

## 8th PAN IIM WORLD MANAGEMENT CONFERENCE

Organized by IIM Kozhikode from December 16th- 18th, 2021

### Conference Schedule

Conference Inauguration: 16.12.2021 (4.30 PM)

### Pre-Conference Workshops (16 December 2021)

**9.30 AM- 12.30 PM: Workshop - Conducting Qualitative Research using Interpretive and Critical Perspectives (Abhipsa Pal, IIM Kozhikode & Rahul De', IIM Bangalore)**

<https://iimk-ac-in.zoom.us/j/93327524770?pwd=SnMvL2s3ZmhyRTF0cHNrTOZkVDVqUT09>

**9.00 AM- 12.30 PM: Workshop - Developing Theory from Qualitative Data: The Gioia Method (Barney Tan, University of Sydney Business School)**

<https://iimk-ac-in.zoom.us/j/97567701192?pwd=UndGQ0I3ekU2K01ZY0VPM1rU3NlZ09>

**9.30 AM- 12.00 PM: Workshop - Case Teaching Workshop (Saji Gopinath, Digital University Kerala)**

<https://iimk-ac-in.zoom.us/j/97739417177?pwd=enFRVmhws1ZwODVPMjBXTZFWVhoUT09>

**9.30 AM- 12.00 PM: Workshop - Paper Development Workshop (Sidhartha S Padhi, IIM Kozhikode)**

<https://iimk-ac-in.zoom.us/j/96093220027?pwd=WjVveGdJeIRLnlON1RZalltYUtwUT09>

**9.30 AM- 12.30 PM: Workshop - Testing Causal Hypothesis: Design and Analysis of Factorial Experiments (Sreejesh S, IIM Kozhikode)**

<https://iimk-ac-in.zoom.us/j/97079884312?pwd=Y3VFSGw1eHdIS1ZSSSTVVbzdIR1Xdz09>

[DATE: 16.12.2021; TIME:01.00 PM - 02.30 PM]

<https://iimk-ac-in.zoom.us/j/94446253668?pwd=Q2RLdHF5Wkx4bk4vaHdBuFhHaENBdz09>

### EMINENT PANEL SERIES

#### Meet the Editors: Guidance for Early Career Researchers

Sanjay Kumar Singh (Journal of Asia Business Studies)

Chinmay Pattnaik (Cross Cultural and Strategic Management)

Vijay Pereira (International Studies of Management and Organization)

Moderator: Surya Prakash Pati (IIM Kozhikode)

Session I [DATE: 16.12.2021; TIME: 02.30 PM -04.00 PM]

Track : Organizational Behaviour and Human Resources 1 [DATE: 16.12.2021; TIME: 02.30 PM -04.00 PM]

#### Parallel Session 1A

Session Chair ( Amitabh Anand, Excelia Business School, France)

<https://iimk-ac-in.zoom.us/j/92921694815?pwd=WUdiQ0MxTXBQUQ1VEMzdUN3b095UT09>

Time	Track : Organizational Behaviour and Human Resources 1 [DATE: 16.12.2021; TIME: 02.30 PM -04.00 PM]				
	Parallel Session 1A				
Session Chair ( Amitabh Anand, Excelia Business School, France)					
<a href="https://iimk-ac-in.zoom.us/j/92921694815?pwd=WUdiQ0MxTXBQUQ1VEMzdUN3b095UT09">https://iimk-ac-in.zoom.us/j/92921694815?pwd=WUdiQ0MxTXBQUQ1VEMzdUN3b095UT09</a>					
	SL NO:	Sub No:	Author	Paper-Title	Time
02.30 PM - 04.00 PM	1	118	Kanika Pande	A Conceptual Study of How Gender Mainstreaming can Enhance Retention of Women Employees through Organisational Embeddedness	
	2	186	Mohd Abdul Nayeem	Does Employees' Attitude towards Women as Managers changed in the UAE?	
	3	233	Aditya Agrawal, Ashish Pandey and Divya Kanchibhotla	Organizational Healing: Examining the Impact of Yoga Based Intervention – A Qualitative Study	
	4	295	Gurvinder Kaur and Surender Munjal	Workplace Spirituality Enhances Well-being: Commitment – A Volitional Bond Mediates the Relation	
	5	612	Kalaa Chenji and Raghavendra Sode	Echoes of Workplace Incivility: A Moderated Mediation Model of Employee Burnout and Turnover Intentions	

Time	Track: Strategic Management 1 [DATE: 16.12.2021; TIME: 02.30 PM -04.00 PM]				
	Parellel Session 1B (Business / Management Practices )				
	Session Chair (Venkataraman S, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/92441969693?pwd=NVhvZ3hjcjk3OENhMDkvMUdmeDhsdz09">https://iimk-ac-in.zoom.us/j/92441969693?pwd=NVhvZ3hjcjk3OENhMDkvMUdmeDhsdz09</a>				
02.30 PM - 04.00 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	170	Suchitra Iyer, Sumit Mitra and Mouazzam Jawed	Regulation and market competition across geographies: SDG priorities of the Automotive Industry	
	2	313	Simy Joy, Sumelika Bhattacharyya and Priya Nair Rajeev	Labels and ideals: Decoding the implications of 'Impact' Investing for Indian Social Startups	
	3	553	Rakesh Mohan Joshi, Arunima Rana, Tanya Sharma and Priya Bhardwaj	Evidences of Sustainable Management Practices from Ancient Indian Literature: A Thematic Analysis	
	4	571	Venkataraman S	Do Firms' Social Practices Reveal Strategic Intent?	
	5	740	Charanjeet Kaur and Khushdeep Dharni	Review of Environmental Management and Firm Performance	

Time	Track : Economics 1 [DATE: 16.12.202; TIME: 02.30 PM -04.00 PM]				
	Parellel Session 1C ( Markets and institutions )				
	Session chair (Rudra Sensarma, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/94748447083?pwd=WlFFRE5DakZhZzBKMfZSb0FXdUF2Zz09">https://iimk-ac-in.zoom.us/j/94748447083?pwd=WlFFRE5DakZhZzBKMfZSb0FXdUF2Zz09</a>				
02.30 PM - 04.00 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	45	Bhaskar Jyoti Neog	Temperature shocks and rural labour markets: Evidence from India	
	2	113	Vivek Jadhav	Natural Calamity and Partisan Politics: Politics matters, Evidence from Indian States	
	3	219	Farah F. Shah and D P Priyadarshi Joshi	Informality, Consumption Expenditure and Asset Accumulation of Migrants: Evidence from India Human Development Survey.	
	4	274	Monica Jaison and Althaf Shajahan	Political Competition, Luminosity Measures and Public Goods – A Comparison between Rural and Urban India	
	5	558	R Sai Shiva Jayanth and Sthanu R Nair	Role of Social Networks on Farmers' Adoption of Smartphones	

Time	Track : Finance, Accounting and Control 1 [DATE: 16.12.2021; TIME: 02.30 PM -04.00 PM]				
	Parellel Session 1D (Asset Pricing )				
	Session Chair (Aravind Sampath, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/96716315853?pwd=MlV4anJWMytoc09QaFVsbzI0VWhLdz09">https://iimk-ac-in.zoom.us/j/96716315853?pwd=MlV4anJWMytoc09QaFVsbzI0VWhLdz09</a>				
02.30 PM - 04.00 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	25	Garima Goel and Saumya Ranjan Dash	The Asymmetric effect of FEARS Sentiment: Evidence from Emerging Stock Market using Quantile Regression	
	2	102	Avijit Bakshi	Market Reaction Around Announcement on Bankruptcy Framework Reform Measure: An Event Study	
	3	363	Srilatha Kappagantula, Vikas Srivastava and Pradeep Kumar	Multi Objective Portfolio Optimization of Retail Loans using Genetic Algorithms	
	4	648	Sandesh Singh, Dipasha Sharma and Aradhana Gandhi	Using Machine Learning to predict Credit Rating: Evidences from Non Banking Finance Company (NBFCs)	
	5	429	Garima Sisodia, Anto Joseph and Aviral Kumar Tiwari	Impact of COVID-19 on Shariah versus non-Shariah compliant stocks: A comparative study using wavelet analysis	
6	563	Shruti Aurora and Rakesh Srivastava	Using ARDL Approach to investigate the relationship between corporate bond market liquidity and economic growth in India		

Time	Track : Humanities and Liberal Arts in Management 1 [DATE: 16.12.2021; TIME: 02.30 PM -04.00 PM]				
	Parallel Session 1E ( Sustainable Development and Inclusive Practices)				
	Session Chair (R. Rajesh Babu, IIM Calcutta)				
	<a href="https://iimk-ac-in.zoom.us/j/94052884526?pwd=UGVpUjFrUncwTU1mY0N6eGJmWHISdz09">https://iimk-ac-in.zoom.us/j/94052884526?pwd=UGVpUjFrUncwTU1mY0N6eGJmWHISdz09</a>				
02.30 PM - 04.00 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	192	Anita Singh Ranjan	Contingency Approach to Mixed Methods Research: A Case Study on Community Development from India	
	2	323	Pooja Darda, Mansi Kapoor, Shilpa Deo, Anjali Sane and Ravikumar Chitnis	Can Postmodernism help in revealing what lies behind and beyond the cultural shift Post Covid? - A Thematic Analysis of the Dilemmas People Faced during the Pandemic	
	3	462	Anindita Bhattacharya, Ankita Tandon and Saesha Pillai	Working from home in COVID-19: A study of schoolteachers' work/non-work interface and wellbeing	
	4	647	Iram Hasan, Shveta Singh and Smita Kashiramka	Corporate social responsibility in the wake of the COVID-19 pandemic: some evidence	
	5	122	Unnikrishnan P M, Jyoti Tikoria and Arun Kumar Agariya	Achieving Business Excellence through Inclusive Organizational Practices: A Case Study	
	6	157	Neha Kumari and Usha Lenka	Disability Inclusion through sustainable employment	

Time	Track : Marketing Management 1 [DATE: 16.12.2021; TIME: 02.30 PM -04.00 PM]				
	Parallel Session 1F (Consumer Behaviour)				
	Session Chair (Aishwarya R, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/91245948833?pwd=N3hMY0xyV0l6dnNoV0hOU1N2L1A1Zz09">https://iimk-ac-in.zoom.us/j/91245948833?pwd=N3hMY0xyV0l6dnNoV0hOU1N2L1A1Zz09</a>				
02.30 PM - 04.00 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	112	Mallika Srivastava and Mudita Sinha	Will the Behavioural Intention toward Collaborative Consumption of Shared Services change Post Covid-19?	
	2	413	Anagha Shukre	Effect of Superstitions On Consumers' Purchase Intentions	
	3	40	Deepti Jog and Frazer Rodrigues	Making meat, better: Indian Consumers' preference and acceptance for plant-based meat	
	4	268	Aby Abraham	Social Class Change through Consumption: Effect of Sanskritization and Taste Insertion	
5	315	Francis Sebastian	The Linkage of Mirror Neuron Theory with Cause Related Marketing Efficacy: The Impact of Cause Category, Cause Type and Personal Values on Attitude Towards Corporate Image		

