevVarshney, Meenakshi P., XLRI Jamshedpur

TRACK 10 A– EFFECTIVE RETAIL STRATEGIES TO ATTRACT AND RETAIN CUSTOMER

(Venue: A2 Block- RoomNo. 2208)

CHAIR: Prof. Devashish Das Gupta

1. Consumer Perspective for PLB purchase decision for select Retailers: An Empirical Research in Indian context.

Ajay Singh, Research scholar, Dr.Debdeep De, Assistant professor, Jaypee Institute of Information Technology, NOIDA

2. COMPETITIVE POSITIONING OF ORGANISED APPAREL RETAIL STORES IN INDIA: A Study of Selected Apparel Retailers in National Capital Region (NCR)

ArifHasan, Research Scholar, Dr. Fayaz Ahmad Nika, Associate Professor, Central University Of Kashmir, Srinagar, India

3. Risk Mitigation Strategy Used by Ecommerce Companies in Emerging Economies: A Conceptual Model

Deepak Ranjan, Doctoral Student, IIM Indore

4. Innovative practices in small retail firms in emerging markets

Nishant Kumar and Fredrik Nordin, Stockholm Business School, Sweden

5. Consultation with Retail Salesperson: Influence of Subjective Knowledge and Purchase Pal

GarimaSaxena and SanjeevVarshney , Xavier School of Management Jamshedpur

TRACK 14 .4 Destination and Tourism Marketing

(Venue: A2 Block- RoomNo. 2208)

CHAIR: Prof. Devashish Das Gupta

1. Social Impacts of Tourism – A Review

Pramod Sharma , Jogendra Kumar Nayak, Indian Institute of Technology Roorkee

2. A study of adaption of Digital Tools in Indian Tourism

V. Senthil Assistant Professor, Thiagarajar School of Management, Madurai, Tamilnadu

7:30 PM ONWARDS

CULTURAL PROGRAM AND CONFERENCE DINNER



DAY 3: JANUARY 07, 2017

09:00 AM – 10:30 AM

PAPER PRESENTATION SESSION III

TRACK 1 (D) - UNDERSTANDING CONSUMER BUYING BEHAVIOR

(Venue: Seminar Block- Lecture Hall 2)

CHAIR: Prof. Ashutosh Dixit

1. A study of the factors influencing the consumer perception towards choice of the Mall

Ms. Pooja Tiwari, Research Scholar, Gautam Buddha University, Dr. Mohit Kumar Jindal, Assistant Professor, Dr. R K Singhal, Professor, ABES EC, Ghaziabad

2. A Qualitative Enquiry of Consumer Empowerment with reference to High Involvement Products

Ratan Kumar, FPM Scholar, Dr. Vibhava Srivastva, Asst. Professor, Management Development Institute (MDI) – Gurgaon

3. Nutraceuticals: Key to Healthy Living- Understanding Customer Preference and their Profile

Dr. Richa Chaudhary, Pooja Kamthe, Abhinay Jain, Nikita Nirmla, Associate Professor, Head: Research & Publication IES Management College and Research Centre, Mumbai

4. Why do shoppers stop at Shoppers Stop? - An analysis of influencers

Sharad Gupta and Anuj Pal Kapoor, Research Scholars, FMS, Delhi University, Delhi

5. Social Media and its Impact on Consumers Buying Behavior with special reference to apparel Industry in Bareilly region." -

Swati Gupta, Research Scholar, Ansal University, Gurgaon and Ajay Chauhan, Assistant Professor, IMT Ghaziabad

6. What is beautiful is good': Impact of Celebrity Attractiveness on Advertising Effectiveness

Tijo Thomas and Dr. Johny Johnson, Mahatma Gandhi University, Kerala

TRACK 3 B – UNDERSTANDING CROSS-CULTURAL ISSUES IN THE DESIGN AND IMPLEMENTATION OF MARKETING STRATEGY

(Venue: Seminar Block- Lecture Hall 1/ Meeting Room 2)

CHAIR: Marina A. Marinov

1. The Impact of Credibility of Foreign Celebrity on Customer Engagement

Pantea Foroudi, Middlesex University London, Suraksha Gupta, University of Kent, Mohammad M. Foroudi, ³Foroudi Consultancy, London, Naresh K. Malhotra, Georgia Institute of Technology, US.

