

**International Conference on Research and Business Sustainability**

December 16-17, 2017

Organized by

**Department of Management Studies  
Indian Institute of Technology Roorkee**

**&**

**Sheffield Business School, Sheffield Hallam University UK**

**&**

**Waikato Management School, New Zealand**

(Venue: Greater Noida Campus -IIT Roorkee, Knowledge Park –II, Greater Noida)



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Business  
School



# **ICRBS 17**

**International Conference on Research and  
Business Sustainability**

**December 16-17, 2017**

**CONFERENCE SCHEDULE**

### Schedule of Events

S. No.	Particulars	Venue	Time
<b>Day – I (Saturday, December 16, 2017)</b>			
1	Registration	IITR	09:00 AM - 10:00 AM
2	Inaugural Ceremony	IITR	10:00 AM - 11:15 AM
3	High Tea	IITR	11:15 AM - 11:30 AM
4	Keynote Address - Dr. Asad Mohsin	IITR	11:30 AM - 12:00 PM
5	Keynote Address – Prof. Kuldeep Kumar	IITR	11:30 AM - 12:00 PM
6	Technical Sessions - 1, 2, 3, 4, 5	IITR	12:00 PM - 01:30 PM
7	Lunch	IITR	01:30 PM - 02:30 PM
8	Keynote Address - Prof. Sushil	IITR	02:30 PM - 03:00 PM
9	Technical Sessions - 6, 7, 8, 9, 10	IITR	03:00 PM - 04:30 PM
10	Tea	IITR	04:30 PM - 04:45PM
11	Keynote Address - Dr. Paresha Sinha	IITR	04:45PM - 05:45 PM
12	Technical Sessions – 11, 12, 13, 14	IITR	05:45 PM - 07:00 PM
13	Dinner	IITR	07:30 PM - 09:00 PM
<b>Day – II (Sunday, December 17, 2017)</b>			
1	Break Fast	IITR	08:00 AM - 09:00 AM
2	Keynote Address – Prof. Lucian Tipi	IITR	09:00 AM - 09:30 AM
3	Keynote Address – Prof. Juliet Roper	IITR	09:30 AM - 10:00 AM
4	Technical Sessions – 15, 16, 17, 18	IITR	10:00 AM - 11:30 AM
5	Tea	IITR	11:30 AM - 11:45 AM
6	Keynote Address – Prof. Sunita Singh Sengupta	IITR	11:45 AM - 12:15 PM
7	Keynote Address – Prof. Rambabu Kodali	IITR	12:15 PM - 12:45 PM
8	Technical Sessions – 19, 20, 21, 22	IITR	12:45 PM - 02:00 PM
9	Lunch	IITR	02:00 PM - 03:00 PM

## Keynote Speakers

<b>Name</b>	<b>Designation</b>	<b>Affiliation</b>	<b>Topic</b>
Dr. Asad Mohsin	Associate Professor	Waikato Management School, New Zealand	Marketing Services Globally: perceptions and cultural sensitivities
Prof. Kuldeep	Professor	Bond University, Australia	Sustaining Family Business through Trust Barometer
Prof. Sushil	Professor	Department of Management Studies, IIT Delhi, India	To be announced
Dr. Paresha Sinha	Senior Lecturer	Waikato Management School, New Zealand	Strategies for conducting research and how to publish your research in peer- review journals.
Prof. Lucian Tipi	Professor	Sheffield Business School, UK	Information and Communication Technology, with a focus on the state of the art in the area of Electronic crime
Prof. Juliet Roper	Professor	Waikato Management School, New Zealand	Sustainable futures: business in a transformed world
Prof. Sunita Singh Sengupta	Professor	Faculty of Management Studies, University of Delhi, India	Research Methodology for Business Sustainability
Prof. Rambabu Kodali	Professor	Vice Chancellor, KIIT University, Bhubaneswar, India	The Toyota Way

## Inaugural Ceremony

Day 1 (Saturday, December 16<sup>th</sup>, 2017)

(10:00 AM - 11:00 AM)

