

Global Conference on “Managing in Recovering Markets”

MDI, Gurgaon INDIA

DURING March 11-13, 2015 | VENUE: MDI Gurgaon, INDIA | www.gcmrm.org

“CONFERENCE SCHEDULE”

TIME	INAUGURAL EVENT	AUDITORIUM
WEDNESDAY	DAY 1 (March 11, 2015)	
9:00 am onwards	Conference Registration and Delegates Reporting Tea and light snacks served at Auditorium block lobby and patio	
10:00 am onwards	Welcome and Plenary	
10:00am – 10:02am	Invite to Director, MDI-Gurgaon by the Master of Ceremonies (MC)	
10:02am – 10:20am	Welcome address by Director, MDI-Gurgaon, Dr. (Prof.) C.P. Shrimali Welcoming of all delegates and guests	
10:20am – 10:22am	Inviting Chairman, MDI, Mr. Malay Mukherjee and guests to light the lamp by Director/MC	
10:22am – 10:27am	Lighting of the lamp	
10:27am – 10:35am	Saraswati Vandana by MDI-Gurgaon students	
10:35am – 10:37am	Introducing and inviting Guest of Honor, Mr. Malay Mukherjee by MC	
10:37am – 10:55am	Inaugural Address by Guest of Honor Chairman, Mr. Malay Mukherjee	
10:55 am – 10:57 am	Introducing and inviting keynote speaker Prof. Jagdeep Chhokar, Founder of Association for Democratic Reforms (ADR) and former Professor, Organization Behavior, Dean and Director-in-charge at IIM-Ahmedabad	
10:57 am – 11:25 am	<i>Keynote address by Prof. Jagdeep Chhokar on ‘Role of management knowledge and research in democratic societies’</i>	
11:25am – 11:27am	Introducing and inviting keynote speaker Mr. D. Shivakumar , Chief Executive Officer Pepsico (India) by MC	
11:27am – 11:55am	<i>Keynote address by Mr. D. Shivakumar</i> , Chief Executive Officer Pepsico (India)	
11:55am – 11:57am	Introducing and inviting Prof. Rajen Gupta, Professor of Organizational Behaviour and Conference Chairperson by Anchor	
11:57am – 12:20pm	Setting the tone of the conference and vote of thanks by Conference Chair	
12:20pm – 12:30pm	Photograph session	
12:30pm – 2:00pm	Networking and Lunch – Takshashila Dining Hall	
Icebreaker Session 2:00pm – 3:30pm	Sharing your passion called RESEARCH	Venue: Lakshya, Basement hall
3:30pm – 4:00pm	Networking and Coffee break	

WEDNESDAY	DAY 1 (March 11, 2015)	Venue: Lecture Hall 3, First Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Finance for 21st century markets	
Session 1 (Track A) 4:00PM – 5:30PM	Co-Chairs: Dr. Sudipto Sarkar, Professor, McMaster University, Canada Prof. Sandeep Goel, MDI-Gurgaon	<i>Rapporteur:</i> <i>Gatha, Arvind S</i>
	1. GCMRM/March 15/028 Fair value measurements and accounting: An auditor's perspective Author(s): Prince Doliya, J.P. Singh	
	2. GCMRM/March 15/041 Inferring Prevalence and Trends of Venture Capital Finance in India Author(s): Monika, Anil K. Sharma	
	3. GCMRM/March 15/055 Investment in Intangible Assets: An Empirical Analysis of Indian Companies Author(s): Aparna Bhatia, Khushboo Aggarwal	
	4. GCMRM/March 15/102 Capital Structure Trends and Trade-off Vs. Pecking order Theory Applicability Test: Empirical Evidence from India Author(s): Saurabh Chadha, Anil.K.Sharma	
	5. GCMRM/March 15/109 Exploring Alternate Measures of Working Capital Management Efficiency Author(s): Utkarsh Goel, Anil K. Sharma	
	6. GCMRM/March 15/318 Impact of pre-crisis leverage on firm performance during recovery Author(s): Akhil Verma, S. Veena Iyer	
	7. GCMRM/March 15/271 Underinvestment and the Design of Performance-Sensitive Debt Author(s): Sudipto Sarkar, Chuanqian Zhang	
5:30PM – 6:00PM	Networking and Coffee	