Conference Inauguration: 16.12.2021 (4.30 PM - 06.30 PM)				
<a href="https://iimk-ac-in.zoom.us/j/96954100440?pwd=UDNNRDRJeDhaOHl3cTlJQWNFaHVtUT09">https://iimk-ac-in.zoom.us/j/96954100440?pwd=UDNNRDRJeDhaOHl3cTlJQWNFaHVtUT09</a>				
<b>Prof Tarun Khanna (Harvard Business School)</b> <b>Prof Peter M. Senge (Massachusetts Institute of Technology)</b>				

**Session II [DATE: 16.12.2021; TIME: 06.30 PM -07.30 PM]**

Time	Track : Organizational Behaviour and Human Resources 2 [DATE: 16.12.2021; TIME: 06.30 PM -07.30 PM]				
	Parallel Session 2A				
	Session Chair (T.N. Krishnan, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/99240922856?pwd=aVRmSEZTZjVxQ1JuOUVtOjI3VFVGUT09">https://iimk-ac-in.zoom.us/j/99240922856?pwd=aVRmSEZTZjVxQ1JuOUVtOjI3VFVGUT09</a>				
06.30 PM - 07.30 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	59	Swati Tripathi and Divya Tripathi	Thriving in a Political Arena: Political Will as a Mediator of Organizational Structure and Political Tactics	
	2	302	Elham Malik	BUURTZORG NEDERLAND: ELUCIDATING AN ELUSIVE HOMECARE MODEL	
	3	310	Rashida Salmani, Geeta Mishra and Ashvini Kumar Singh	Burnt not Broken: An Essay on Acid Attacks in India and the Role of Stakeholders	
	4	575	Geethika Raj and Roopak Kumar Gupta	An optimistic view on HR digitalization: Organizational change perspective	

Time	Track : Strategic Management 2 [DATE: 16.12.2021; TIME: 06.30 PM -07.30 PM]				
	Parallel Session 2B (Corporate Governance)				
	Session Chair (Anubha Shekar Sinha, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/93517780407?pwd=cEJpWGFGQcGxMMWlZWEc0SjluY2xrZz09">https://iimk-ac-in.zoom.us/j/93517780407?pwd=cEJpWGFGQcGxMMWlZWEc0SjluY2xrZz09</a>				
06.30 PM - 07.30 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	116	Saptarshi Purkayastha, Rajaram Veliyath and Rejie P George	Type I and Type II Agency Conflicts in Family Firms: An empirical investigation	
	2	317	Vinod Thakur and Sabyasachi Sinha	Family business governance: The requirement, role, and benefit of the family constitution as a governance mechanism in family businesses	
	3	330	Madhurima Basu and Anubha Shekhar Sinha	Glass-ceiling and the appointment of Women in the Board of Directors: A literature review and research agendas	
	4	642	Harmandeep Kaur and Khushdeep Dharni	Corporate Governance and Intellectual Capital: A Literature Review	

Time	Track : Economics 2 [DATE: 16.12.2021; TIME: 06.30 PM -07.30 PM]				
	Parallel Session 2C ( Productivity and growth )				
	Session Chair (Chitwan Lalji, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/93472768527?pwd=dUlvaVYyNGRPOksxcmswL2g3YjI4UT09">https://iimk-ac-in.zoom.us/j/93472768527?pwd=dUlvaVYyNGRPOksxcmswL2g3YjI4UT09</a>				
06.30 PM - 07.30 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	329	Mainak Mazumdar and Boishampayan Chatterjee	The New Economic Geography and the Dynamics of Medium and Small Sized Towns in India	
	2	202	Kausik Gangopadhyay, Debasis Mondal and Thasni T	The Contribution of Structural Transformation in the Productivity Growth for India	
	3	590	Lokesh Posti	Informal Firm Size & Productivity: A pseudo panel data analysis	

Time	Track : Finance, Accounting and Control 2 [DATE: 16.12.2021; TIME: 06.30 PM -07.30 PM]				
	Parallel Session 2D (Derivatives and Risk Management)				
	Session Chair (Anirban Banerjee, IIM Ahmedabad)				
	<a href="https://iimk-ac-in.zoom.us/j/91543366636?pwd=Y3lQeHlTNEExNER1cmNVQihZRWdRUT09">https://iimk-ac-in.zoom.us/j/91543366636?pwd=Y3lQeHlTNEExNER1cmNVQihZRWdRUT09</a>				
06.30 PM - 07.30 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	456	Udayan Sharma and Madhusudan Karmakar	Measuring minimum variance hedging effectiveness	
	2	11	Rama Seth, Keerat Bhurjee and Vishwanath S R	Why do Emerging Market Firms Issue Offshore Dollar Equity Linked Securities?	
	3	133	Rahul Kumar and Shalini Kumari	The Role of Contract Size in the Indian Derivatives Market	
	4	287	Jintu George, Prabhakar Patil and Rajesh Viswanathan	An Empirical Analysis of Alternative Settlement Specification in Indian Individual Share Futures Contracts.	

<b>Time</b>	<b>Track : Quantitative Methods and Operations Management 1 [DATE: 16.12.2021; TIME: 06.30 PM -07.30 PM]</b>				
	<b>Parallel Session 2E (Transportation and Humanitarian Logistics)</b>				
	<b>Session Chair ( Varun Gupta, Penn State Behrend, USA)</b>				
	<a href="https://iimk-ac-in.zoom.us/j/93280035881?pwd=UnFvSXl0WnQrSkRaMks5MDFKMS9Bdz09">https://iimk-ac-in.zoom.us/j/93280035881?pwd=UnFvSXl0WnQrSkRaMks5MDFKMS9Bdz09</a>				
<b>06.30 PM - 07.30 PM</b>	<b>SL NO:</b>	<b>Sub No:</b>	<b>Author</b>	<b>Paper-Title</b>	<b>Time</b>
	1	108	Prem Kumar S, Lakshmi Vaishnavi T and Vasumathi A	Understanding Preference of Consumers For Logistics Services Within Online Retailing	
	2	174	Murari Srinivasa and Rajluxmi V. Murthy	Urban Mobility: An Understanding Of Critical Success Factors Of Multimodal Passenger Transport in India and Implications For Research in Analytics	
	3	200	Us Upas and Sreejith B	A Case study of Perishable Vehicle Routing Problem with Time windows and Solution techniques	
4	745	Prof G Anand and Deepak Srivastav	Humanitarian Organisations and Countries in Need: A Social Network Analysis		

<b>Time</b>	<b>Track : Information Systems 1 [DATE: 16.12.2021; TIME: 06.30 PM -07.30 PM]</b>				
	<b>Parallel Session 2F (Reviews in Information Systems Research)</b>				
	<b>Session Chair (Vidushi Pandey, IIM Kozhikode)</b>				
	<a href="https://iimk-ac-in.zoom.us/j/96318814152?pwd=RGYvRFdvdVQvQinDd1cwZhrZE1yUT09">https://iimk-ac-in.zoom.us/j/96318814152?pwd=RGYvRFdvdVQvQinDd1cwZhrZE1yUT09</a>				
<b>06.30 PM - 07.30 PM</b>	<b>SL NO:</b>	<b>Sub No:</b>	<b>Author</b>	<b>Paper-Title</b>	<b>Time</b>
	1	84	Siddharth Majhi, Ankur Shukla and Arindam Mukherjee	'Job Performance' in Information Systems Research: Quo Vadis?	
	2	222	Somnath Bhattacharya and Shankar Prawesh	A Survey of News Recommender Systems – Issues and Methods	
	3	445	Meenakshi Kolkuluri	Systematic literature review on two decades of Agile information system literature	
4	550	Richa Chowdhary, Suyash Mulay, Kapil Kaushik and Roopak Gupta	Innovation through Open Innovation Platforms: Review and Research Agenda		

<b>Session II B [DATE: 16.12.2021; TIME: 06.30 PM -08.00 PM]</b>					
<b>EMINENT PANEL SERIES</b>					
<a href="https://iimk-ac-in.zoom.us/j/91033015876?pwd=eFd4SjRRZRa3o5Yk9wWTZqRUNjQT09">https://iimk-ac-in.zoom.us/j/91033015876?pwd=eFd4SjRRZRa3o5Yk9wWTZqRUNjQT09</a>					
Building a Successful Career in Academia - A Panel Discussion Neeraj Dwivedi (IIM Lucknow) Rajendra Nargundkar (NMIMS Bangalore Campus) Rudra Sensarma (IIM Kozhikode) Moderator: Gopalakrishnan Narayanamurthy (University of Liverpool) Alumnus PhD (IIM Kozhikode)					

## Session III [DATE: 17.12.2021; TIME: 09.30 AM -11.00 AM]

Time	Track : Organizational Behaviour and Human Resources 3 [DATE: 17.12.2021;TIME: 09.30 AM -11.00 AM]				
	Parellel Session 3A				
	Session Chair ( Kapil Verma, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/96403472150?pwd=NWM0dkVmQUdrMEZ5SHgxTDVUaGhCUT09">https://iimk-ac-in.zoom.us/j/96403472150?pwd=NWM0dkVmQUdrMEZ5SHgxTDVUaGhCUT09</a>				
09.30 AM -11.00 AM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	30	Krunal Vishavadia and Sandip Solanki	PERSONAL & PROFESSIONAL QUALITY OF MEDICAL REPRESENTATIVE AND IMPACT ON DOCTOR'S PRESCRIBING BEHAVIOR	
	2	93	Ruchika Sharma	Brand Personality Dimensions and Job Pursuit Intentions: Examining Connection with eWOM and Person Organisation Fit	
	3	142	Anjali Singh and Sumi Jha	Strategic Leader's Approach to Innovation: An Exploratory Study in Indian Private Organizations.	
	4	240	Monika Soni	Examining the outcomes of environmentally specific transformational leadership: Pro-environment behavior as a mediator	
	5	282	Shameem Shagirbasha, Jubin Kumar Saini, Juman Iqbal, Rosy Dhall and Swati Chaudhary	Linking Psychological Empowerment, Pro-social Motivation, Collectivism and Pro-active Behaviour: Evidence from Academia	
6	296	Ankit	Narcissism and impression management motives: A mediation model		