Venue – Lecture Room – 006, Greater Noida Campus-IIT Roorkee

### Plenary Session

#### GENERAL MANAGEMENT

Venue – Greater Noida Campus-IIT Roorkee

Day 1 (Saturday, December 16<sup>th</sup>, 2017)

Session- 1 (12:00 PM - 01:30 PM)

S.No.	Title	Authors	Paper Code
1	Effect of Integrated Reporting on the Performance of Bahraini Listed Insurance Companies	Gagan Kukreja and Huda Tariq Abdulrahman Albetairi	<b>ICRBS-316</b>
2	The Effects of Students Motivation on Performance and Satisfaction in Management Education	Shailesh Pandey, Mitali Talukdar and Nilesh Kate	<b>ICRBS-13</b>
3	A Study on Spending Habits and Future Association for Service Class in Delhi Region	Rahul Gupta and Minakshi Sati	<b>ICRBS-220</b>
4	Cyber Crime: A Threat to National Security	Y. Satguru Roshan, Priyanka Singh, Krati Agarwal and Devanshi Dixit	<b>ICRBS-314</b>
5	Indian Corporates on the road to Green Growth- The role of capability building	Pritika Dua	<b>ICRBS-88</b>
6	Empirical Model for Execution and Performance of Strategic Alliances	Komal Khatter and Sushil	<b>ICRBS-114</b>
7	Impact of National Culture on Country Ownership of Aid in Nigeria	Robert Joseph Chiegil and Malihe Shahidan	<b>ICRBS-238</b>

## HRM & OB

Venue – Greater Noida Campus-IIT Roorkee

**Day 1 (Saturday, December 16<sup>th</sup>, 2017)**

**Session- 2 (12:00 PM - 01:30 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
<b>1</b>	Influence of Personality Traits on Leadership Roles on Conflict Management Style within the Organization	Madhurima Ganguly, Mithila Roy Bardhan, Raiswa Saha and Rudra Rameshwar	<b>ICRBS-10</b>
<b>2</b>	Spiritual Leadership in Education industry: a critical study on effectiveness of in-house leadership programmes	Ravindra Shenoy U	<b>ICRBS-57</b>
<b>3</b>	Servant Leadership: A Necessity for competitive advantage	Adya Mishra and Mamta Mahapatra	<b>ICRBS-66</b>
<b>4</b>	The Mediating Effect of Work Motivation on Leadership Style and Organizational Commitment	Rajbala Singh and Chanchal Singh	<b>ICRBS-85</b>
<b>5</b>	Demonetization and Devolution of HRM Functions: Bad or the Good Facet	Bharti Sujana, Jaya Bhasin and Shahid Mushtaq	<b>ICRBS-125</b>
<b>6</b>	Sustainability of Women Project Leaders/Managers in IT Companies in India: Role of Gender and Use of Different Influence Strategies	Sonia Nongmaithem and Sudipa Nag	<b>ICRBS-166</b>
<b>7</b>	The Mediating Effect of Leader Member Exchange Relations between Emotional Intelligence and Change Readiness in Automobile Sector	Toran Kapoor, Usama Ghayas Syed and Anand Pratap Singh	<b>ICRBS-165</b>

## Finance

Venue – Greater Noida Campus-IIT Roorkee

**Day 1 (Saturday, December 16<sup>th</sup>, 2017)**

**Session- 3 (12:00 PM - 01:30 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	Significance of Social Networking Media for Influencing the Investor Behavior in Indian Stock Market	Muskan Duggal, Taruna Kalra and Anuj Kapoor	<b>ICRBS-08</b>
2	Cost-benefit Analysis for Paddy Production in India: Regional Analysis	Ashwani Bishnoi	<b>ICRBS-36</b>
3	A Study of Regulatory Impact Analysis and its challenges for developing countries	Shalini Srivastav, Pooja Tewari and Vikas Garg	<b>ICRBS-41</b>
4	Art as an Investment: Factors Affecting Valuation of Miniature Paintings in India	Sourabh Ghosh and Kiran Mehta	<b>ICRBS-42</b>
5	Volatility in Mutual Funds: Using Garch (1, 1) Model	Anisha K, Karthikeyan P M, Kumaravel S and Shailesh Rastogi	<b>ICRBS-43</b>
6	Impact of Inflation on Loan Default: An Empirical study of BRICS Nations	Aamir Aijaz Syed and Ravindra Tripathi	<b>ICRBS-152</b>