THURSDAY	DAY 2 (March 12, 2015)	Venue: Syndicate Room 4, Second Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Talent Acquisition and Management	
Session 1 (Track B) 4.00pm – 5.30pm	CHAIR: Prof. Jyotsna Bhatnagar, MDI-Gurgaon	<i>Rapporteur: Anishya, Anshu</i>
	1. GCMRM/March 15/045 Measuring the impact of job characteristics on employees' organizational engagement: A study on generation Y employees in India Author(s): Shikha N. Khera, Sahil Malik	
	2. GCMRM/March 15/258 Prevailing Recruitment Strategies with special reference to organizations approach to entry level employees Author(s): Suruchi Pandey, Preeti Kerni, Aashima Sharma, Shikha Pathak	
	3. GCMRM/March 15/275 Talent Acquisition in Non-Profit Sector in India: An Empirical Study Author(s): Rajeev Ranjan, Sania Khan Rao, Maryam Haider, Feza Tabassum Azmi	
	4. GCMRM/March 15/329 Talent Management in Emerging Firms Author(s): Anishya Obhrai Madan, Jyotsna Bhatnagar	
	5. GCMRM/March 15/340 Talent Analytics for Talent Intelligence: Redefining HR Intelligence for Talent Management Decisions in Emerging Markets Author(s): Anshu Sharma, Jyotsna Bhatnagar	
5.30pm – 6:00pm	Networking and Coffee	

WEDNESDAY	DAY 1 (March 11, 2015)	Venue: Syndicate Room 5, Second Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Banking Post the Financial Meltdown	
Session 1 (Track C) 4:00PM – 5:30PM	Co-Chairs: Dr. Rachita Gulati, IIT - Roorkee Prof. N.R. Bhusnurmath, MDI-Gurgaon	<i>Rapporteur:</i> <i>Shweta, Prianka</i>
	1. GCMRM/March 15/071 Determinants of Liquidity: An empirical analysis of the Indian banks Author(s): Anamika Singh, Reenu, Anil Kumar Sharma	
	2. GCMRM/March 15/124 Implications of the Transfer Pricing Mandates Author(s): Shreenivasan K A, Vaijayanthi P, Subramaniam S	
	3. GCMRM/March 15/213 Relationship marketing and customer satisfaction in commercial banks offering housing finance in Kerala Author(s): Krishnakumary. M.R, Santhosh. P. Thampi	
	4. GCMRM/March 15/310 Bank led financial inclusion in India: An index number approach Author(s): Moid U. Ahmad	
	5. GCMRM/March 15/182 Effect of financial meltdown on the profit efficiency of Indian banking industry Author(s): Rachita Gulati	
5:30PM – 6:00PM	Networking and Coffee	

WEDNESDAY	DAY 1 (March 11, 2015)		Venue: Lecture Hall 6, Second Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Sectoral Growth Issues in Recovering Markets		
Session 1 (Track D) 4:00PM – 5:30PM	CHAIR: Prof. Sunil Ashra, MDI-Gurgaon	<i>Rapporteur:</i> <i>Astha, Meenakshi</i>	
	1. GCMRM/March 15/072 Tourist behaviour and experiences: Adoption of SSTs in hospitality Industry Author(s): Arun Kumar Kaushik, Amit Agrawal, Zillur Rahman		
	2. GCMRM/March 15/143 Self-congruity, Functional congruity and Destination choice. The Moderating Role of Prior Experience Author(s): Vikas Kumar, J.K. Nayak		
	3. GCMRM/March 15/163 Sustainable Retail Sector Growth Role of State in Infrastructure Development in Recovering Economy Author(s): Anupam Panigrahi, Mamta Gaur		
	4. GCMRM/March 15/254 Capacity Utilization in SMEs of India– A Study of Chemical Industry Author(s): Shaila Shrivastava, Kirti Arekar		
	5. GCMRM/March 15/317 Predicting farmer’s behavior towards formal and informal sources of agricultural credit- A case study of Mahoba district in Bundelkhand region of Uttar Pradesh Author(s): Priyanka Yadav, Anil Kumar Sharma		
5:30PM – 6:00PM	Networking and Coffee		

THURSDAY	DAY 2 (March 12, 2015)		Venue: Lecture Hall 3, First Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Managing Human Capital - I		
Session 2 (Track A) 9:30am – 11:00am	CHAIR: Prof. A.K. Jain, MDI-Gurgaon	<i>Rapporteur:</i> <i>Harshita, Sonam</i>	
	1. GCMRM/March 15/001 Leveraging Ethics through HR Author(s): Priti Thappa		
	2. GCMRM/March 15/017 “Drive” to measure employees’ engagement at Campbell Soup Company Author(s): Raveesh Agarwal, Monica Thiel, Nitin Bisht		
	3. GCMRM/March 15/122 Employee Motivation as an Antecedent to Job Satisfaction – An Empirical Study Author(s): Vajjayanthi P, Shreenivasan K A, S.Subha Nivedha, Kiran. M		
	4. GCMRM/March 15/205 Accelerating Human Resources Valuation in organizations through SAP ERP HCM Implementation Author(s): Neetu Kamra		
	5. GCMRM/March 15/219 A study on social identity challenges faced by employee’s family members in repatriation Author(s): Aparna Sethi		
	6. GCMRM/March 15/288 Spouse Influence on Expatriate Global Assignment – A Review of Existing Studies Author(s): Tina Bhat, Prof. Neelu Rohmetra		
11:00am – 11:30am	Networking and Coffee		