2. RETAILARCH: A Multiple-Item Scale for Measuring Consumer Perceptions of Retail Architecture

Mohammad M. Foroudi, Foroudi Consultancy, London, Pantea Foroudi, Middlesex University London, Suraksha Gupta, University of Kent, Naresh K. Malhotra, Georgia Institute of Technology, US.

3. Influence of Intra-cultural ethnic diversity (ICED) on satisfaction formation process

Prithvish Bose and Sanjeev Varshney, Xavier School of Management, Jharkhand

4. Management of Brand Identity Impressions in Cross Cultural Contexts: A study on a global chain of coffee shop stores in Poland and India

Ritu Srivastava, Assistant Professor, Birla Institute of Management Technology, Greater Noida

5. Modeling the social and cultural environment of the international logistics

Supachart Tamratanakul, Faculty, Kasetsart University, Bangkok (Thailand)

6. Linking Group Norm and Status Seeking Preferences: Insights From A Field Experiment On Charitable Giving

Dr. Len Tiu Wright, Professor, Huddersfield, UK, Dr. Quang Nguyen, Dr. Helen (Huifen) Cai, Middlesex University, London, Minh Hoang, Researcher, Vietnam Economics Institute, Vietnam

TRACK 5B – DEVELOPING DIGITAL MARKETING STRATEGY

(Venue: MDP Block- Lecture Hall 1)

CHAIR: Prof. Moutusi Maity



1. DIGITAL MARKETING STRATEGIES FOR INDIAN HOTEL'S TO COMPETE WITH ONLINE TRAVEL AGENTS

Mr. Pankaj Kumar Pandey, Ms. Karuna Joshi, Amrapali Institute of Hotel Management, Haldwani

2. Evaluation of Functionalities of Mobile Apps and their impact on the Consumer

Priyanka Chadha, Vandana Ahuja, Jaypee Business School (JIIT, Noida)

3. Research Methodologies in the domain of Online Marketing-Literature review and Marketing Applications

Radhika Sharma, Dr. Vandana Ahuja, Dr. Shirin Alavi, Jaypee Business School (JIIT), Noida

4. When Do Consumers Use Cash-on-Delivery to Make a Purchase?

Moutusy Maity, IIM Lucknow, Mayukh Dass, Texas Tech University

5. Critical success factors for implementation of Internet of Things (IoT) in Indian Public Sector Retail Oil Outlets"

Sudip Das, Infosys, Dr. Shailendra Kumar Pokhriyal and Dr. Geo Jos Fernandez, University of Petroleum and Energy Studies

6. MEASUREMENT OF WEBSITE PERSONALITY AND ITS EFFECT ON CUSTOMER TRUST IN ONLINE SHOPPING

Sudipta Kumar Jana, Assistant Professor, Indian Institute for Production Management, Kansbahal, Odisha-

7. Visual Information Communication and Consumer Response: Results from an Empirical Study

Anupriyakaur and Sufal Mahajan, Jaypee University of Information and Technology, Waknaghat

8. An Empirical Investigation of Brand, Category, and Country Differences in the Engagement of Brand Communities on Facebook

Purushottam Papatla, Professor of Marketing, Prashanth Ravula, Doctoral Student, University of Wisconsin-Milwaukee

TRACK 10 B – EFFECTIVE RETAIL STRATEGIES TO ATTRACT AND RETAIN CUSTOMER

(Venue: MDP Block- Lecture Hall 2)

CHAIR: Prof. Devashish Das Gupta

1. Influence of Retailer's Promotion on Shopping Motive of Hedonic Shoppers

Pratibha Rai, Research Scholar, Kabir, Research Scholar, Dr. (Mrs.) B.B. Pandey, Assistant Professor, Guru Ghasidas Vishwavidyalaya

2. Impact of In-store Category Management on Operational Efficiency of a Retail Store

Prof. Ravindra M Chiplunkar, Assistant Professor, Welinkar Institute of Management Development & Research, Mumbai