**Operations Management**  
Venue – Greater Noida Campus-IIT Roorkee

**Day 1 (Saturday, December 16<sup>th</sup>, 2017)**

**Session- 4 (12:00 PM - 01:30 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	Heuristics for parallel flowshop scheduling problem	Yuvraj Gajpal, Tarek Y. Elmekawy and Arshad Ali	<b>ICRBS-15</b>
2	Whether Construction Sector Needs a Total Quality Management System or Not: A Case Study	Arathi KV, Pradeep Kumar.P and Sajan M.P	<b>ICRBS-50</b>
3	Life-Cycle and Value Assessment of End-of-Life Vehicle Treatment system in India for Sustainability	Aravind G, Arshinder Kaur and Lakshmi Vaidyanathan	<b>ICRBS-52</b>
4	Factors affecting the implementation of G2B initiatives: An empirical study in light of India's policy of Digital Engagement	Geeti Sharma and Sahil Gupta	<b>ICRBS-177</b>
5	Enablers and Barriers in Adoption of Advanced Manufacturing Techniques for Environmental Sustainability in Indian Companies	Ankur Goyal and Rajat Agrawal	<b>ICRBS-111</b>



## Marketing

Venue – Greater Noida Campus-IIT Roorkee

**Day 1 (Saturday, December 16<sup>th</sup>, 2017)**

**Session- 5 (12:00 PM - 01:30 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	An Empirical Investigation of Factors Influencing the Development of Positioning Strategy	Uma Kumar, Vinod Kumar and Irfan Butt	<b>ICRBS-219</b>
2	Stagnation or Upheaval in Marketplace: A Study on Consumer Perception Towards Fear of “No Change”	Uma Gulati	<b>ICRBS-18</b>
3	Examining Consumers' Switching Behavior towards SSTs: A Perspective of PPM Model	Arun Kaushik	<b>ICRBS-30</b>
4	A Stochastic Customer Equity Model for Mobile Smart Phone Market	Vijayalakshmi Chetlapalli, Krishna Iyer and Prerna Lohia	<b>ICRBS-151</b>
5	The Always Connected Traveler -use of internet and social media by Young Indian travelers	Upasana Kanchan, Abhishek Gupta and Naveen Kumar	<b>ICRBS-61</b>
6	Social Media: An effective recruitment tool	Nidhi S. Natrajan and Snigdha Dash	<b>ICRBS-83</b>
7	Service Recovery System and Customer Justice Perceptions: A Multi-Level Model of Employee Service Recovery Performance	Abhishek Rao K P, Yogesh Pai, Laxminarayanan S and Nandan Prabhu	<b>ICRBS-90</b>

**GENERAL MANAGEMENT**  
Venue – Greater Noida Campus-IIT Roorkee

**Day 1 (Saturday, December 16<sup>th</sup>, 2017)**

**Session- 6 (03:00 PM - 04:30 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	Customer awareness level about CSR practices	Geeta Sachdeva	<b>ICRBS-27</b>
2	CSR & Sustainability Reporting in India: A Comprehensive Study of Top Listed Companies	Priyanka Aggarwal and Ajay Kumar Singh	<b>ICRBS-40</b>
3	Role of CSR in Managing Business Sustainability-A Study of Indian Sugar Manufacturing Industries	Kavita Singh	<b>ICRBS-46</b>
4	Roles and Resource Contribution of Customers in Sustainable Business Development.	Ranjit Roy Ghatak	<b>ICRBS-163</b>
5	Simplified Strategic Management Framework for Higher Education Institutions in India	Sahil Sawhney, Kulwant Kumar Sharma and Ankur Gupta	<b>ICRBS-138</b>
6	Management Education for Sustainable Development: An Indian Perspective	Ritika Mahajan and Vaibhav Aggarwal	<b>ICRBS-156</b>
7	Infrastructural Status of Regulated Markets in Tripura.	Rajib Mallik	<b>ICRBS-86</b>