THURSDAY	DAY 2 (March 12, 2015)		Venue: Syndicate Room 4, Second Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Investors and Investments in Recovering Markets		
Session 2 (Track B) 9:30am – 11:00am	Co-Chairs: Dr. Samveg A. Patel, Goa Institute of Management Prof. Shalini Kalra Sahi, MDI-Gurgaon	<i>Rapporteur:</i> <i>Aparna, Prianka</i>	
	1. GCMRM/March 15/030 Investor’s attitude towards investment in derivative market Author(s): Parul Mittal		
	2. GCMRM/March 15/033 Are premium indicative of future returns? Evidence from exchange traded funds in India Author(s): Harsh Purohit, Nidhi Malhotra		
	3. GCMRM/March 15/052 An Empirical Study of Investment Pattern of Retail Investors in Mutual Funds Author(s): Ms. Kanan Budhiraja, T V Raman		
	4. GCMRM/March 15/210 Do the fund managers having IIM background create value? - Evidence from Indian Equity Mutual Funds Author(s): Inderjit Kaur, K.P. Kaushik		
	5. GCMRM/March 15/337 Varying size and value premiums: A study of Indian stock market Author(s): Ripsy Bondia, Pratap Chandra Biswal		
	6. GCMRM/March 15/133 Gold Price and Stock Market: A Simultaneous Equations Approach Author(s): Samveg A. Patel		
11:00am – 11:30am	Networking and Coffee		

THURSDAY	DAY 2 (March 12, 2015) Venue: Syndicate Room 5, Second Floor, Lakshya	
PAPER PRESENTATIONS	Theme of the Track: Green Marketing and Strategy	
Session 2 (Track C) 9:30am – 11:00am	Co-Chairs: Dr. G.S. Kushwaha, Maulana Azad NIT, Bhopal Prof. Rupamanjari Sinha Ray, MDI-Gurgaon	<i>Rapporteur:</i> <i>Alaknanda, Abhishek</i>
	1. GCMRM/March 15/043 Impact of green marketing strategies on organizational performance of Mahindra Reva: An event methodology study Author(s): Pallavi Agarwal, Amrita Chaurasia	
	2. GCMRM/March 15/012 An Empirical Study to Determine Important Factors of Credit Card Reward Program- Insight into Credit Card Industry in Recovering market (India) Author(s): Rashi Banerji, Rahela Farooqi	
	3. GCMRM/March 15/105 Segmenting Green Consumer: An Empirical Study in Patna city Author(s): Amrita Pritam, Narendra Sharma	
	4. GCMRM/March 15/293 Managing Budgets and Change in Expectations Author(s): Yaagneshwaran Ganesh	
	5. GCMRM/March 15/338 Life cycle assessment of air conditioning products for Indian market Author(s): Bhaskar J Nath, Prof. Sanjay Kumar	
	6. GCMRM/March 15/221 Changing consumer behavior towards green market: An opportunity for enviropreneurship Author(s): G.S. Kushwaha, Nagendra Kumar Sharma	
11:00am – 11:30am	Networking and Coffee	

THURSDAY	DAY 2 (March 12, 2015) Venue: Lecture Hall 6, Second Floor, Lakshya	
PAPER PRESENTATIONS	Theme of the Track: Employee Engagement and Learning	
Session 2 (Track D) 9:30am – 11:00am	CHAIR: Prof. Daisy Chauhan, MDI-Gurgaon	<i>Rapporteur:</i> <i>Amrita, Sonal</i>
	1. GCMRM/March 15/160 CSR Components and its Effect on OCB: The Mediating Role of Organizational Identification and Job Satisfaction Author(s): Deepak Subba, M.K. Rao	
	2. GCMRM/March 15/161 Structuring Job Attitude through Employer Branding Efforts An Empirical study of IT Industry Author(s): Deepika Upadhyaya, Divyaa Sarswat	
	3. GCMRM/March 15/194 The Impact of Employee Engagement on the Organisational Effectiveness with reference to selected Information technology (IT) Industries in Secunderabad and Hyderabad Author(s): V. Tulasidas, Y. Jayaradha Sankar	
	4. GCMRM/March 15/202 Bridging organizational trust deficiency through learning, relearning & delearning: with special emphasis on employee development Author(s): K. Lakshmi Sowjanya, V. Tulasi Das	
	5. GCMRM/March 15/269 Factors influencing knowledge sharing intention of employees in a PSU: An in-depth study in a leading oil company Author(s): Anushree Jaiswal, Jaya Gupta	
	6. GCMRM/March 15/336 Impact of commitment based HR practices on absorptive capacity, knowledge exchange and combination Author(s): Sunanda Nayak, Jyotsna Bhatnagar	
11:00am – 11:30am	Networking and Coffee	