3. An Implicit Assessment of Consumer Price Perception: Exploring the Psychological Pricing Effects

Santosh Kumar & Mrinalini Pandey, Research Scholar & Assistant Professor, Indian Institute of Technology (ISM) Dhanbad

4. Consequences of Probabilistic Price Promotions in Retailing

Udo Wagner, Karl Akbari, University of Vienna, Austria

5. Shaping Consumer Preferences towards Omni-Channel in Indian Apparel Retailing

Divya Sharma, Lakshay Mehra, Prachi Deepak Patil, Gaurav Tripathi, Birla Institute of Management Technology

6. Determining the antecedents of the 'brand loyalty'-A case of the tourism destination zone "Golden Triangle (Delhi, Agra & Jaipur)"

Kirti Singh Dahiya, Professor Dr. D.K. Batra, Department of health and hospital management, Jamia Hamdard Hamdard Nagar

TRACK 11 B – ENHANCING THE EFFECTIVENESS OF SERVICE MARKETING

(Venue: MDP Block- Lecture Hall 3)

CHAIR: Prof. Prem Prakash Dewani

1. Reviewing the Recovery, for small restaurant brands: case study from Dhaka, Bangladesh

*Shamsul Huq Bin Shahria, Kashfia Farhin, Project coordinator, Bangladesh Brand Forum
Mahbub-Ul-Islam, Sayed Arafat, East West University, Dhaka, Bangladesh*

2. Applying balanced scorecard to healthcare organizations (a comparative study of public and private sector hospitals in Uttarakhand).

Tarun Nawani and R.C. Dangwal, Research Scholar, HNB Garhwal University, Srinagar

3. Implementation of Service Quality: A Case Study of State Bank of Patiala

Vishal Vinayak, Dr. Jagdeep Singh, Professor, Institute of Management Studies, Baddal Technical Campus



4. Cultural influences on service quality expectations: Evidence

YingYingLiao and Ebrahim Soltani, Assistant Professor, Hamdan Bin Mohammed Smart University, Dubai, UAE

TRACK 13 – INCORPORATING VOICE OF THE CUSTOMER IN TEACHING MARKETING MANAGEMENT

(Venue: A2 Block- RoomNo. 2208)

CHAIR: Prof. Sameer Mathur

1. Learning Co-Creation: Promoting Effort Exertion by Students

Praveen Aggarwal, University of Minnesota Duluth and Amiya Basu, Syracuse University

2. Application of Design Thinking in Innovating Pedagogy in Management Education

Dr. M Selvalakshmi, Associate Professor & Principal, Dr. Vidya Suresh, Associate Professor, Thiagarajar School of Management, Madurai

3. Incorporating Voice of Customer in Management Education

Ram Komal Prasad, Sanjeev Verma, National Institute of Industrial Engineering (NITIE), Mumbai, India

TRACK 14.5 RURAL MARKETING

(Venue: A2 Block- RoomNo. 2307)

CHAIR: Prof. M.K. Awasthi

1. The 4A framework at the BOP and its impact on access to markets and people: An empirical investigation across five Asian markets

Moutusy Maity, IIM Lucknow, Ramendra Singh, IIM Calcutta

2. Bridging the Healthcare Service Divide in India: Learning from Success Stories

Venkataramanaiah Saddikuti, IIM Lucknow, Rahul Gope, Abhishek Ekka, IIT Bombay, Yujata Pasricha NIT Jalandar, Sania Shankar Sawant

3. Improving Social Capital at the Bottom of the Pyramid: Which Interventions Work Best?

Reetika Gupta, ESSEC Business School, Singapore

4. Reflections from periodic markets in rural India: current issues and implications

Satyam, Rajesh K. Aithal, Indian Institute of Management Lucknow and Harshit Maurya, University of Lucknow

TRACK 14.6 FOOD & AGRIBUSINESS MARKETING

(Venue: A2 Block- RoomNo. 2108)