Time	Track : Strategic Management 3 [DATE: 17.12.2021; TIME: 09.30 AM -11.00 AM]				
	Parellel Session 3B (Innovation & Internationalization)				
	Session Chair (Sumit Mitra, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/97951788980?pwd=T3c1d0gwZ3hvVW1NZ0dPK0FGeUp3Zz09">https://iimk-ac-in.zoom.us/j/97951788980?pwd=T3c1d0gwZ3hvVW1NZ0dPK0FGeUp3Zz09</a>				
09.30 AM -11.00 AM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	172	Gaurav Talwar and Sabyasachi Sinha	How is Digital Platformization affecting the accessibility of healthcare services?. An India/South Asia context	
	2	180	Deepak Singh, Balvinder Shukla and Manoj Joshi	Artificial Intelligence (AI) & Technopreneurship Innovation (TIN) in Retail Branch Banking (RBB) by Start-ups	
	3	249	S.Nithya Priya and A.Bhooma Devi	A STUDY ON PATIENT SATISFACTION AND QUALITY MANAGEMENT OF HEALTHCARE SERVICE IN A MULTISPECIALITY HOSPITAL	
	4	386	Bendangienla Aier and Prof Prabodha Kumar Hota	Thrift is the new black: Analyzing thrift business model of informal entrepreneurs	
	5	424	Akash Saharan, Krishan Kumar Pandey, Mayank Dhaundiyal and Rajat Agarwal	Influence of Entrepreneurial Orientation, Degree of Internationalization, and Innovation on MSME Performance: A Conceptual Model	
6	484	Vijay Venkataraman, Sandeep Pillai and David Ku	Location: Destiny or Strategy?		

Time	Track : Finance, Accounting and Control 3 [DATE: 17.12.2021; TIME: 09.30 AM -11.00 AM]				
	Parellel Session 3C (Banking and Financial Intermediation)				
	Session Chair (Sowmya Subramanian, IIM Lucknow)				
	<a href="https://iimk-ac-in.zoom.us/j/93282553151?pwd=Z3Uxa0xiNm1LT0dVQ1JidVRIOGd2dz09">https://iimk-ac-in.zoom.us/j/93282553151?pwd=Z3Uxa0xiNm1LT0dVQ1JidVRIOGd2dz09</a>				
09.30 AM -11.00 AM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	198	Nenavath Sreenu	The Impact of Green Finance and Fintech on Environmental Safety: Empirical Evidence from India Based on a Semi-Parametric Difference-in-Differences Model (SDIDM)	
	2	246	Aniket Bhanu and Pankaj Baag	Sectoral Dissimilarity in Procyclicality of Bank Lending: Evidence from Covid-19 Pandemic in India	
	3	270	Jagdish Raj Saini and Svati Kumari	What Causes Financial Inclusion? Evidence from Indian Rural Household Data	
	4	574	Rahul Matta and Archana Patro	Board characteristics and risk disclosure quality by integrated reporters: Evidence from Indian banks	
	5	509	Piyush Pandey, Gagan Sharma and Arpan Chattopadhyay	ESG Country Ratings and its Impact on Sovereign Borrowing Costs and Credit Risk: An Emerging Markets Study	
	6	653	Smitisikha Guru and Priyabrata Panda	Sustainability: The Dilemma under the Priority Sector Lending Programme in Odisha	

Time	Track : Humanities and Liberal Arts in Management 2 [DATE: 17.12.2021; TIME: 09.30 AM -11.00 AM]				
	Parellel Session 3D (Business, International Law and Global Politics)				
	Session Chair (Deva Prasad M, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/95908436709?pwd=a0pmMEFqTFIcam5FRXdtL2F5bWlvZz09">https://iimk-ac-in.zoom.us/j/95908436709?pwd=a0pmMEFqTFIcam5FRXdtL2F5bWlvZz09</a>				
09.30 AM -11.00 AM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	58	Deva Prasad M and Saravanan A	Role of International Law in Responsible Business Conduct for Sustainable Development	
	2	65	Rajiv Ranjan	Corporate elite need to change the Philosophy! A discussion on the Business-Society Relationship in Sustainable Development Context	
	3	332	Devasheesh Mathur	India's Covid-19 Vaccination Policy-An Analysis of Problem, Politics, and Policy	
	4	239	Salamah Ansari	An Analysis of Belt and Road Initiative of China in the Context of Sovereign Debt	
	5	107	Narendra Babu Bv, Semila Fernandes and Paramita Chakraborty	A study on Green Practices and Compliances in Indian Companies	
6	442	Srushti Govilkar and Ruchi Tewari	Delineating Philanthropy and Responsibility in Parsi Businesses: An Analysis Across Timelines		

Time	Track : Marketing Management 2 [DATE: 17.12.2021; TIME: 09.30 AM -11.00 AM]				
	Parellel Session 3E (Customer Relationship Management)				
	Session Chair ( Deepak S Kumar, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/95549876290?pwd=cGJWTEdQMW1XOXQxU0NPNY0VCcUQ2Zz09">https://iimk-ac-in.zoom.us/j/95549876290?pwd=cGJWTEdQMW1XOXQxU0NPNY0VCcUQ2Zz09</a>				
09.30 AM -11.00 AM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	155	Jatinderpreet Kaur Bath	A Pathway to Consumer Forgiveness and Re-patronage: Examining the Role of Frontline Employees	
	2	258	Pratyancha Singh, Vinod Kumar and Sonia Kataria	A Serial Mediation Model for Analyzing the Impact of e-CRM Services on Customer Loyalty in the Indian Healthcare Industry	
	3	267	Ramakrishna Salagrama, Sanjeev Prashar and Sai Vijay Tata	Antecedents to customer churn after service failure: Findings from fsQCA	
	4	230	Rajashik Roy Choudhury	"How do We Achieve it?" A Relational View of Service Quality Enhancement in High-involvement Service	
	5	416	Arun Kaushik	Measuring Customers' Self-Service Delight in Offline Retail Industry	
6	325	Bandinee Pradhan and Kaushal Kishore	Fashion Influencers on YouTube: The Influence of Source Credibility on Consumer Engagement		

Time	Track :Information Systems 2 [DATE: 17.12.2021; TIME: 09.30 AM -11.00 AM]				
	Parellel Session 3F (IS Education and ICT-enabled Issues)				
	Session Chair (Sumeet Gupta, IIM Raipur)				
	<a href="https://iimk-ac-in.zoom.us/j/92033202707?pwd=U1dWVWURSZ3ZHQ1haSTVzNmJlekZkZz09">https://iimk-ac-in.zoom.us/j/92033202707?pwd=U1dWVWURSZ3ZHQ1haSTVzNmJlekZkZz09</a>				
09.30 AM -11.00 AM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	212	Gokul Santhanam, Balaji K.D and Srimathi Zeeta Joseph	E-Learning Is Not Easy Learning During COVID : A Study Focused on MBA Students in India	
	2	271	Sanjive Saxena, Navneet Joshi and Ankita Chopra	Responsible Business for sustainable development: Information Management or Knowledge Management	
	3	352	Sony Stephen, Keerthana T.P and Rahul Sukumaran	Dark Side of Online Learning Ecosystem During The COVID-19 Pandemic	
	4	366	Anushka Goel and Udit Taneja	Future Scope of eHealth in Developing Countries	
	5	377	Diksha Singh and Radhakrishna Pillai	SOCIAL LIFE CYCLE ASSESSMENT OF ICT PRODUCTS: A PRELIMINARY STUDY BASED ON SMARTPHONE USE IN INDIA	
	6	436	Pramila Manoharan and Rahul Sukumaran	Teachers action-inaction in E-learning during COVID – 19 qualitative inquiry into self-determination theory	

**Session IV [DATE: 17.12.2021; TIME: 11.30 AM - 01.00 PM]**

Time	Track : Organizational Behaviour and Human Resources 4 [DATE: 17.12.2021; TIME: 11.30 AM - 01.00 PM]				
	Parellel Session 4A				
	Session Chair ( Roopak Kumar Gupta, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/99561871882?pwd=SFJ5S9LMElVnit6UHk5WU50cXpZUT09">https://iimk-ac-in.zoom.us/j/99561871882?pwd=SFJ5S9LMElVnit6UHk5WU50cXpZUT09</a>				
11.30 AM - 01.00 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	351	Girish Balasubramanian and Sanket Dash	Employment of Individuals with disability in India: Exploration Through an Institutional Lens	
	2	389	Syed Asif Mehdi and Lata Bajpai Singh	Dark Triad Personality Traits and Entrepreneurial Intentions: Moderating Role of Resilience	
	3	403	Swati Vispute	Entrepreneurial Self-Efficacy leading Innovative behaviour among Start-ups: Mediating Effect of Entrepreneurial Passion	
	4	452	Rona Elizabeth Kurian and Roopak Kumar Gupta	"RISE BY LIFTING OTHERS": ROLE OF SERVANT LEADERSHIP IN FOSTERING CHANGE READINESS AMONG EMPLOYEES	
	5	497	Anand Kataria and Tonmoy Halder	Job Satisfaction and Burnout Among Indian IT Managers: A Correlational Study	
6	601	Roopak Kumar Gupta	Linking Ethical Leadership, task significance, and innovative work behaviour: The mediating moderating mechanism		

Time	Track : Strategic Management 4 [DATE: 17.12.2021; TIME: 11.30 AM - 01.00 PM]				
	Parellel Session 4B ( Entrepreneurship )				
	Session Chair (Deepak Dhayanithy, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/92539988897?pwd=OSt0Q1E2ZE84QkYtY3hiTm1pZUFwUT09">https://iimk-ac-in.zoom.us/j/92539988897?pwd=OSt0Q1E2ZE84QkYtY3hiTm1pZUFwUT09</a>				
11.30 AM - 01.00 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	177	Fawaz Kareem and Althaf Shajahan	Venture Creation and Survival of Hyperlocal Multi Sided Platforms in India Through Effectuation Theoretical Lens	
	2	257	Niyati Dave, Abrar Ali Saiyed, Amit Karna and Hetal Jhaveri	UNDERSTANDING THE CHANGING ROLE OF BUSINESS ANGELS IN RELATION TO THE STAGES OF THE STARTUPS: USING THE LENS OF RESOURCE DEPENDENCY THEORY	
	3	278	Sania Sami and Soma Roychowdhury	A Study on Impact of Sustainable Entrepreneurship on Subjective Success of Ecopreneurs	
	4	472	Meghna Chhabra and Monika Agarwal	COVID 19 and experience of women entrepreneurs in India	
	5	507	Manash Borah, Rohit Kumar and Neeraj Kumar Kesharbarani	Socio-Cognitive Analysis of Female Social Entrepreneurship and the Role Entrepreneurial Ecosystem	
6	576	Ananya Gupta and Supriya Katti	Inter-dependence of Work-Family Conflict and Earnings over Different Growth Stages of Enterprise		