THURSDAY	DAY 2 (March 12, 2015)	
Special Session 11:30am – 1:00pm	Symposium on 'Paradigms and Methods for Innovative Research'	
	Panel A: Venue – Lakshya L3, 1st Floor	Panel B: Venue – Lakshya L6, 2nd Floor
Convener:	Prof. Radha R. Sharma, Professor, Organizational Behaviour	Prof. Jyotsna Bhatnagar, Associate Professor, Human Resource Management
Panelist 1:	Prof. Radha R. Sharma, Organizational Behaviour	Prof. Shalini Kalra Sahi, Finance
Panelist 2:	Prof. Sanjay Kumar, Operations Management	Prof. M.P. Jaiswal, Information Management
Panelist 3:	Prof. Vidhu Gaur, Business Communications	Prof. Meeta Dasgupta, Strategic Management
Panelist 4:	Prof. Ashok P. Arora, Marketing	Prof. Vishal Narain, Public Policy & Governance
Panelist 5:	Prof. Rohit Prasad, Economics	Prof. Jyotsna Bhatnagar, HR Management
1:00pm – 2:00pm	Networking and Lunch – Takshashila Dining Hall	

THURSDAY	DAY 2 (March 12, 2015)	Venue: Lecture Hall 3, First Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Consumer Networks and Choice	
Session 3 (Track A) 2:00pm – 3:30pm	Co-Chairs: Dr. Pradeep Salgaonkar, SSIMS, Goa Prof. Vibhava Srivastava, MDI-Gurgaon	<i>Rapporteur: Meenakshi, Arvind S</i>
	1. GCMRM/March 15/148 Role of Media in Increasing Materialistic Approach among Adolescents: A Critical Review Author(s): Rashmi Singh, J.K. Nayak	
	2. GCMRM/March 15/156 Evaluation of factors affecting consumers' attitude towards Viral Marketing Author(s): Shashi Kant Dikshit, Arveen Kaur	
	3. GCMRM/March 15/253 An exploration of linkages between online comments and Smartphone choice by customers in Gujarat: A Literature review and Research agenda Author(s): Neelkamal Gogna, Margie Parikh	
	4. GCMRM/March 15/278 Does Social Influence create positive attitude towards technology adoption in India-A case of Mobile banking adoption Author(s): Renu Aggarwal, Monica Bhardwaj	
	5. GCMRM/March 15/294 Banking innovations and e- banking: An empirical analysis of determinants Author(s): Nilam Panchal	
	6. GCMRM/March 15/335 Customer's Preferred Attributes in Passenger Car - Development of Positioning Typology in the Indian Automobile Industry Author(s): Sakhhi Chhabra, Abhishek Gupta	
	7. GCMRM/March 15/075 Comparison of Impact of customer service on customer loyalty in co-operative retail stores and private retail stores and insights for sustainable business model Author(s): Pradeep B. Salgaonkar, Seema P. Salgaonkar	
3.30pm – 4:00pm	Networking and Coffee	

THURSDAY	DAY 2 (March 12, 2015)	Venue: Lecture Hall 6, Second Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Corporate Governance in Reviving Markets	
Session 3 (Track B) 2:00pm – 3:30pm	Co-chairs: Dr. Hitesh Shukla, Dept. of Bus. Mgt., Saurashtra University Prof. C.V. Baxi, MDI-Gurgaon	<i>Rapporteur: Sonam, Anshul</i>
	1. GCMRM/March 15/008 Women on Corporate Board-Are We Gender Sensitive Enough Author(s): Nidhi Pandey	
	2. GCMRM/March 15/049 Gender & Leadership – an Indian Perspective Author(s): Arjya Chakravarty	
	3. GCMRM/March 15/178 Women on board & corporate performance Author(s): Arti Gandotra, Yukti Bajaj	
	4. GCMRM/March 15/315 Determinants of Board Structure - Evidence From India Author(s): Rajneesh Ranjan Jha, Yogesh Kumar	
	5. GCMRM/March 15/332 Understanding the family in family businesses - An emerging market perspective Author(s): Alaknanda Menon	
	6. GCMRM/March 15/277 Family Business Management Practices: An Indian Perspective Author(s): Hitesh Shukla	
3.30pm – 4:00pm	Networking and Coffee	