## HRM & OB

Venue –Greater Noida Campus-IIT Roorkee

**Day 1 (Saturday, December 16<sup>th</sup>, 2017)**

**Session- 7 (03:00 PM - 04:30 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	A Conceptual Study on Faculty Engagement in Improving the Academic Performance of Higher Educational Institutes in India	Dimpy Sachar and Richa Arora	<b>ICRBS-17</b>
2	Characteristics of a Knowledge Worker: A case of academics	Alka Dwivedi	<b>ICRBS-47</b>
3	An Analysis of Self-Reliance as a tool for Sustainable Soft Skill Development of Management Students	Gopika Kumar and Vaishali Sharma	<b>ICRBS-80</b>
4	Diverse Values and Organizational Effectiveness	Tanu Sachdeva and Meenakshi Gandhi	<b>ICRBS-51</b>
5	Impact of Self-efficacy and Approach to learning on Academic achievement	Priya Chaudhary and R.K Singh	<b>ICRBS-75</b>
6	Importance-Fulfilment Analysis in Employer Branding	Deepa R and Rupashree Baral	<b>ICRBS-78</b>
7	Tracking and Tackling the scarcity of human resources in Public Health Care Delivery System in Particularly Vulnerable Tribal areas: A study of West Bengal.	Shatabdi Bagchi and Ambalika Sinha	<b>ICRBS-172</b>
8	‘Think Manager-Think Male’ Phenomenon Revisited: Perception of MBA Students towards Women as Managers in India	Monica Verma	<b>ICRBS-131</b>

## Finance

Venue – Greater Noida Campus-IIT Roorkee

**Day 1 (Saturday, December 16<sup>th</sup>, 2017)**

**Session- 8 (03:00 PM - 04:30 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	A Study on Adoption and Resistance Behavior for Mobile Banking in India	Asha Rani and Kiran Mehta	<b>ICRBS-49</b>
2	Related Party Transactions in India: Does New Regulatory Framework Suffice?	Sanjeev Dhar and Raj K Kovid	<b>ICRBS-70</b>
3	Modeling Indian Petroleum & Natural Gas Industry Efficiency: A Data Envelope Analysis Approach	Mohd Afjal and Madhubanti Dutta	<b>ICRBS-127</b>
4	Empirical study of Behavioral biases in the Indian Stock Market	Sapar Rao and Sravani Bharandev	<b>ICRBS-132</b>
5	Corporate Governance and Capital Structure: A Panel Data Study	Saurabh Chadha	<b>ICRBS-145</b>
6	The Impact of Attributes on Performance of Mutual Funds: A comparative study between India and the USA	Arpitha Reddy, Amarnath Bose, Jagdish Shettigar and Bijoy Kumar	<b>ICRBS-146</b>
7	Analytical Study of Current Payouts of NIFTY's Top 100 Companies in Indian Scenario	Rajeev Gupta and R. K. Vyas	<b>ICRBS-327</b>

**Operations Management**  
Venue – Greater Noida Campus-IIT Roorkee

**Day 1 (Saturday, December 16<sup>th</sup>, 2017)**

**Session- 9 (03:00 PM - 04:30 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	Environment Impact Assessment: Theory and Practices in South Asia - A case of Indian Institute of Technology Roorkee, India(the oldest engineering institute of Asia)	Neeraj Sharma and Rajat Agrawal	<b>ICRBS-223</b>
2	Risk Adjusted Landed Cost Model in Supply Chain	Satyendra Sharma and Saurabh Chadha	<b>ICRBS-226</b>
3	Sustainable Management of Water in Indian Context	Ankit Chouksey and Avadhesh Dalpati	<b>ICRBS-71</b>
4	Can Sustainability offer competitive advantage for a Manufacturing SME in India?	Kaushik V Pandya and Vivek Bhat	<b>ICRBS-34</b>
5	Evaluating and Prioritizing of TQM enablers and IT resources based on AHP	Suby Khanam	<b>ICRBS-320</b>
6	Modeling the indicators of green initiatives at Indian airports using FAHP approach	Chandra Prakash, Maneesh Kapoor and Malika Salathia	<b>ICRBS-190</b>