Time	Track : Finance, Accounting and Control 4 [DATE: 17.12.2021; TIME: 11.30 AM - 01.00 PM]				
	Parallel Session 4C (Corporate Finance and Governance I)				
	Session Chair (Arun Kumar Gopalswamy, IIT Madras)				
	<a href="https://iimk-ac-in.zoom.us/j/96004646736?pwd=VjBqcG1VYks1V1dWa1BCWkdURiZMz09">https://iimk-ac-in.zoom.us/j/96004646736?pwd=VjBqcG1VYks1V1dWa1BCWkdURiZMz09</a>				
11.30 AM - 01.00 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	9	Kousik Ganguly, Ajay Kumar Mishra and Pankaj Jain	Political connections, firm leverage and cost of capital: Evidence of listed firms from India	
	2	247	Aniket Bhanu and Abhilash Nair	Agency Costs and Corporate Governance: Same Solutions for Different Problems?	
	3	305	Jagriti Srivastava and Balagopal Gopalakrishnan	Trade Credit and the COVID-19 pandemic: Role of countryconnectedness and work from home amenability	
	4	343	Sutanuka Shaw and Debdas Rakshit	Determinants of Capital Structure and Speed adjustment of firms in Pre-Post Financial Crisis period: Evidence from India	
	5	619	Sumit Banerjee, P.Saravanan and Vimalkumar M	MANDATORY AUDITOR ROTATION AND EARNINGS MANAGEMENT	

Time	Track : Humanities and Liberal Arts in Management 3 [DATE: 17.12.2021; TIME: 11.30 AM - 01.00 PM]				
	Parallel Session 4D (Communications and Literature + Miscellaneous)				
	Session Chair (Deepa Sethi, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/92782355772?pwd=aWMyYzJnaiBvR3NoTmZzZTQm55UT09">https://iimk-ac-in.zoom.us/j/92782355772?pwd=aWMyYzJnaiBvR3NoTmZzZTQm55UT09</a>				
11.30 AM - 01.00 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	182	Dinesh A	Business Email Communication: A Genre Based Approach	
	2	306	Monali Chatterjee	Understanding Concepts of Management through the Lens of Literature	
	3	417	Chinmayee Nanda	COMMUNICATION DYNAMICS: A GENDERED PERSPECTIVE	
	4	137	Hari Sreekumar	Alternative Conceptualizations of the Body: A study of Ayurvedic Discourse in India	
	5	438	Kaushal Pandya and Chintan Rajani	A descriptive study to measure Entrepreneurial Intent (EI) among final year engineering students.	
6	556	Anindo Bhattacharjee and Sanjoy Mukherjee	Wise Leadership – Revisiting the concepts of Lokasamgraha and Rajarshi		

Time	Track : Marketing Management 3 [DATE: 17.12.2021; TIME: 11.30 AM - 01.00 PM]				
	Parallel Session 4E (Food, Luxury and Tourism Marketing)				
	Session Chair ( Pronobesh Banerjee, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/97918057088?pwd=LzhLM0JjaTBFcHZNNDZkZUwclpJQT09">https://iimk-ac-in.zoom.us/j/97918057088?pwd=LzhLM0JjaTBFcHZNNDZkZUwclpJQT09</a>				
11.30 AM - 01.00 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	546	Heerah Jose	Determinants of Buying Organic Fruits and Vegetables: A Study Among the Regular, Occasional and Potential Organic Buyers	
	2	110	S Lianbiakl, Sajira Khatoon and Varisha Rehman	Food marketing to children: A review and future research agenda in light of well-being of children	
	3	160	Anish Yousaf, Anil Gupta and Insha Amin	'Hello! Where is my ordered food? Exploring Continuance Usage Intentions Towards Food Delivery Apps Using ECM & Trust Commitment Theory'	
	4	184	Kaustav Ghosh and Subhajit Bhattacharya	What and How Luxury Brand Loyalty is Influenced in Indian Gen. Z Consumer Segment: An Empirical Investigation with PLS SCM Approach	
	5	261	Snigdha Singh and Pallavi Srivastava	"I want to break free": Definition, antecedents and consequences of Revenge Travel	
6	380	Deepa Sethi	Fun(va)cation: Communicating Millennials' Expectations of Tourism Experience post COVID-19		

Time	Track: Information Systems 3 [DATE: 17.12.2021; TIME: 11.30 AM - 01.00 PM]				
	Parellel Session 4F (E-Commerce and Emerging Technologies)				
	Session Chair (Venkataraghavan K, IIM Kashipur)				
	<a href="https://iimk-ac-in.zoom.us/j/97076369807?pwd=anh5cVdYcVpUdnpoRiVjNmtQVkJkZz09">https://iimk-ac-in.zoom.us/j/97076369807?pwd=anh5cVdYcVpUdnpoRiVjNmtQVkJkZz09</a>				
11.30 AM - 01.00 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	220	Vidushi Pandey and Sana Ansari	Impact of Gamification on Autonomous and Controlled Motivations of Mobile Payment App Users	
	2	260	Lakshmi Parvathy and Rahul Dè	ICT and the Gig-Economy: An Appropriate Technology?	
	3	420	Swati Jain, Kalpit Sharma and Arunabha Mukhopadhyay	Does Network Traffic Slowdown Impact Revenue of E-Commerce Firms?	
	4	634	Anindita Paul, Borchuluun Yadamsuren and Kim M Thompson	Using Factors for Digital Inclusion to Assess Changes in Digital Use Behavior During Covid Times	
	5	730	Siddharth Majhi	Cognitive Analytics Capability: A Resource-Based Conceptualization	
	6	729	Siddharth Majhi	Unpacking the Black Box of Information Technology-enabled Dynamic Capabilities (ITDCs)	

**Session V [DATE: 17.12.2021; TIME: 02.00 PM - 03.30 PM]**

Time	Track : Organizational Behaviour and Human Resources 5 [DATE: 17.12.2021; TIME: 02.00 PM - 03.30 PM]				
	Parellel Session 5A				
	Session Chair ( Payal Anand, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/97937930173?pwd=Vmg4a00vSUQ5Z0pUSFJodGFYMUNCUT09">https://iimk-ac-in.zoom.us/j/97937930173?pwd=Vmg4a00vSUQ5Z0pUSFJodGFYMUNCUT09</a>				
02.00 P.M -03.30 P.M	SL NO:	Sub No:	Author	Paper-Title	Time
	1	256	Samridha Chatterjee, Shampa Nandi and Ramesh Kumar	Work from home and employee well-being: a model based on literature survey	
	2	480	Sachitaa Srivastava, Lata Bajpai Singh and Ramesh Kumar Chaturvedi	Coworker Envy and Employee Silence: Mediating role of Tolerance to Workplace Incivility	
3	511	Krishnan Hariharan and Vivek Anand	Influence of Work Life Interface on Job and Life Satisfaction: An Integration of Levels and Episodic Approach		

Time	Track : Strategic Management 5 [DATE: 17.12.2021; TIME: 02.00 PM - 03.30 PM]				
	Parellel Session 5B (Corporate Social Responsibility)				
	Session Chair (S Subramanian, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/99105943139?pwd=TmNociJwdkhKcU0reid0N1Jpb2pTUT09">https://iimk-ac-in.zoom.us/j/99105943139?pwd=TmNociJwdkhKcU0reid0N1Jpb2pTUT09</a>				
02.00 P.M -03.30 P.M	SL NO:	Sub No:	Author	Paper-Title	Time
	1	34	Francis Kuriakose	Measuring Corporate Social Responsibility in India: A Composite Indicator Model	
	2	85	Shyamal Datta and Sonu Goyal	Determinants of SDG Reporting by Businesses: A Perspective	
	3	216	Moksh Garg	The Interplay between Corporate Sustainability and Organizational Willingness and Ability: Evidence from India	
	4	394	Sekhar Chebolu and Jayaprakash S	A Review of the Sustainability and CSR/CSV focus of Startups in India	
	5	493	Aparna K and Amilan S	Customers' Perception of Corporate Social Responsibility in India: Scale Development and Validation	
6	504	Kuldeep Singh, Jitendra Yadav, Madhvendra Misra, Amit Kumar Agrawal and Venu V. Madhav	Corporate Social Responsibility and Organizational Performance: The Intervening role of Sustainability Risk Management and Organizational Reputation		

<b>Time</b>	<b>Track : Finance, Accounting and Control 5 [DATE: 17.12.2021; TIME: 02.00 PM - 03.30 PM]</b>				
	<b>Parallel Session 5C (Corporate Finance and Governance 2)</b>				
	<b>Session Chair (Qambar Abidi, IIM Kozhikode)</b>				
	<a href="https://iimk-ac-in.zoom.us/j/92401726605?pwd=MEZTbVt2VXNnYU1Eb1Rwbk9zdRidz09">https://iimk-ac-in.zoom.us/j/92401726605?pwd=MEZTbVt2VXNnYU1Eb1Rwbk9zdRidz09</a>				
<b>02.00 P.M -03.30 P.M</b>	<b>SL NO:</b>	<b>Sub No:</b>	<b>Author</b>	<b>Paper-Title</b>	<b>Time</b>
	1	624	Anjali Srivastava and Anand Anand	Impact of Governance Transparency on Firm Value	
	2	638	James Dominic	Decoding VC exit returns: The Indian experience	
	3	662	Soumya Singhal, Seema Gupta and V. K. Gupta	Study of Intellectual Capital on Drugs & Pharmaceutical Industry of India: Using Dynamic Panel Data Analysis	
	4	19	Ankur Paliwal, Rama Seth and Vishwanath S R	Does Board Compensation Matter?	
5	97	Harshal Mulay, Arpita Ghosh and Rama Seth	Re-examining the Relationship between Creditor Rights and Corporate Leverage through a Cultural Lens		