THURSDAY	DAY 2 (March 12, 2015)	Venue: Syndicate Room 4, Second Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: International Macroeconomic Issues in Recovering Markets	
Session 3 (Track C) 2:00pm – 3:30pm	Co-Chairs: Prof. Rohit Prasad, MDI-Gurgaon Prof. Rupamanjari Sinha Ray, MDI-Gurgaon	<i>Rapporteur: Devasheesh, Himanshu</i>
	1. GCMRM/March 15/006 Effect of 2007-08 Worldwide Economic Slowdown and Euro Debt Crisis on the Intra Regional Trade of SAARC Author(s): Shri Prakash, Sonia Anand	
	2. GCMRM/March 15/084 The role of foreign direct investment in India and its determinants Author(s): Reenu, Anamika Singh, Anil Kumar Sharma	
	3. GCMRM/March 15/193 Currency crisis of emerging economies Author(s): Hassan Shareef K, Shijin Santhakumar	
	4. GCMRM/March 15/232 Challenges and issues of import business in India – Success strategy Author(s): Anand Swaroop Pandey	
	5. GCMRM/March 15/307 Does Credit Availability affect Inflation & Growth? Evidence from India Author(s): Sunil Ashra	
3.30pm – 4:00pm	Networking and Coffee	

THURSDAY	DAY 2 (March 12, 2015)	Venue: Syndicate Room 5, Second Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Managing Human Capital – II	
Session 3 (Track D) 2:00pm – 3:30pm	CHAIR: Prof. A.K. Jain, MDI-Gurgaon	<i>Rapporteur: Ripsy, Shaveta</i>
	1. GCMRM/March 15/039 Work-schedule Flexibility, Job Satisfaction and Employee Turnover: A Study of B-Schools' Teachers in India Author(s): Gunjan Mohan Sharma, Feza Tabassum Azmi	
	2. GCMRM/March 15/065 Work-Life Interface among Journalists: An empirical study Author(s): Abha Bhalla, Lakhwinder Singh Kang	
	3. GCMRM/March 15/088 Constructing dimensions associated to quality of work life - A review Author(s): Gautam Vijayta Shreeram, Ritu Narang	
	4. GCMRM/March 15/211 Impact of Human Capital Management practices on organizational performance Author(s): Anand Apte	
	5. GCMRM/March 15/282 Work life balance and Job satisfaction: a study of faculty members in educational institutions Author(s): Aparna Kapoor, Anushree Jaiswal, Jaya Gupta	
3.30pm – 4:00pm	Networking and Coffee	

THURSDAY	DAY 2 (March 12, 2015)	Venue: Syndicate Room 5, Second Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Socio-economic Issues and Public Policies in Recovering Markets	
Session 4 (Track A) 4:00pm – 5:30pm	Co-chairs: Dr. Sheetal Mundra, JK Lakshmiipat University Prof. S.K. Tapasvi, MDI-Gurgaon	<i>Rapporteur: Ripsy, Anshu</i>
	1. GCMRM/March 15/002 Exploring the association between Ethical Leadership and Social Innovation: A Conceptual Model Author(s): Palvi Pasricha, M.K. Rao	
	2. GCMRM/March 15/034 Role of agriculture in recovering economics Author(s): Alok Yadav, Sajal Ghosh	
	3. GCMRM/March 15/121 Implications of the CSR mandate, Indian Companies Act, 2013 Author(s): Vajayanthi P, S. Subha Nivedha, Kiran. M	
	4. GCMRM/March 15/129 Measuring Consumer Perception of CSR and Its Effect on Brand Experience Author(s): Mobin Fatma, Imran Khan, Zillur Rahman	
	5. GCMRM/March 15/110 Growth and Selective Human Development Indicators: An Inter State Analysis Author(s): Sheetal Mundra	
5:30pm – 6:00pm	Networking and Coffee Break	

THURSDAY	DAY 2 (March 12, 2015)	Venue: Lecture Hall 3, First Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Strategy and Entrepreneurship	
Session 4 (Track B) 4:00pm – 5:30pm	Co-chairs: Dr. Sushma Biswal Waraich, ITM University, Gurgaon Prof. Meeta Dasgupta, MDI-Gurgaon	<i>Rapporteur: Shaveta, Ankur</i>
	1. GCMRM/March 15/025 Degree and Direction of the Diversification Strategy in the Dynamic Environment: Empirical Evidence from India / (alternate) Diversification Strategies of Multi-National and Domestic Companies in India: A Comparative Evaluation in the Dynamic Environment (14/10/2014) Author(s): Aparna Bhatia, Anu Thakur	
	2. GCMRM/March 15/314 New Venture Team (NVT) composition, processes and their impact on team performance: Implications for Software Firms Author(s): Mita Brahma	
	3. GCMRM/March 15/029 Women Entrepreneurs as Economic Drivers and Employment Generators- a study of Indian Women's Entrepreneurship Author(s): Priyanka Singh	
	4. GCMRM/March 15/026 Driving Innovation through Strategic Alliances: A Conceptual Framework Author(s): Meeta Dasgupta	
	5. GCMRM/March 15/167 Role of Educational Institutions in Igniting the Spirit of Entrepreneurship: A Conceptual Analysis Author(s): Sushmita Biswal Waraich, Lt. Col. (Retd.) Ajay Chaturvedi	
5:30pm – 6:00pm	Networking and Coffee Break	