CHAIR: Prof. K.B. Gupta

1. Economic Analysis of Marketing Channel of Grapes in Maharashtra

Dr. Rachana Patil, Assistant Professor, Prin. L. N. Welingkar Institute of Management Development & Research

2. Exploring the Most Preferred Food Products among Indian Consumers and Reasons for their Preferences

Kriti Bardhan Gupta, Indian Institute of Management Lucknow

3. A Case of Success Story from the Street Market in Dhaka

Md. Jahed Hosen, Kohinoor Biswas, M Sayeed Alam, East West University, Dhaka, Bangladesh

4. Sustainable food consumption and public policy interventions: Setting research agenda for South Africa

Professor Neha Purushottam, Graduate School of Business Leadership, University of South Africa (UNISA), South Africa

5. Marketing Strategy for Emerging Markets of Medicinal and Aromatic Plants

Pramod Chandra, Vinay Sharma, Rajat Agarwal, Indian Institute of Technology, Roorkee

6. Cognitive & Attitudinal Determinants of Consumer Heterogeneity influencing the acceptance of functional foods in India

Rajesh.p. Jawajala, Assistant Professor, Symbiosis Institute of International Business, Dr. Prafulla. Pawar Professor, Savitribai Phule Pune University

7. Descriptor Labels On Food Packaging & Their Impact On Consumption

Dr. Etinder Pal Singh and Ms. Sanchita Sabharwal, Apeejay School of Management

8. Reaching BoP consumers through BoP producers: Insights from a Farmer Producer Company in Madhya Pradesh

Sandeep Rawat, FPM Scholar, Prof. Anita Basalingappa, Chairperson- Fellow program

10:30 AM – 10:45 AM

TEA BREAK



<p>DAY 3: JANUARY 07, 2017 10:45 AM – 12:15 PM (Venue: Auditorium)</p>	<p>Plenary Session III - Data or Atta: Marketing Programs for Emerging Markets</p> <p>Emerging markets are the world's source of growth, with large and young populations. This session brings together leading scholars and marketing professionals to discuss the challenges, opportunities, and tradeoffs of marketing in emerging markets. We will examine both the current state of the art and trends that point to rapidly evolving consumer behavior and market infrastructure.</p> <p>Session Moderator: Prof. Niraj Dawar, Ivey Business School</p> <p>Panel: Mr. Sanjeev Govil, COO, Idea Cellular Ltd Mr. ParthoKar, Chief Consultant, Biswa Bangla Retail, Government Of West Bengal Mr. Santosh Desai, MD & CEO, Future Brands Prof. Marin A. Marinov, Aalborg University, Denmark Mr. Mohan Krishnan, Founder Director at CME E, IIM Lucknow and Member at Peninsula Centre for Knowledge and Insights Prof. Amit Mookerjee, IIM Lucknow</p>
EXPERT SPEAKS	
<p>DAY 3: JANUARY 07, 2017 12:15 PM – 12:45 PM</p>	<p>International franchising in emerging Economies: Prospects and Caveats (Venue: Auditorium) Prof. Audhesh Paswan, University of North Texas</p> <p>Current Research Trends on Place Identity/Branding and Reputation: Theory and Practice (Venue: Seminar Block- Lecture Hall 2) Prof. Pantea Foroudi, Business School Middlesex University London, UK</p> <p>Is the Customer Value Imperative as Important in Emerging Markets as in Developed Countries (Venue: Seminar Block- Lecture Hall 1/ Meeting Room 2) Mr. Gautam Mahajan, President of Customer Value Foundation</p>
<p>DAY 3: JANUARY 07, 2017 12:45 PM – 1:15 PM</p>	<p>Challenges and debates surrounding B2B marketing in emerging economies (Venue: Auditorium) Prof. Kaouther Kooli, Bournemouth University, UK</p> <p>Customer Co-Creation: What We Know. What We Don't Know (Venue: Seminar Block- Lecture Hall 2) Prof. James Maskulka, Lehigh University, USA</p> <p>Design for Greater Profit-Margin/Unit: The Role of Anticipatory Emotions of Confidence, Excitement, and Pride</p>