<b>Time</b>	<b>Track : Quantitative Methods and Operations Management 2 [DATE: 17.12.2021; TIME: 02.00 PM - 03.30 PM]</b>				
	<b>Parallel Session 5D (Production &amp; Supply Chain Management)</b>				
	<b>Session Chair ( Arqum Mateen, IIM Kozhikode)</b>				
	<a href="https://iimk-ac-in.zoom.us/j/91960683873?pwd=SW1qSURWbDVUYWVWZmdWQjk4THRiZz09">https://iimk-ac-in.zoom.us/j/91960683873?pwd=SW1qSURWbDVUYWVWZmdWQjk4THRiZz09</a>				
<b>02.00 P.M -03.30 P.M</b>	<b>SL NO:</b>	<b>Sub No:</b>	<b>Author</b>	<b>Paper-Title</b>	<b>Time</b>
	1	584	Ankit Goyal and Narain Gupta	Investigating Barriers to A Sustainable Food Supply Chain Developing Nations - Retailers Views	
	2	318	Sarin Raju, Rofin T M and S Pavan Kumar	The Performance of a Decentralised Dual-Channel Supply Chain Against COVID-19 Lockdown: A Game Theoretic Study When E-Tailer is the Channel Leader	
	3	631	Pravin Tambe	Lean Production and Industry 4.0: An Integrated Relationship	
	4	130	Amit Kumar Gupta	Mitigation strategy to Supply Chain Disruptions and Supply Chain Disruptions Orientation	
5	660	Preeti Jain and Amit Kumar Gupta	Mapping the digital procurement research: A bibliometric analysis		

<b>Time</b>	<b>Track : Marketing Management 4 [DATE: 17.12.2021; TIME:02.00 PM - 03.30 PM]</b>				
	<b>Parallel Session 5E (General Marketing)</b>				
	<b>Session Chair ( Praveen S, IIM Kozhikode)</b>				
	<a href="https://iimk-ac-in.zoom.us/j/93553315991?pwd=R3dkSXVlY3pwQ0xvcUNuLytpWFuZz09">https://iimk-ac-in.zoom.us/j/93553315991?pwd=R3dkSXVlY3pwQ0xvcUNuLytpWFuZz09</a>				
<b>02.00 P.M -03.30 P.M</b>	<b>SL NO:</b>	<b>Sub No:</b>	<b>Author</b>	<b>Paper-Title</b>	<b>Time</b>
	1	75	Pravesh Padamwar	When the most desired option is not available: robustness of the phantom decoy effect	
	2	124	Prama Vishnoi and Kriti Chadha	Purposefully serving Bottom of the Pyramid through Innovation	
	3	373	Priyabrata Roy and Trinankur Dey	Co- creation in Management practices: A synthesis and conceptual framework	
	4	578	Mohammad Shameem Jawed, Archit Tapar and Amol S. Dhaigude	Marketing Resources and Stock Performance: Exploring Moderating Effect of Business Group Affiliation of Construction Firms during Crisis	
5	450	Pronobesh Banerjee and Sreesesh S	Why do I need to depend on the context? Fuzzy trace theory and attraction and compromise effects		

<b>Session 5 F [DATE: 17.12.2021; TIME:02.00 PM - 03.30 PM]</b>					
<b>SPECIAL EVENT SESSION</b>					
<a href="https://iimk-ac-in.zoom.us/j/99808001536?pwd=aHVUSlJBL2dtbkIYkplbWtRT3pLdz09">https://iimk-ac-in.zoom.us/j/99808001536?pwd=aHVUSlJBL2dtbkIYkplbWtRT3pLdz09</a>					
<b>IIMK Silver Jubilee Scholars for Future 2021 (Winners)</b>					
Impact of Heterogeneous Preferences of Time Utilization on the Choice of Convenience Goods: Ravikanth Vazrapu (PhD Student, IIM Bangalore)					
Carbon footprints of individuals at workplace - Is there an Intent-Behaviour-Impact gap?: Bhadra K V (PhD Student, IIT Madras)					
Do Women Leaders Promote Sustainability? How can technology help?: Geethika Raj (PhD Student, IIM Kozhikode)					
Sumit Mitra (IIM Kozhikode)					

**Session VI [DATE: 17.12.2021; TIME: 04.00 PM - 05.30 PM]**

Time	Track : Organizational Behaviour and Human Resources 6 [DATE: 17.12.2021; TIME: 04.00 PM - 05.30 PM]				
	Parallel Session 6A				
	Session Chair ( Prantika Ray, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/91551172233?pwd=Wis3cmVwSG94eXhikZdxVUs0blQxUT09">https://iimk-ac-in.zoom.us/j/91551172233?pwd=Wis3cmVwSG94eXhikZdxVUs0blQxUT09</a>				
04.00 P.M -05.30 P.M	SL NO:	Sub No:	Author	Paper-Title	Time
	1	95	Mangesh Khunte	Going Back to Indian Basics to Achieve a Happier World.	
	2	144	Rajasekhar David, Sharda Singh, Neuza Ribeiro, A.K Kranthi, B.S.S Karthik and Chandrasekhar Bhuvanagiri	Does organizational virtuousness help identified and happy employees to craft their job: A Parallel Mediation Model	
	3	308	Ujjal Mukherjee and Thupili Sreeja	Workplace Spirituality in Hospitality Sector: A New Dimension	
	4	405	Raghavendra Sode and Kalaa Chenji	Transgression and Wellbeing: Moderating role of Recovery	
	5	591	Pallavi Srivastava and Ritika Jain	I want my 'me' time: Role of personal time in managing happiness	

Time	Track : Strategic Management 6 [DATE: 17.12.2021; TIME: 04.00 PM -05.30 PM]				
	Parallel Session 6B (Sustainable Development Goals)				
	Session Chair (Nycil, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/93137935271?pwd=d0hCWTRTbmdkYVNrOEo2QmNPNWd4QT09">https://iimk-ac-in.zoom.us/j/93137935271?pwd=d0hCWTRTbmdkYVNrOEo2QmNPNWd4QT09</a>				
04.00 P.M -05.30 P.M	SL NO:	Sub No:	Author	Paper-Title	Time
	1	195	Arijit Bhattacharya	ESG (Economic, Social, Governance) Framework - Past, present and future	
	2	288	Deepmalya Datta and Manoj Joshi	Foresight for Energy transition towards affordable and sustainable clean energy access	
	3	297	Dhananjay Patra	Strategic Planning for Zero Budget Natural Farming Development	
	4	354	Visalakshy Sasikala and Venkataraman S	Gender Diversity Performance in Global Mining Companies: An Exploration	
	5	495	Digantika Ghosh and Shruti Sharma Rana	Evaluating the Climate Change Efforts of Oil & Gas Sector in India.	
6	599	Kamalika Chakraborty	Maintenance Work of Minority Institutions- A Practice-based Approach		

Time	Track : Finance, Accounting and Control 6 [DATE: 17.12.2021; TIME: 04.00 PM -05.30 PM]				
	Parallel Session 6C (Corporate Finance and Governance 3)				
	Session Chair (Jijo Lukose, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/92255592075?pwd=bks1bjlpVmFTQklR2R2WjFvZ3plZz09">https://iimk-ac-in.zoom.us/j/92255592075?pwd=bks1bjlpVmFTQklR2R2WjFvZ3plZz09</a>				
04.00 P.M -05.30 P.M	SL NO:	Sub No:	Author	Paper-Title	Time
	1	98	Harshal Mulay, Arpita Ghosh and Rama Seth	Creditor Rights and Bank Loan Certification Values	
	2	388	Ifra Bashir and Ishtiaq Hussain Qureshi	Relationship between Financial Well-being and Financial Stress: Does Gender Matter?	
	3	449	Bharati Singh, Naman Desai and Ajay Pandey	Relationship of Surveillance Actions with Earnings Management and Corporate Governance	
	4	510	Akanksha Saxena and Ranajee Ranajee	Debt heterogeneity and firm performance	
	5	646	Shivangi Gupta and Ashok Banerjee	'Wall Street' or 'Main Street'? VC Characteristics and Investment Performance	
6	559	Arunava Bandyopadhyay and Prabina Rajib	Are Green equity investments in India vulnerable to commodity price risk? - Evidence from Quantile-on-Quantile Regression		

Time	Track : Organizational Behaviour and Human Resources 7 [DATE: 17.12.2021; TIME: 04.00 PM -05.30 PM]				
	Parallel Session 6D				
	Session Chair ( Palvi Pasricha, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/96934314511?pwd=cXNpTWxleXloUfFhQMFoxQi95OG1PQT09">https://iimk-ac-in.zoom.us/j/96934314511?pwd=cXNpTWxleXloUfFhQMFoxQi95OG1PQT09</a>				
04.00 P.M -05.30 P.M	SL NO:	Sub No:	Author	Paper-Title	Time
	1	62	Munmun Goswami	The 'Good' Side of Obsessive Work Passion – Its Relationship with Work-to-Life Interface and Work Role Engagement	
	2	400	Vijayalakshmi J and Sumathi G N	A study on impact of technostress on teachers' well-being: Role of resilience and acceptance to change	
	3	437	Pratima Verma and Devpriya Dey	Exploring Inclusion of PwD at Vindhya	
	4	503	Moumita Roy	Crafting Meaningful Work: A Gendered Perspective	
	5	544	Sreya Roy Chowdhury and Musarrat Shaheen	'Let me watch just another episode!' Exploring the linkages among Binge Watching, Employee Engagement, Goal Conflict and Role Overload in the context of Remote Work	

Time	Track : Humanities and Liberal Arts in Management 4 [DATE: 17.12.2021; TIME: 04.00 PM -05.30 PM]				
	Parallel Session 6E (Gender Education & Society)				
	Session Chair (Vijay Pereira)				
	<a href="https://iimk-ac-in.zoom.us/j/94949067667?pwd=ZGtza1mOWFEOG1hU1hXOU5oaEIEUT09">https://iimk-ac-in.zoom.us/j/94949067667?pwd=ZGtza1mOWFEOG1hU1hXOU5oaEIEUT09</a>				
04.00 P.M -05.30 P.M	SL NO:	Sub No:	Author	Paper-Title	Time
	1	356	Albi Thomas, Aswathy Sreenivasan and Rahul Sukumaran	The Phoenix: Death and Resurrection-Lives of Subaltern daily wage women workers in patriarchal society amidst COVID-19	
	2	365	Seema Gupta, Sushil Sushil, Mayur Chikhale and Khushboo Gulati	Assessment of Higher Education Institutions Ranking for Promoting Sustainable Development	
	3	441	Manisha Mathews	Impact of Work from Home Regime on Women in the Formal Sector: A Qualitative Analysis using IPA	
	4	463	Nairitee Sil and Usha Lenka	Celebrating gender diversity in leadership in Higher Education	
	5	532	Zahra Adil	Implementation of Maternity Benefit Act: An overview	
	6	557	Bhushan Mehare, Girish Mude and Vinita Ahire	Unleashing Factors of Online Education, An Exploration of Existing Literature	