THURSDAY	DAY 2 (March 12, 2015)	Venue: Syndicate Room 4, Second Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Information and Communication Technology	
Session 4 (Track C) 4:00pm – 5:30pm	Chair: Prof. Sangeeta Shah Bhardwaj, MDI-Gurgaon	<i>Rapporteur: Astha, Arvind</i>
	1. GCMRM/March 15/130 Use of online communication tools amongst elderly people Author(s): Helena Blazun, Samo Bobek, Peter Kokol	
	2. GCMRM/March 15/131 Comparative analysis of MS Dynamics and SAP solutions implementation in SMEs Author(s): Simona Sternad, Samo Bobek	
	3. GCMRM/March 15/321 Impact of Integrating Marketing Mix and Online Marketing Author(s): Meenakshi Gujral, Monwabisi Rauzela	
	4. GCMRM/March 15/216 A Study to analyze the effectiveness of using Big Data Analytics for “On-Demand Marketing” Author(s): Jayanta Chakraborti	
	5. GCMRM/March 15/320 The Influences of E-learning in the Student Learning Process Author(s): Meenakshi Gujral, Neo Junior Matthew Pelea	
	6. GCMRM/March 15/334 Agility enablers for innovative and imitating firms: A framework for mobile handset industry Author(s): Meenakshi Jakhar, Prof. Sangeeta Bharadwaj	
5:30pm – 6:00pm	Networking and Coffee Break	

THURSDAY	DAY 2 (March 12, 2015)	Venue: Lakshya Lecture Hall 6, Second Floor
PAPER PRESENTATIONS	Theme of the Track: Technology Enabled Marketing in Recovering Economies	
Session 4 (Track D) 4:00pm – 5:30pm	Chair: Prof. Jaydeep Mukherjee, MDI-Gurgaon	<i>Rapporteur: Shweta, Gatha</i>
	1. GCMRM/March 15/141 Electronic Retailing –An Exploratory Study in Hyderabad City Author(s): Jaipal Rathod, D. V. Srinivas Kumar	
	2. GCMRM/March 15/132 Acceptance of quantitative tools in CRM solutions – What do matter? Author(s): Urban Šebjan, Samo Bobek, Polona Tominc	
	3. GCMRM/March 15/203 Exploring Antecedents of Building E-loyalty and Buying Behavior Outcome of the E-shoppers Author(s): Arshan Bhullar, Anju Puri	
	4. GCMRM/March 15/204 Influence of Digital Advertising on Teen Buying Perception Leading to Parental Purchase Decisions Author(s): Sonam Dhablania, Anju Puri	
	5. GCMRM/March 15/244 Impact of Social Media Usage on Brand Affect, Trust, and Loyalty: An Empirical Analysis Author(s): Rachna Mahajan, Isha Khajuria	
	6. GCMRM/March 15/289 Model for Online Purchase: A study of e-retail in India Author(s): Jaydeep Mukherjee, Jatinder Khurana	
5:30pm – 6:00pm	Networking and Coffee Break – Venue to be finalized	

THURSDAY	DAY 2 (March 12, 2015)	Venue: Lecture Hall 9, Third Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Branding in Recovering Markets	
Session 4 (Track E) 4:00pm – 5:30pm	Co-Chairs: Prof. Kanwal Kapil, MDI-Gurgaon Prof. Kirti Sharma, MDI-Gurgaon	<i>Rapporteur: Abhishek, Sunil</i>
	1. GCMRM/March 15/024 Evolution of small brands of apparels: An Indian perspective Author(s): Naveen Arora	
	2. GCMRM/March 15/019 Luxury brands and sustainable development Author(s): Deepti Wadera	
	3. GCMRM/March 15/127 Modeling the Effects of Concurrent Sponsorship in Sports Marketing Author(s): Anish Yousaf, Anil Gupta, Neelika Arora	
	4. GCMRM/March 15/234 Buyers’ perception about builders’ reputation and documentation in the purchase of apartments in Kerala Author(s): John. K. Babu, Santhosh. P. Thampi	
	5. GCMRM/March 15/272 Evaluating the various factors effecting brand extension in FMCG Author(s): Richa Joshi, Rajan Yadav	
5:30pm – 6:00pm	Networking and Coffee Break	