	<p>(Venue: Seminar Block- Lecture Hall 1/ Meeting Room 2) Prof. Ravi Chitturi, Lehigh University, USA</p>
1:15 PM – 2:00 PM	LUNCH BREAK
<p>DAY 3: JANUARY 07, 2017 2:00 PM – 3:30 PM</p>	<p>Antecedents of Research Productivity: Learning from the Masters (30 minutes) (Venue: Seminar Block- Lecture Hall 2) Prof. Ashutosh Dixit, Cleveland State University, USA</p>
	<p>Public Sector Marketing in Emerging Economies: Opportunities and Challenges (30 minutes) (Venue: Auditorium) Shri Suresh Prabhakar Prabhu, Hon’ble Minister of Railways, Government of India</p>
	<p>Neuroscience: The Future of Marketing Research (30 minutes) (Venue: Seminar Block- Lecture Hall 1/ Meeting Room 2) Mr. Deepak Varma, Global Head of Neuroscience Insights, Millward Brown</p>
	3:30 PM – 4:00 PM
<p>DAY 3: JANUARY 07, 2017 4:00 PM – 5:30 PM</p>	<p>Plenary Session IV (A) - Economic, Environmental and Social Sustainability: A Panel Session on Opportunities and Challenges in Emerging Markets (Venue: Auditorium) The panel session will focus on the experiences of firms that have made major resource commitments to environmental sustainability related programs and initiatives. The panel members will share some of their success stories, programs and initiatives, their prospective on sustainability related issues and challenges in the context of emerging markets broadly and India specifically. Session Moderator: Prof. Rajan Varadarajan, Texas A&M University</p> <p>Panel: Mr. Anirban Ghosh, Vice President, Sustainability, Mahindra & Mahindra Mr. P.S. Narayan, Vice President and Head of Sustainability, Wipro Ltd Mr. Arun Nagpal, Co-Founder & Director, Mrida Group Dr. Srikanta K. Panigrahi, Director General, Indian Institute Of Sustainable Development (IISD) Mr. Mrutyunjay Mishra, Juxt Smart Mandate and Oizom</p>
	<p>Plenary Session IV (B) - Affordable Healthcare Delivery for BoP Consumers: Challenges and Opportunities</p>



	<p>(Venue: Seminar Block- Lecture Hall 2)</p> <p>This session focuses on the following:</p> <ul style="list-style-type: none"> • Role of government agencies in affordable care delivery for BoP Consumers • PPP in Healthcare Infrastructure Development • Healthcare Financing and Pricing of drugs and allied services • Collaborative Innovation for affordable care delivery • Sustainable sourcing and procurement of equipment and devices • IT Enabled Healthcare delivery • Skill Development for affordable care <p>Session Moderator: Dr. V.K Singh, MD InnovatioCuries</p> <p>Panel: Prof. S. Venkataramanaiah, IIM Lucknow Dr. S Natarajan, CMD of Aditya Jyot Eye hospital, Mumbai Dr. M Arumugam, CMD and Founder, Broadline Technologies, Chennai Mr. SujaySantra, Founder and CEO, iKureTechSoft, Kolkata Mr. Sankarama Krishnan NivarthiSathu, Director and CEO, HLL Infratech Dr. L Ellavgoan IAS, Chairman, Kerala Electricity Board and Former Secretary Health, Kerala Government, Tiruvananthapuram MsLeena Nair, IAS, Secretary, Women and Child Development, Government of India, New Delhi Dr. Salhan, Former Addl Director, Safdarjung Hospital and Member MCI, New Delhi</p>
EXPERT SPEAKS	
<p>DAY 3: JANUARY 07, 2017 5:30 PM – 7:00 PM (Venue: Auditorium)</p>	<p>Research through Gaming</p> <p>Ms. Betty Adamou, Creative Director & Founder, Research through Gaming</p>
<p>DAY 3: JANUARY 07, 2017 7:00 PM – 8:00 PM (Venue: Auditorium)</p>	<p>AWARD PRESENTATION & VALEDICTORY CEREMONY</p>
<p>8:00 PM ONWARDS (Venue: Auditorium)</p>	<p>THANKYOU DINNER</p>