Session 6 F (17-12-2021; 04.00 PM -05.30 PM)				
SPECIAL EVENT SESSION				
<a href="https://iimk-ac-in.zoom.us/j/99234743042?pwd=d1E1WEVpY0RkRDJiY0dJYk9ab0xPz09">https://iimk-ac-in.zoom.us/j/99234743042?pwd=d1E1WEVpY0RkRDJiY0dJYk9ab0xPz09</a>				

CESI Panel discussion on Social Innovation: Opportunities in Research and Teaching				
Opening Comments & Panel Introduction, Priya Nair Rajeev & Simy Joy (IIM Kozhikode)				
Speakers:				
<ul style="list-style-type: none"> <li>• Satyajit Majumdar (TISS Mumbai)</li> <li>• Israr Qureshi (The Australian National University)</li> <li>• Ankur Sarin (IIM Ahmedabad)</li> <li>• Tanuja Kate (Villgro Innovations Foundation)</li> </ul>				
Q&A/Concluding Remarks, Sumit Mitra (IIM Kozhikode)				

Session VII

THEMATIC SPECIAL EVENTS / PANELS

Session VII A ( Special Session 17-12-2021, 06.00 PM -07.30 PM )

<https://iimk-ac-in.zoom.us/j/98337629471?pwd=eTdDS3RaZ0ZlMWowNHhUMjEwenc3QT09>

**Economics**

Topic: "Gender and the Economy"

Speakers:

S Anukriti ( Economist, World Bank) Development Research Group (Human Development Team)

Chetna Sinha ( Founder, Chair Mann Deshi bank & Foundation)

Urvashi Prasad ( Director, DMEQ, NITI Aayog; Public Health & Policy Specialist)

Session Introduction: Ashok Thomas (IIM Kozhikode)

Moderator: Chinmay Srikant (PhD Student IIM Kozhikode)

Vote of Thanks: Chirangivi GVS (PhD (PT) IIM Kozhikode)

Session VII D ( Special Session 17-12-2021, 06.00 PM -07.30 PM )

<https://iimk-ac-in.zoom.us/j/97851071559?pwd=K0lCNnRSTExxKzloRGFSM0tpQkdDz09>

**Finance, Accounting and Control**

Topic: Developing a career in Accounting as an Academician at IIMs.

Speaker: Neerav Nagar (IIM Ahmedabad)

Topic: current issue in financial system - payment system -on- Central Bank Digital Currencies (CBDC) -Virtual form of a fiat currency - making, scope and possibilities.

Speaker: Vidhu Sekhar, (Center of Financial Services at SPJIMR for IB/PE/HF, a heterodox economist, a fintech, a financial analyst and a Member, of Central Committee on Technology Upgradation of MSMEs, Office of Principal Scientific Advisor, Government of India (PhD IIMC))

Topic: issue in the financial system - Financial Inclusion -on- Rural Financial Institutions and equitable development.

Speaker: Shaji KV, (DMD NABARD (PGP IIMA) (PhD Practitioner track- 1st batch IIMK), Ex- Chairmen of the largest Rural Bank in India- Kerala Gramin Bank, CGM- Canara Bank, Ex-officio Director in several cooperatives, member - Technical committee on Social Stock Exchange

Session Introduction: Pankaj Kumar Baag (IIM Kozhikode)

Session VII F ( Special Session 17-12-2021, 06.00 PM -07.30 PM )

<https://iimk-ac-in.zoom.us/j/98397652158?pwd=WXhJREh3K2p3ejBaY1Y2bHdYSWNwdz09>

**Humanities and Liberal Arts in Management**

Stakeholders and Corporate Sustainability

Topic: "Sustainable Development and the Agenda of Global Social Justice"

Speaker: Nisigandha Bhuyan (IIM Calcutta)

Topic: "Taking Environment Culturally"

Speaker: Yugank Goyal (Flame University)

Topic: "Viewing Stakeholder Centric Governance through the Regulatory Prism"

Speaker: V K Unni (IIM Calcutta)

Topic: "Social Stock Exchange in India: Prospects and Challenges"

Speaker: Priyanshu Gupta (IIM Lucknow)

Panel Moderator: Shannu Narayan (IIM Kozhikode)

Session VII E ( Special Session 17-12-2021, 06.00 PM -07.30 PM )

<https://iimk-ac-in.zoom.us/j/93517976994?pwd=SVJkUXNuMlIDOUN3c1NtUkJMv0VjY09>

**Information Systems**

Trends and Opportunities in IS Research

Chee Wee Tan, (Copenhagen Business School)

Session Introduction: Satish Krishnan (IIM Kozhikode)

Session Conclusion: M P Sebastian (IIM Kozhikode)

Session VII G ( Special Session 17-12-2021, 06.00 PM -07.30 PM )

<https://iimk-ac-in.zoom.us/j/95981712089?pwd=L01zb0duNFFhRjRxdDg5bG9Wc1JpUT09>

**Marketing Management**

Topic: "Resolving Key Dichotomies in Marketing: Academia vs. Practice, Conceptual vs. Empirical, and Teaching vs. Research"

Speaker: Arvind Sahay (IIM Ahmedabad), Keyoor Purani and Pronobesh Banerjee (IIM Kozhikode) .

Session Moderator: Priya Narayanan (IIM Kozhikode)

Description: The panel discussion will aim to bring up and discuss three main dichotomies in Marketing, especially an academic career in Marketing. The first is academia vs. practice, which is about developing theory while being relevant to industry. The second is about developing conceptual work while staying rooted in the empirical world through diverse research methodologies. The final dichotomy is about focusing on both teaching and research at the same time.

**Session VII B ( Special Session 17-12-2021, 06.00 PM -07.30 PM )**

<https://iimk-ac-in.zoom.us/j/97896790064?pwd=YThhRkg2V2dhOFkvTlNpUkFlXA2Zz09>

**Organizational Behaviour and Human Resources**

Topic: **Pivoting to survive the Pandemic: Insights, implications, and research agenda for HRM**

Panel discussion:

The strategic role of HR in building organizational resilience against environmental disruptions: Vijay Pereira (NEOMA Business School, France)

Employee well-being & engagement: Manjari Singh (IIM Ahmedabad)

Labour Experiences – Plight of the laborers and the implications for organizations: Manoranjan Dhal (IIM Kozhikode)

WFH – Challenges for managers and employees: Jatin Pandey (IIM Indore)

Introduction, Q&A/ Concluding remarks: Priya Nair Rajeev and Simy Joy (IIM Kozhikode)

**Session VII H ( Special Session 17-12-2021, 06.00 PM -07.30 PM )**

<https://iimk-ac-in.zoom.us/j/97651725900?pwd=MSttS2liWdc5WkU2Y2ErY2xvVlJz09>

**Quantitative Methods and Operations Management**

Topic: **Future of Operations Management Research, Publications, and Career**

Speaker: Varun Gupta (Penn State Behrend, USA)

Session Introduction: Ashutosh Sarkar (IIM Kozhikode)

**Session VII C ( Special Session 17-12-2021, 06.00 PM -07.30 PM )**

<https://iimk-ac-in.zoom.us/j/98333193587?pwd=U0dKVDBEY3NWVVVSTFRTRGIUek9Sdz09>

**Strategic Management**

Topic: **"Strategic Management in Uncertain Times- the challenges and research issues"**

Speaker: Kavit Ramachandran (Professor of Entrepreneurship and Executive Director, Thomas Schmidheiny Centre for Family Enterprise, Indian School of Business )

Topic: **"CEOs and Entrepreneurs as strategic leaders in uncertain times"**

Speaker: Stephan Zhang (Professor of Entrepreneurship and Innovation, Adelaide Business School, University of Adelaide)

Topic: **"Business Through the Sustainability Lens"**

Speaker: C B Bhattacharya (H.J. Zoffer Chair in Sustainability and Ethics, Katz Graduate School of Business, University of Pittsburgh)

Session Introduction: S Subramanian (IIM Kozhikode)

**Session VIII (Date: 17-12-2021; 08.00PM - 09.30PM)**

**EMINENT PANEL SERIES: Panel of Practitioners**

<https://iimk-ac-in.zoom.us/j/93888089456?pwd=MnZsbk0vYUtXWEdhNGVlSnNyUW5oQT09>

Digital Landscapes - Opportunities and Challenges

Denny Joseph (Associate Partner, KPMG)

Rahul Sinha (HR Head, Pidilite)

Sankha Som (Chief Innovation Evangelist, TCS)

Satyarth Priyadarshi (Chief Product Officer, Safexpay)

Moderator: Vinod S (Head - Digital Public Goods; Thoughtworks) , Alumnus, PGP 2000-02 (IIM Kozhikode)

**Session IX [DATE: 18.12.2021; TIME: 09.00 AM -10.30 AM]**

**Track : Organizational Behaviour and Human Resources 8 [DATE: 18.12.2021; TIME: 09.00 AM -10.30 AM]**

**Parallel Session 9A**

**Session Chair ( Simy Joy, IIM Kozhikode)**

<https://iimk-ac-in.zoom.us/j/97548497604?pwd=ZW81TctxVjZNUVJUZGR5bC9pVjVYU09>

Time	Track : Organizational Behaviour and Human Resources 8 [DATE: 18.12.2021; TIME: 09.00 AM -10.30 AM]				
	Parallel Session 9A				
Session Chair ( Simy Joy, IIM Kozhikode)					
<a href="https://iimk-ac-in.zoom.us/j/97548497604?pwd=ZW81TctxVjZNUVJUZGR5bC9pVjVYU09">https://iimk-ac-in.zoom.us/j/97548497604?pwd=ZW81TctxVjZNUVJUZGR5bC9pVjVYU09</a>					
	SL NO:	Sub No:	Author	Paper-Title	Time
09.00 AM-10.30 AM	1	28	Shikha Sanjay Sharma and Niraj Kishore Chimote	An Empirical Study on exploring the significant factors influencing the effectiveness of a Recruitment Program in a Telecom Company based in Bangalore	
	2	36	Shubhangi Bharadwaj and Alia Athar	CSR Employer Branding, Organizational Identification, Person-Organization Fit and Employee Retention: A Dual-Mediation Model	
	3	149	B. Aiswarya Ramasundaram and G. Ramasundaram Gurusamy	PERCEPTION OF EMPLOYEES ON THE USAGE OF HR ANALYTICS FOR RECRUITMENT.	
	4	150	Sanjeet Kumar Sameer	Interplay of Job Feedback, Resource-Based Job Crafting and Person-Job Fit	
	5	199	Yasmin Yaqub and Tanusree Dutta	Role of Identical Element, Transfer Design, and Trainer Performance in Transfer of Learning: Evidence from the Indian Industrial Sector	
	6	281	Subbulakshmi Somu, J Jayavel and Mary Metilda Jayaraj	The Influence of Technology Acceptance on HRM Effectiveness: HR Roles as a Mediating Factor	