## Marketing

Venue – Greater Noida Campus-IIT Roorkee

**Day 1 (Saturday, December 16<sup>th</sup>, 2017)**

**Session- 10 (03:00 PM - 04:30 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	How the Globalised mouth is Affecting Companies - Business cases on Electronic word of mouth	Ashutosh Pandey, Rajendra Sahu and Shankar Mukherjee	<b>ICRBS-97</b>
2	Modelling the impact of customer experience on brand loyalty: A conceptual study	Ruchi Jain Garg, Vandana and Vinod Kumar	<b>ICRBS-102</b>
3	Empirical Investigation of Consumer's Perception Towards Patanjali's Dant Kanti by Using Factor Analysis	Nilesh Kate and Mahendra More	<b>ICRBS-126</b>
4	Perceptual Mapping of Fruits Jam Brands: Using Discriminant Analysis	Nilesh Kate, Dattatray Kate and Shreya Mathur	<b>ICRBS-129</b>
5	The Rise of Opaque Products as an Efficient Revenue Management Technique in the Travel Industry	Senthil Kumar Anantharaman	<b>ICRBS-137</b>
6	Online video campaigns and consumer perception: A case study of BIBA (Ethnic Apparel)	Aditi Mudgal, Pankaj Priya and Amarnath Bose	<b>ICRBS-148</b>
7	A Model for Service Quality in Indian Technical Education	Monoranjan Puthal, Pradeep Kumar Rout and Jyoti Ranjan Das	<b>ICRBS-153</b>

## HRM & OB

Venue – Greater Noida Campus-IIT Roorkee

**Day 1 (Saturday, December 16<sup>th</sup>, 2017)**

**Session- 11 (05:45 PM - 07:00 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	Learning Effective ways of Working Harmoniously with People of Different Cultures through Collaborative Project	Archana Shrivastava	<b>ICRBS-32</b>
2	Perception of Team Skills: A Comparison of self and peer assessment	Jaya Gupta and Pooja Misra	<b>ICRBS-81</b>
3	The impact of disability inclusion at workplace: The managerial perspective	Sonali Heera, Sanjay Kumar Mishra and Arti Maini	<b>ICRBS-89</b>
4	Content Validity of Assessment Instrument for Employee Engagement	Vijay Kumar Shrotryia and Upasana Dhanda	<b>ICRBS-160</b>
5	Managing Organizational Identification & Employee Relationship in Indian Automobile Industries	Samar Raqshin and Monika Bhati	<b>ICRBS-119</b>
6	Delineating a Sustainable Workforce: The Role of Socialisation, Person-Organisation Fit and Organisational Identification	Rahul Sukumaran	<b>ICRBS-124</b>
7	Towards Aware and Driven Minds through Optimism-Performance Matrix: Perspectives from Literature Review	Vijay Kumar Shrotryia and Reema Aggarwal	<b>ICRBS-186</b>
8	A Review of Literature on Diversity Management	Shatrughan Yadav and Usha Lenka	<b>ICRBS-242</b>

## HRM & OB

Venue – Greater Noida Campus-IIT Roorkee

**Day 1 (Saturday, December 16<sup>th</sup>, 2017)**

**Session- 12 (05:45 PM - 07:00 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	Personality traits and work life balance strategies	Neeti Sharma and Parameswar Nayak	<b>ICRBS-12</b>
2	Case study on personality development using Mirror Reflection Technique	Minisha Gupta and Naman Shankhdhar	<b>ICRBS-58</b>
3	Creation of Positive Organizational Behavior in the Workplace: The Impact of selected Psychological Capacities on Organizational Climate	Payal Sharma and Indu Bhargava	<b>ICRBS-310</b>
4	Training and Skill Development through National Urban Livelihood Mission: A Case analysis in Uttarakhand, India	Gunjan Joshi, Rajiv Lochan Dhar and Clement Cabral	<b>ICRBS-09</b>
5	Review of Individual CSR Barriers and future directions for HR	Nipendra Pratap Singh and Vinay Singh	<b>ICRBS-87</b>
6	The Impact of Balanced Scorecard as PMS on Organisational Effectiveness	Simple Sethi and Reetesh K Singh	<b>ICRBS-64</b>
7	Exploring Workplace Spirituality as a Sustainability Anchor	Reetesh K Singh and Rajni Hira	<b>ICRBS-37</b>