THURSDAY	DAY 2 (March 12, 2015)	Venue: Auditorium
Special Session 6:00pm – 7:15pm	CXO Panel Discussion: “Building bridges between industry and academia” moderated by Prof. Rajen Gupta, Professor of Organizational Behavior at MDI – Gurgaon & Conference Chair	
6:00pm – 6:05pm	Opening address by Chair/ Co-chair of conference	
6:05pm – 6:15pm	Introductions and welcoming guests and moderator by Anchor	
6:15pm – 7:15pm	Panel Discussion Participants: <ol style="list-style-type: none"> 1. Ms. R.S. Borah: Director – Finance, Oil India Ltd. 2. Mr. Abheek Barua: Chief Economist, HDFC Bank 3. Mr. Girish Aivalli: CEO, Rural Agri Ventures 4. Mr. Anirudh Patil: Director, McKinsey Knowledge Centre, McKinsey Consulting, India 	
7:30pm – 8:30pm	Cultural Show by Dr. Shukla and troupe	
8:30pm onwards	Photograph Session Networking and Dinner – Takshashila Dining Hall	

FRIDAY	DAY 3 (March 13, 2015)	Venue: Syndicate Room 4, Second Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Risk Management for Recovering Markets	
Session 5 (Track A) 9:30pm – 11:00am	Co-Chairs: Prof. P.C. Biswal, MDI-Gurgaon Prof. S. Veena Iyer, MDI-Gurgaon	<i>Rapporteur:</i> <i>Pooja, Harshita</i>
	<ol style="list-style-type: none"> 1. GCMRM/March 15/013 Investing in Volatile Market: A Case on Indian Stock Market (NSE) Author(s): Sachita Yadav 2. GCMRM/March 15/176 Big data management and qualitative human capital- A future perspective for risk management at public sector banks in India Author(s): Yash Pal Kathuria 3. GCMRM/March 15/255 A Critical Review of Indian Health System in terms of Health Expenditure & Financial Risk Protection Author(s): Ekta Pandey, Pankaj Talreja 4. GCMRM/March 15/333 Applying Secure Multi Party Computations for Monte Carlo Simulation (AR1) for VaR Computations Author(s): Arpit Ludhiyani, Prajal Mishra, Satyadhar Joshi 	
11:00am – 11:30am	Networking and Coffee Break	

FRIDAY	DAY 3 (March 13, 2015)	Venue: Lecture Hall 3, First Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Service Sector Management	
Session 5 (Track B) 9:30pm – 11:00am	Chair: Prof. Ritu Srivastava, MDI-Gurgaon	<i>Rapporteur:</i> <i>Prianka, Anshu</i>
	<ol style="list-style-type: none"> 1. GCMRM/March 15/022 Deconstructing the in Indian B-Schools Students’ Decision Making Process for Study Abroad Programme Author(s): Sangeeta Shukla, Nimisha Singh 2. GCMRM/March 15/050 The importance - Performance analysis of service quality in the colleges of Delhi University Author(s): Tahir Ahmad Wani, Syed Wajid Ali, Iqra 3. GCMRM/March 15/217 Measuring Quality of Service of E-Commerce in India Author(s): Priyanka Joshi, Sri Ram Khanna 4. GCMRM/March 15/270 Study on Service Loyalty of Airlines Frequent Flyer Passengers Author(s): A. Thirunavukkarasu, V.R. Nedunchezian 5. GCMRM/March 15/230 A Study on Employability of MBA Graduates Author(s): Palak Goel 6. GCMRM/March 15/326 Employability model for MBA graduates using AHP Author(s): Sunaina Sangwan, Prem Vrat 	
11:00am – 11:30am	Networking and Coffee Break	

FRIDAY	DAY 3 (March 13, 2015)	Venue: Lecture Hall 6, Second Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Strategic Human Resource Management and Leadership	
Session 5 (Track C) 9:30pm – 11:00am	Co-Chairs: Prof. Rajesh Chandwani, IIM-Ahmedabad Prof. Jyotsna Bhatnagar, MDI - Gurgaon	<i>Rapporteur: Amrita, Meenakshi</i>
	1. GCMRM/March 15/103 Authentic leadership and academic optimism: a study on their relationship Author(s): Anugamani Priya Srivastava, Rajib Lochan Dhar	
	2. GCMRM/March 15/229 Impact of Strategic Human Resource Practices on Organizational Effectiveness Mediating Role of Knowledge Management Capability Author(s): Shreya Garg, Rajib Lochan Dhar, Swati Mittal	
	3. GCMRM/March 15/235 Impact of Authentic Leadership on Organizational Citizenship Behavior: The Mediating Effect of Psychological Empowerment Author(s): Swati Mittal, Rajib Lochan Dhar, Sherya Garg	
	4. GCMRM/March 15/249 Human Resource Management and Hospital Performance Author(s): Shefali Pinto	
	5. GCMRM/March 15/328 Inspiring Employee Creative Performance: Examining the Role of Leadership, Justice Perceptions and Work Engagement Author(s): Vishal Gupta	
	6. GCMRM/March 15/327 Scaling up without selling out-Lessons from HRM in affordable Indian healthcare Author(s): Rajesh Chandwani, Vasanthi Srinivasan	
11:00am – 11:30am	Networking and Coffee Break	