Time	Track : Strategic Management 7 [DATE: 18.12.2021; TIME: 09.00 AM -10.30 AM]				
	Parallel Session 9B (Strategy)				
	Session Chair ( Rajesh Srinivas Upadhyayula, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/92957224225?pwd=dk1nL25nT2JyT2gzMnllREllYXdlZDZ09">https://iimk-ac-in.zoom.us/j/92957224225?pwd=dk1nL25nT2JyT2gzMnllREllYXdlZDZ09</a>				
09.00 AM -10.30 AM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	234	Harini K N	Harmony of Relationships - Defining the Interorganizational Network Construct	
	2	286	Smruti Rekha Sahoo and Alaka Panda	Survival Strategies of Small Businesses in Odisha during Covid-19 (With Special Reference to Street Vendors in Bhubaneswar)	
	3	506	Vineesh U S and Murugesan Ramasamy	VIBGYOR: A Regenerative Framework for Organisations to Thrive in an Evolving World	
	4	517	Supratim Kundu and Bikramjit Ray Chaudhuri	Impact of Competitive Intensity on Product Diversification Choices across Technological Environments: Evidences from India	
	5	549	Baba Gnanakumar	Survival to Revival deals in the Indian tourism sector: A case study	

Time	Track : Finance, Accounting and Control 7 [DATE: 18.12.2021; TIME: 09.00 AM -10.30 AM]				
	Parallel Session 9C (Financial Market and Institutions)				
	Session Chair (Shankar R L, Case Western University, US)				
	<a href="https://iimk-ac-in.zoom.us/j/91326793583?pwd=N2o0SEFtdm9aZ0FPcGFtVmpyWG42UT09">https://iimk-ac-in.zoom.us/j/91326793583?pwd=N2o0SEFtdm9aZ0FPcGFtVmpyWG42UT09</a>				
09.00 AM -10.30 AM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	158	Sayantan Bandhu Majumder	Searching for hedging and safe haven assets for Indian Equity market – A comparison between Gold, Cryptocurrency and Commodities	
	2	49	Shalu Kalra, Rama Seth, Ankit Singhal and Vishwanath S R	Do Capital Market Reforms Improve the Efficiency of Capital Allocation and Spur Economic Growth? Evidence from Indian IPOs	
	3	103	Shelly Agarwal and Nidhi Kaicker	Investor Behaviour towards Sin Stocks and Firm Level Returns	
	4	410	Ekta Sikarwar	Effect of Foreign Exchange Interventions on Corporate Hedging Activities: Evidence from Indian Firms	
	5	595	Anju P Tom and Sudershan Kuntluru	Determinants of Sustainability Reporting Practices of Financial Institutions in India	

Time	Track : Organizational Behaviour and Human Resources 9 [DATE: 18.12.2021; TIME: 09.00 AM -10.30 AM]				
	Parallel Session 9D				
	Session Chair ( Nivedita Bhanja, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/93146062971?pwd=SSxa2ZtNGtmTm9oS3NGR2Rlc0Ywdz09">https://iimk-ac-in.zoom.us/j/93146062971?pwd=SSxa2ZtNGtmTm9oS3NGR2Rlc0Ywdz09</a>				
09.00 AM -10.30 AM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	371	Itinpreet Kaur and Geeta Mishra	Modelling The Link Between Perceived Diversity, Inclusion And Job Satisfaction	
	2	408	Aastha Dhoopar, Priyanka Sihag and Bindu Gupta	High Performance Work Systems and Employee Outcomes: The Role of Responsible Leadership and Work Engagement.	
	3	418	Vineet Arora, Gangireddy Dushyanth Kumar Reddy and Amit Shukla	Effectiveness of Virtual Meeting Platforms in Facilitating Online Activities: An Empirical Estimation	
	4	457	Sowmya Kannan and Diptiprakash Pradhan	'Which hat do I wear?' Revisiting the Role of the Middle Manager	
	5	464	Arti Sharma	Influence of Digital Technology on Learning and Development Capability of Employees at workplace	
	6	661	Geethika Raj and Payal Anand	Workplace Romance: A Review & Agenda for Future Research	



Time	Track : Marketing Management 5 [DATE: 18.12.2021; TIME: 09.00 AM -10.30 AM]				
	Parallel Session 9E (Social Media Marketing)				
	Session Chair ( Tatagath Ghosh, TAPMI)				
	<a href="https://iimk-ac-in.zoom.us/j/96874103675?pwd=ZDU2dm0zb2FpZWdvdTksrZXdMOHB1UT09">https://iimk-ac-in.zoom.us/j/96874103675?pwd=ZDU2dm0zb2FpZWdvdTksrZXdMOHB1UT09</a>				
09.00 AM -10.30 AM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	139	David DeFranza, Pronobesh Banerjee and Promothesh Chatterjee	The Influence of Dialectical Reasoning on Amazon Product Reviews	
	2	196	Astha Singhal and Praveen Sugathan	The Effect of Product Time Usage on the Usefulness of Online Customer Reviews	
	3	224	Athira Kannath and Nithya Murugan	Personal Branding on Instagram in the Age of Social Media: A Study on Indian Female Actors	
	4	229	Suresh Acharya and P Ganesan	What Drives SNS Users to Share? Through the Lens of Social Capital Theory	
	5	467	Sagar Sehrawat and Pradeep Joshi	The Pleasant Load: Young Consumer's Extroversion, Connections on social media and Luxury Consumption Tendency	
	6	597	Labeeba K and Anindita Paul	Social Media and Information Seeking: A Qualitative Study of Female Instapreneurs' Information Seeking Behaviour	

**Session X [DATE: 18.12.2021; TIME: 11.00 AM -12.30 PM]**

Time	Track : Organizational Behaviour and Human Resources 10 [DATE: 18.12.2021; TIME: 11.00 AM -12.30 PM]				
	Parallel Session 10A				
	Session Chair ( Priya Nair Rajeev, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/94850772853?pwd=eXRBRGdKZlFqNHVPWXBZckhUQmRzZz09">https://iimk-ac-in.zoom.us/j/94850772853?pwd=eXRBRGdKZlFqNHVPWXBZckhUQmRzZz09</a>				
11.00 AM -12.30 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	533	Anil Kumar, Ajit Kumar and Gautam Prakash	HR Analytics in Recruitment Strategy: A Systematic Review and Bibliometric Analysis	
	2	552	Ujjwal Bhattarai, Niranjan Devkota, Sushanta Kumar Mahapatra, Surendra Mahato and Udaya Raj Paudel	Influence of Green Human Resource Management on Employee Green Behavior through the Mediation of Environmental Knowledge of Managers	
	3	621	Anurag Chourasia and Alka Dwivedi	Role of HR competencies in development of Sustainable HRM- An Empirical investigation	
	4	623	Preshita Tudu and Vaibhav Mishra	From Smart to Green: Information Technology, HRM and a Sustainable Integrated Framework for Educational Institutions	
5	630	Srumita Narzary and Upam Makhecha	Mapping the Intellectual Structure of Human Resource Management and Technology Research, 2001–2021: A Bibliometric Study		

Time	Track : Quantitative Methods and Operations Management 3 [DATE: 18.12.2021; TIME: 11.00 AM -12.30 PM]				
	Parallel Session 10B (Sustainable Operations)				
	Session Chair ( Rupesh Kumar Pati, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/95547592018?pwd=cjxMUoxWnU5VUI3eE5QUkpsNy94QT09">https://iimk-ac-in.zoom.us/j/95547592018?pwd=cjxMUoxWnU5VUI3eE5QUkpsNy94QT09</a>				
11.00 AM -12.30 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	2	401	Krishna Mohan T V, Bhanu Pratap, Amit R K and Shankar Venugopal	Achieving Sustainable Mobility: Exploring the Dynamics of Lithium-Ion Battery Recycling	
	3	491	Sunita Chowdhury and Piali Haldar	Analysis of Barriers towards green marketing in India using Interpretive Structure Modeling	
	4	99	Joshiga Ravichandiran, Ritika Kathirvel and Mani Ramani	A Resilient Approach to Sustainable Fashion in India - An Overview	
	5	272	Harshil Wadhvana	Linking Sustainability to Knowledge Management & Project Success – Model Proposition	
	6	592	Vishwas Kanchan Vaidya, Aditya Kamat, Saket Shanker and Akhilesh Barve	Design of Warehouse for Drone-Based Picking Operations	

Time	Track : Economics 3 [DATE: 18.12.2021; TIME: 11.00 AM -12.30 PM]				
	Parellel Session 10C (Money, banking and finance)				
	Session Chair ( Pradyumna Dash, IIM Raipur)				
	<a href="https://iimk-ac-in.zoom.us/j/99200544686?pwd=WEIOWTRHRzFaTk1NNVA1eEZETDI2UT09">https://iimk-ac-in.zoom.us/j/99200544686?pwd=WEIOWTRHRzFaTk1NNVA1eEZETDI2UT09</a>				
11.00 AM -12.30 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	67	Asif Khan	Ownership and Performance of Microfinance Institutions: Empirical Evidences from India	
	2	358	Revanth Raju	User's Continuous Intention Towards Digital Banking in the Post Pandemic Era	
	3	398	Ashok Thomas	Wealth accumulation among Indian households : What matters?	
	4	479	Aswathi Nair	Monetary Transmission to Financial Variables, Output Gap and Inflation: Preliminary Evidence	
	5	485	Md Gyasuddin Ansari and Rudra Sensarma	Monetary Policy, Liquidity Shock and Bank Lending: The Case of Currency Demonetization in India	
	6	251	Vandana Goswami	Disparity in FDI Inflows: The Role of Sub-national Institutional Determinants	