## Finance

Venue – Greater Noida Campus-IIT Roorkee

**Day 1 (Saturday, December 16<sup>th</sup>, 2017)**

**Session- 13 (05:45 PM - 07:00 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	Financial Viability of Rooftop Solar Photo Voltaic Systems – A Comparative Analysis among Indian States	Swapna Sen	<b>ICRBS-147</b>
2	“An Overview of Internet Trading for Equity Investment: Challenges and Benefits”	Mahesh Renguntwar and Virendra Balon	<b>ICRBS-35</b>
3	What leads to Financial Literacy in North India’s B-School Graduates? A Structural Equation Approach	Shivani Inder Chopra and Sahil Gupta	<b>ICRBS-174</b>
4	Volatility Persistence and Co-movement: A Case of Stock, Energy and Foreign Exchange Markets in India	Saif Siddiqui and Arushi Gaur	<b>ICRBS-191</b>
5	The Role of Pradhan Mantri Jan-Dhan Yojana(PMJDY) In Financial Inclusion	Piali Haldar	<b>ICRBS-196</b>

## Marketing

Venue – Greater Noida Campus-IIT Roorkee

**Day 1 (Saturday, December 16<sup>th</sup>, 2017)**

**Session- 14 (05:45 PM - 07:00 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	The past, present and future of social marketing: A review	Syed Masroor Hassan and Zillur Rahman	<b>ICRBS-23</b>
2	Impact of Trust in Social Media on User e-Word of Mouth Behaviour	Yudhishthira Sapru	<b>ICRBS-158</b>
3	Factors Influencing the Medical Tourism in India: A Critical Review	Sumit Oberoi and Pooja Kansra	<b>ICRBS-178</b>
4	A Conceptual Model of Online Retailing Experience Quality: It's Antecedents and Effects	Pooja Goel	<b>ICRBS-184</b>
5	Marketing Research for understanding possible success in brand extension: A Case Study	Kaushik Mandal, Asima Sarkar and Vaibhav Pandey	<b>ICRBS-194</b>
6	An Exploration of the Relationship between Consumer Knowledge and Information Search	Anuradha Malik and Hamendra Dangi	<b>ICRBS-199</b>

**Day 2 (Sunday, December 17<sup>th</sup>, 2017)**

**GENERAL MANAGEMENT**  
Venue – Greater Noida Campus-IIT Roorkee

**(Sunday, December 17<sup>th</sup>, 2017)**

**Session- 15 (10:00 AM - 11:30 AM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	Cross Cultural Intelligence and Adaptability: A Study of Students from Kashmir Region	Minakshi Rana, Shahid Mushtaq and Jaya Bhasin	<b>ICRBS-103</b>
2	Entrepreneurial Opportunities for Rural Youth in Livestock Sector- A Review	Saurabh Kumar and Gaurav Kumar	<b>ICRBS-109</b>
3	E-waste Management in Indian cities: A Systematic Review	Japneet Dhillon and Vikram Sandhu	<b>ICRBS-115</b>
4	Role of heuristic principles on crowd-funder's investment decision making.	Willy Das	<b>ICRBS-134</b>
5	Values as referred in Ancient Indian Scriptures for driving Inclusion and Value	Sumit Mishra, Vinay Sharma and Hari Sharma	<b>ICRBS-237</b>
6	Fake News: Word of the Year 2017	Sachin Verma	<b>ICRBS-328</b>