FRIDAY	DAY 3 (March 13, 2015)	Venue: Lecture Hall 9, Third Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Consumer Behavior	
Session 5 (Track D) 9:30pm – 11:00am	Co-Chairs: Prof. Vibhava Srivastava, MDI-Gurgaon Prof. Kirti Sharma, MDI - Gurgaon	<i>Rapporteur: Alaknanda, Ripsy</i>
	1. GCMRM/March 15/021 Pester Power: An Emerging Tool for Indian Marketers Author(s): Punam Mishra	
	2. GCMRM/March 15/067 Weekend Recreation: A Growing Phenomenon Among Professionals Author(s): Deepti Dabas Hazarika, Usha Arora	
	3. GCMRM/March 15/142 Product Placement Impact On Realism And Product Recognition: A Case Study Of Bollywood Movie With Debutants Actors Author(s): Sneha Sharma, Suresh K Chadha	
	4. GCMRM/March 15/157 Empirical Analysis of Relationship between Perceived value, Satisfaction and Loyalty in Solar Energy Author(s): Deepak Sangroya, J.K. Nayak	
	5. GCMRM/March 15/223 Consumer behaviour of soft drink market in India Author(s): Ashok Kurtkoti, Nitin Mali	
	6. GCMRM/March 15/266 The Indian shopping experience - A Study of Delhi and NCR Author(s): Dibyanshu Tripathi, Pooja Misra	
	7. GCMRM/March 15/286 Impact of Advertisement on Buying Behavior: A study of financial service sector Author(s): Pallavi Dogra, Rishi Raj Sharma	
11:00am – 11:30am	Networking and Coffee Break	

FRIDAY	DAY 3 (March 13, 2015)	Venue: Syndicate Room 5, Second Floor, Lakshya
PAPER PRESENTATIONS	Theme of the Track: Insurance and Micro-Finance	
Session 5 (Track E) 9:30pm – 11:00am	Co-Chairs: Prof. Moh'd Mahmoud Ajlouni, Yarmouk University, Jordan Prof. Sandeep Goel, MDI - Gurgaon	Rapporteur: Aparna, Sunil
	1. GCMRM/March 15/082 SHG- Bank Linkage Programme – A Micro Finance Tool for Achieving Financial Inclusion Author(s): Sonu Garg, Parul Agarwal	
	2. GCMRM/March 15/172 Role of demographics in usage of electronic payment systems: An explorative study Author(s): Thirupathi Chellapalli, D. V. Srinivas Kumar	
	3. GCMRM/March 15/206 Examining Financial Capability of the clients of Micro Finance Institutions Author(s): Sitangshu Khatua	
	4. GCMRM/March 15/295 Structure and Growth Analysis of General Insurance Industry in India - A Comparison of Public and Private Sector Author(s): Neeru Gupta, Usha Arora	
	5. GCMRM/March 15/311 Organizational Structure and Performance of the Property-Casualty Insurance Industry in Jordan Author(s): Moh'd Mahmoud Ajlouni, Demeh Ahmad Daradkeh	
11:00am – 11:30am	Networking and Coffee Break	

11:30 am onwards	Valedictory Function	AUDITORIUM
11:30 am – 11:32am	Welcome and introducing Prof. M.P. Jaiswal, Dean, MDI-Gurgaon by MC	
11:32am – 11:45am	Opening remarks by Prof. M.P. Jaiswal, Dean – Research & Accreditation, MDI-Gurgaon	
11:45am – 11:50am	Welcome to Valedictory speakers with bouquet by MC	
11:50am – 11:52am	Inviting and Introducing Mr. Anurag, Batra, Chairman – Business World	
11:52am – 12:20pm	Address by Mr. Anurag Batra	
12:20pm – 12:22pm	Inviting and Introducing Prof. Sushil, Strategic, Flexible Systems and Technology Management at Dept. of Management Studies, IIT-Delhi by MC	
12:22pm – 12:50pm	Address by Prof. Sushil	
12:50 – 13:00pm	Vote of Thanks by Chair/ Co-Chair	
13:00 onwards	Photograph Session Lunch	

Dr. Rajen Gupta
CHAIR - GCMRM 2015