Time	Track : Organizational Behaviour and Human Resources 11 [DATE: 18.12.2021; TIME: 11.00 AM -12.30 PM]				
	Parellel Session 10D				
	Session Chair ( Girish Subramanian, IIM Lucknow)				
	<a href="https://iimk-ac-in.zoom.us/j/96585653784?pwd=MnM3RU11NzR3SW5lSUxvSm5lVnk1Hdz09">https://iimk-ac-in.zoom.us/j/96585653784?pwd=MnM3RU11NzR3SW5lSUxvSm5lVnk1Hdz09</a>				
11.00 AM -12.30 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	54	Anjana Karumathil	'Cyber' Related? : How Skilled Gig Workers Generate Relatedness Online	
	2	126	Anil Kumar	How do Job Resources Contribute to Police Officers' Work Engagement? An Explanation with Dominance Analysis	
	3	321	Pratima Verma and Sumant Kumar	The Not so Obvious Participation by Junior Employees	
	4	461	Sheetal Dhingra	Workplace Surveillance, Trust and Employee Engagement: Exploring the links	
	5	543	Raavi Masta, Nandita Roy and Shubhda Arora	Emotional Labour on Rational Platforms: Evidence from India	
	6	148	Shruti Sargam	Enterprise Social Networking Platform Usage for Communicating Within Organization and its Influencing Factors	

Time	Track : Marketing Management 6 [DATE: 18.12.2021; TIME: 11.00 AM -12.30 PM]				
	Parellel Session 10E (Sustainability)				
	Session Chair ( Arun Kaushik, IIM Amritsar)				
	<a href="https://iimk-ac-in.zoom.us/j/98381298939?pwd=UHVtTGtHMmRxZ1ZzeXVwa2FHUzljUT09">https://iimk-ac-in.zoom.us/j/98381298939?pwd=UHVtTGtHMmRxZ1ZzeXVwa2FHUzljUT09</a>				
11.00 AM -12.30 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	237	Megha Bharti	Appeal Type and Assertive Messaging: Role of Product Involvement in Sustainable Product Advertisement.	
	2	245	Rajesh Poonia and Mithilesh Pandey	Effect of Social Cause and Brand on Purchase Intention in Cause-Related Advertisement	
	3	56	Sushant Kumar and Anjail Verma	Impact of Power on trust, affective commitment, and environmental munificence: A study of marketing channels	
	4	335	Anuj Kapoor and Kartika Choudhary	How Green is Your Life: Towards a Sustainable Consumption Label Index	
	5	425	Divyanshi Pal and Kavita Srivastava	BARRIERS TO ADOPTION OF SUSTAINABLE MENSTRUAL PRODUCTS	
	6	515	Raveena Gupta	Nudging Towards Sustainable Fashion Consumption: A Quasi-Experiment Study in India	

Session XI [DATE: 18.12.2021; TIME: 01.00 PM - 02.15 PM]

EMINENT PANEL SERIES: MEET THE EDITORS

<https://iimk-ac-in.zoom.us/j/97210252009?pwd=QStCSGcxVThuZDhTYXovenFEN2xEZz09>

Panel Discussion on Expectations and Experiences  
 Carlos Flavian (Spanish Journal of Marketing)  
 Manlio Del Giudice (Journal of Knowledge Management)  
 Vikas kumar (Journal of International Management)  
 Yogesh K Dwivedi (International Journal of Information Management)  
 Moderator: Deepa Sethi (IIM Kozhikode)

Session XII [DATE: 18.12.2021; TIME: 02.30 PM -04.00 PM]

Track : Organizational Behaviour and Human Resources 12 [DATE: 18.12.2021; TIME: 02.30 PM -04.00 PM]

Parallel Session 12A

Session Chair (Surya Prakash Pati, IIM Kozhikode)

<https://iimk-ac-in.zoom.us/j/97140221244?pwd=VWtMYXdsMTB1SUdmUXB1emg0YUUpEUT09>

Time	SL NO:	Sub No:	Author	Paper-Title	Time
02.30 PM -04.00 PM	1	14	Moirangthem Roshini	Business before and after Covid-19: A case study of one of the successful women entrepreneur in handloom and handicraft Industry in Manipur	
	2	169	Gaurav Deep Rai and Saurabh Verma	Does Quality of Work Life instigate Intention to Stay amidst COVID-19? The Mediating Role of Job Satisfaction	
	3	225	Anchu Pr and Santhosh P Thampi	WORK FROM HOME SCENERIO – LEVERAGING EMPLOYEE ENGAGEMENT AMIDST COVID-19 PANDEMIC	
	4	291	Nimitha Aboobaker	Workplace Spirituality and Contextual Performance in the hospitality sector: examining the influence of Fear of COVID-19 and Employee Wellbeing	
	5	433	Sheeja Krishnakumar, Geethu Anna Mathew and Roshen Therese Sebastian	Impact of Situational factors on the Outcomes during Covid -19 among ITES employees	
	6	486	Preet Kanwal and Akashdeep Joshi	Determinants of Quality of Work Life in Pandemic Situation (COVID-19): Evidence from Indian Context	

Track : Quantitative Methods and Operations Management 4 [DATE: 18.12.2021; TIME: 02.30 PM -04.00 PM]

Parallel Session 12B (Business Operations and Organizational Performance)

Session Chair (Debadyuti Das, FMS Delhi)

<https://iimk-ac-in.zoom.us/j/93722196631?pwd=N3E3R0Z0MVpzbk1wRjcxYXNENScS1Zz09>

Time	SL NO:	Sub No:	Author	Paper-Title	Time
02.30 PM -04.00 PM	1	191	Pragati Agarwal, Akansha Verma and Ajay Bahadur	The Mediating Role of Customer Satisfaction: Impact of Service Quality on Customer Loyalty in the Indian E-commerce Industry	
	2	209	Pravin Tambe	Manufacturing through Combined Planning of Shop Floor Functions for Operational Performance Improvement	
	3	289	Anannya Gogoi and Ashutosh Sarkar	A Review of Process Quality Models and Customer Satisfaction in the Context of Healthcare Services	
	4	151	John Raj and Sivaramakrishna Prasad	PROJECT MANAGEMENT RESOURCES AS DETERMINANTS of COMPETITIVE ADVANTAGE in the INFORMATION TECHNOLOGY INDUSTRY	
	5	526	Ayubkhan Kalwad	ISSUES AND CHALLENGES OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME's) OF NORTH KARNATAKA	

Time	Track : Information Systems 4 [DATE: 18.12.2021; TIME: 02.30 PM -04.00 PM]				
	Parellel Session 12C (Artificial Intelligence and IS-enabled Business Issues)				
	Session Chair (Abhipsa Pal, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/91898877040?pwd=R3BKeGhSMXRpSXBxMklkZC9nYkFNZz09">https://iimk-ac-in.zoom.us/j/91898877040?pwd=R3BKeGhSMXRpSXBxMklkZC9nYkFNZz09</a>				
02.30 PM -04.00 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	460	Surabhi Somya	Does size matter in the ITES industry? A panel data analysis of Indian firms.	
	2	502	Sreejith Kurup, Pradeep Kumar and Vivek Gupta	Factors influencing Artificial Intelligence adoption in Organizations	
	3	514	V S Praveen Kumar, Sajimon Abraham and A Nishad	A proposal for an efficient Business Intelligence tool using Spatio-Temporal and Geo-tag data for strengthening the Decision Support System	
	4	566	Tsegenet Mengistu Abebe, Zayad Jibrin, Christo Aditya Bikram Bepari and Prafulla Kumar Swain	The Role of Artificial Intelligence in Financial Market	
	5	628	Arunima K V	Impact of Organizational Knowledge Creation on Project Knowledge Management: a multi-group analysis of Multinational and Indian Software Companies	
	6	639	Narayana Darapaneni, Amarendra Kumar, Anish Kumar, Prasanna Patil, Tanu Mukherjee and Anwesh Reddy Paduri	AI Based Recruitment Automation Solution	

Time	Track : Economics 4 [DATE: 18.12.2021; TIME: 02.30 PM -04.00 PM]				
	Parellel Session 12D (Public policy and development )				
	Session Chair (Shubhasis Dey, IIM Kozhikode)				
	<a href="https://iimk-ac-in.zoom.us/j/97824711223?pwd=ak9WanBNRUUpWNmROdTjzbiNgeq1aQT09">https://iimk-ac-in.zoom.us/j/97824711223?pwd=ak9WanBNRUUpWNmROdTjzbiNgeq1aQT09</a>				
02.30 PM -04.00 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	327	R Sai Shiva Jayanth, Sthanu R Nair and Thasni Thajudeen	Assessing the Impact of Agriculture Market Digitization on Farmers' Price Realization: The Case of Indian eNAM	
	2	187	Kavya Shree	FACTORS INFLUENCING URBAN RESIDENTIAL WATER CONSUMPTION IN BENGALURU	
	3	344	Usha Kamilla and Divya Gupta	Economic Measurement and Analysis of Health Inequality in Odisha- A Statistical & Econometric Approach	
	4	360	Rajesh Acharya and Anver Sadath	Who Bears the Burden of Rising Prices of Petroleum Products Due to Taxes in India?	
	5	622	Megha Chhabra, Arun Kumar Giri and Arya Kumar	Impact of Trade Openness and Quality of Institutions on Economic Growth: Evidence from BRICS countries	
	6	635	Harvinder Pal Singh and Suresh Kg	EXPORTING, OWNERSHIP STATUS AND ENERGY EFFICIENCY: EVIDENCE FROM INDIAN MANUFACTURING SECTOR	

Time	Track : Organizational Behaviour and Human Resources 13 [DATE: 18.12.2021; TIME: 02.30 PM -04.00 PM]				
	Parellel Session 12E				
	Session Chair ( Rama Shankar Yadav, IIM Rohtak)				
	<a href="https://iimk-ac-in.zoom.us/j/95890844395?pwd=ZGZJRUdhQVNZRnVjNVJpUmtYjI5UT09">https://iimk-ac-in.zoom.us/j/95890844395?pwd=ZGZJRUdhQVNZRnVjNVJpUmtYjI5UT09</a>				
02.30 PM -04.00 PM	SL NO:	Sub No:	Author	Paper-Title	Time
	1	538	Natasha Tajeja and Vijit Chaturvedi	IS COVID-19 INDUCED WORK FROM HOME CAUSING JOB STRESS AND EMPLOYEES TO CYBERSLACK? - A STUDY AMONG IT SECTOR EMPLOYEES IN INDIA	
	2	564	Shalini Nath Tripathi and Nishtha Malik	A pandemic impact study on working women professionals: A qualitative approach	
	3	587	Arnab Kumar Das and Pooja Malik	Identifying HRM practices enabling retention and engagement of the Gen Z workforce during pandemic	
	4	96	Uma Warriar and Urmila Itam	Examining the Inter-dependencies among Virtual Communication, Effective Decision Making and Emotional Intelligence	
	5	650	Karthika Nair, Anupam Das and Shriram Venkatraman	Impact of Teacher Training Initiatives in an Indian Ed-tech Organization: A Qualitative Study	