## HRM & OB

Venue – Greater Noida Campus-IIT Roorkee

<b>Day 2 (Sunday, December 17<sup>th</sup>, 2017)</b>			
<b>Session- 16 (10:00 AM - 11:30 AM)</b>			
<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	Artificial Intelligence and Machine learning in HRM: Study the impacts on Employees and Organizations	Vinita Sinha	<b>ICRBS-21</b>
2	Artificial Intelligence – Changing the game of Talent Engagement	Sweta Jain	<b>ICRBS-312</b>
3	Trends and Challenges In HR Analytics: An Overview	Anubha Dadhich and Ashok Mishra	<b>ICRBS-318</b>
4	Impact of technical training on performance of an employee: A case of pharmaceutical sector	Anvay Bhargava and Diksha Batish	<b>ICRBS-99</b>
5	Does digitalization in hospitals improve employees' organizational commitment? The mediating role of work-life balance & internal branding to this relationship	Karuna Prakash, Vikas Arya and Hemraj Verma	<b>ICRBS-195</b>
6	An Insight on Systematic Strategic Innovation: Key to Competitive advantage	Stuti Mathur and Shikha Mishra	<b>ICRBS-180</b>
7	Task Significance Mediating the Relationship between Commitment to Managers and Company and Employee innovation	Abhishek Singh and Santosh Rangnekar	<b>ICRBS-325</b>

## Finance

Venue – Greater Noida Campus-IIT Roorkee

**Day 2 (Sunday, December 17<sup>th</sup>, 2017)**

**Session- 17 (10:00 AM - 11:30 AM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	Determining Effect of Telecom Services on Financial Inclusion in Haryana using SEM	Taufeeque Ahmad Siddiqui and Kashif Iqbal Siddiqui	<b>ICRBS-206</b>
2	Impact of financial literacy on investment decisions of retail Investors’: Evidence from Indian Financial market	Swati, Ravi Kiran and Rakesh Kumar Sharma	<b>ICRBS-208</b>
3	An Importance of ‘Statement of Changes in Working Capital’ In Fund Flow-Statement	Y. Satguru Roshan and Aarti Sharma	<b>ICRBS-301</b>
4	Evaluation of financial performance of selected private insurance companies in India	Pragati Tomar and Monica Sainy	<b>ICRBS-305</b>
5	Does CEO duality affect board independence? Moderating impact of founder ownership and family blockholding	Shashank Bansal and M. Thenmozhi	<b>ICRBS-154</b>

## Marketing

Venue – Greater Noida Campus-IIT Roorkee

**Day 2 (Sunday, December 17<sup>th</sup>, 2017)**

**Session- 18 (10:00 AM - 11:30 AM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	Determinants of Electronic word-of-mouth in Tourism sector	Ashutosh Pandey, and Rajendra Sahu	<b>ICRBS-39</b>
2	Developing consumer decision making style for clothing in rural and urban areas	Savneet Sethia and Kiran Mor	<b>ICRBS-303</b>
3	A Study of Partitioned and All Inclusive Pricing on Consumers Perception and Willingness to purchase	Preeti Narwal and J. K. Nayak	<b>ICRBS-321</b>
4	Visitors' Motivation to Participate in Event	Shivam Rai and J. K. Nayak	<b>ICRBS-322</b>
5	Residents' Perception of Religious Tourism and Its Impacts: A Case of Uttarakhand, India	Pramod Sharma and J. K. Nayak	<b>ICRBS-323</b>
6	Sales Promotion Techniques and Consumer Behavior: A Case Study of Readymade Garments	Mohd Salman Shamsi and Mohd Asif Khan	<b>ICRBS-217</b>

**GENERAL MANAGEMENT**  
Venue – Greater Noida Campus-IIT Roorkee

<b>Day 2 (Sunday, December 17<sup>th</sup>, 2017)</b>			
<b>Session- 19 (12:45 PM - 02:00 PM)</b>			
<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	Empirical Investigation of Business Incubation Service Components in Indian Technology Business Incubators (TBIs)	Aashish Kumar	<b>ICRBS-76</b>
2	Knowledge Sharing Barriers and their Influence Of SMES: A Literature Review	Meeta Mandaviya	<b>ICRBS-200</b>
3	Determining Leverage Effect in Transition Economies: A Crisis Perspective	Taufeeque Ahmad Siddiqui and Mazia Fatima Khan	<b>ICRBS-207</b>
4	Mobile Enabled Learning: An Augmented Approach for Sustainability in Higher Education	Baishali Mitra	<b>ICRBS-213</b>
5	Crisis Management: Case Study of Maggi	Divya Gangwar	<b>ICRBS-224</b>

## HRM & OB

Venue – Greater Noida Campus-IIT Roorkee

**Day 2 (Sunday, December 17, 2017)**

**Session- 20 (12:45 PM - 02:00 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	Emotional Intelligence: Concept and Correlates	Gurpreet Randhawa and Mahima Nanda	<b>ICRBS-104</b>
2	Emotional Intelligence: A Key Differentiator for Effective Leadership	Shruti Shrivastava and Puja Sareen	<b>ICRBS-116</b>
3	Leveraging from Cultural Quotient: Linking Cultural Intelligence (CQ) with Team Performance (Innovation)	Aditi Sharma Dogra and Varsha Dixit	<b>ICRBS-225</b>
4	Practical Intelligence and Work Psychology	Shabnam	<b>ICRBS-68</b>
5	Study of Job Engagement and Organization Engagement with Outcomes in Indian Hotel Industry	Neeti Leekha Chhabra and Neeti Rana	<b>ICRBS-159</b>
6	Person-led organisation is a risky place to work: A qualitative study	Shreya Mishra, Manosi Chaudhuri and Ajoy Kumar Dey	<b>ICRBS-92</b>
7	The Relation between Learned Optimism and Organizational Behavior and the Role of Human Resource Management in Developing Learned Optimism	Yasmeen Rizvi and Ratika Malhotra	<b>ICRBS-135</b>



## HRM & OB

Venue – Greater Noida Campus-IIT Roorkee

**Day 2 (Sunday, December 17<sup>th</sup>, 2017)**

**Session- 21 (12:45 PM - 02:00 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	A study of Trainee Perceptions and Reactions towards Effectiveness of Training Programs: A Conceptual Framework	Kushi Sharma and Neeti Rana	<b>ICRBS-181</b>
2	A Qualitative Study of The Transition from The Contemporary Job Description Focus To The Modern Competency Based Approach: Case Study Of An Auto Giant	Namita Gupta, Bharat Gupta and Neeti Rana	<b>ICRBS-182</b>
3	Enablers and Barriers of Creativity at Individual level in Organization	Santosh Baheti and Usha Lenka	<b>ICRBS-236</b>
4	The Impact of Compensation and Rewards on Performance of IT Employee of Indore City	Monica Sainy and Geetanjali Bhambhani	<b>ICRBS-304</b>
5	HR hunting- A competency development perspective	Sheetal Singh, Neha Verma and Alka Agarwal	<b>ICRBS-59</b>
6	Entrepreneurial Competence and Firm Performance Moderated by Institutional Void	Babita Bhati and Sharadindu Pandey	<b>ICRBS-60</b>
7	Role of Strategic Decision Making in Harnessing Human Potential- A Critical Review	Ananta Narayana and Rajesh Kumar Shastri	<b>ICRBS-227</b>

**Operations Management**  
Venue – Greater Noida Campus-IIT Roorkee

**Day 2 (Sunday, December 17<sup>th</sup>, 2017)**

**Session- 22 (12:45 PM - 02:00 PM)**

<b>S.No.</b>	<b>Title</b>	<b>Authors</b>	<b>Paper Code</b>
1	Evaluating the Selection Criteria for Constructing Green and Energy Sustainable Buildings by MCDM Approach	Dolonchapa Prabhakar, Ashwani Kumar, Humaib Nasir and Parijat Hasija	<b>ICRBS-108</b>
2	The Logistic Regression analysis of Procurement and Logistics Data	Alireza Pakgozar and Tisbeh Faye Joof	<b>ICRBS-215</b>
3	A Study On the relationship between Operational and Financial Performances in Indian Port Sector	Debangsu Sarma Chaudhuri	<b>ICRBS-31</b>
4	Project risk Management (PRM) for Commercial Infrastructure industry by using Multi Criteria Decision Making (MCDM)	Muzammil M Bepari, Balkrishna Eknath Narkhede and Rakesh D Raut	<b>ICRBS-105</b>
5	Effect of Optional pricing policy on variable production rate with reference to EOQ Inventory Model	Shradha Goyal, Vivek Kumar Sharma and Rudresh Pandey	<b>ICRBS-234</b>

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