

EMCB 2019 Conference							
Institute of Management Technology							
6th to 8th January 2019							
S.No.	Easy Chair No.	Title of Extended Abstract	Presenting Author's Name	Date of Presentation	Time Slot	Floor	Room No.
1	50	Brand Protection in India with special reference to Counterfeit goods	Rita Ghial	7th January	9:30AM to 11:30AM	5th Floor	501
2	50	Brand Protection in India with special reference to Counterfeit goods	Rajinder kaur	7th January	9:30AM to 11:30AM	5th Floor	501
3	96	Managing Brands and Products for New Age Marketing	Anagha Shukre	7th January	9:30AM to 11:30AM	5th Floor	501
4	97	Why purchase luxury products? - A qualitative analysis of young consumers	Purva Sharma	7th January	9:30AM to 11:30AM	5th Floor	501
5	99	An Investigation into IPL's Apparent Imperviousness to Suspected Brand Doppelgänger	Gaurav Sood	7th January	9:30AM to 11:30AM	5th Floor	501
6	114	Corporate Social Responsibility as a brand- an analysis	Rashmi Agarwal	7th January	9:30AM to 11:30AM	5th Floor	501
7	114	Corporate Social Responsibility as a brand- an analysis	Harvinder Singh	7th January	9:30AM to 11:30AM	5th Floor	501
8	114	Corporate Social Responsibility as a brand- an analysis	Bikramjit Rishi	7th January	9:30AM to 11:30AM	5th Floor	501
9	115	Is the repeat purchase of smartphone users' prompt because of Brand generated Equity? Embedding the role of Brand Image & Brand Loyalty to the same.	Atul Shiva	7th January	9:30AM to 11:30AM	5th Floor	501

10	115	Is the repeat purchase of smartphone users' prompt because of Brand generated Equity? Embedding the role of Brand Image & Brand Loyalty to the same.	Anshuman Sharma	7th January	9:30AM to 11:30AM	5th Floor	501
11	9	Organisational Determinants of Consumer Engagement Behaviours	Sanjit Kumar Roy	7th January	9:30AM to 11:30AM	5th Floor	502
12	15	Examining Need as an Inception Point for Building Customer Centric Strategy: A Conceptual Model	Ashesh Das	7th January	9:30AM to 11:30AM	5th Floor	502
13	31	Impact of Opportunity and Ability to Translate the Environmental Attitude into Ecologically Conscious Consumer Behavior	Ummul Wara Adrita	7th January	9:30AM to 11:30AM	5th Floor	502
14	31	Impact of Opportunity and Ability to Translate the Environmental Attitude into Ecologically Conscious Consumer Behavior	Md Fazla Mohiuddin	7th January	9:30AM to 11:30AM	5th Floor	502
15	34	Human capital: a key driver of consumer decision making in online promotion (An application of grounded theory in exploratory research)	Ayushi Sharma	7th January	9:30AM to 11:30AM	5th Floor	502
16	69	Investigating Consumers Intention to Use Sharing Economy Platform to Book Accommodation for Travelling	Hemant Chauhan	7th January	9:30AM to 11:30AM	5th Floor	502
17	75	Sentimental or Utilitarian Gift: When to gift what?	Parthasarathi Das	7th January	9:30AM to 11:30AM	5th Floor	502
18	23	Adoption of Mobile Technology in Emergency Medical Services: Theoretical Review & a Conceptual Framework	Subrat Sahu	7th January	9:30AM to 11:30AM	5th Floor	503

19	23	Adoption of Mobile Technology in Emergency Medical Services: Theoretical Review & a Conceptual Framework	Jayshree Jaiswal	7th January	9:30AM to 11:30AM	5th Floor	503
20	32	Factors Affecting Customer Satisfaction While Using Chatbot	Abdul Wahid Khan	7th January	9:30AM to 11:30AM	5th Floor	503
21	42	A study to increase organic traffic using marketing analytics in e-tailing industry	Smita Gaikwad	7th January	9:30AM to 11:30AM	5th Floor	503
22	51	B2C Online Dispute Resolution Mechanism: A trustworthy solution in Internet Marketing	Negar Yaghouti	7th January	9:30AM to 11:30AM	5th Floor	503
23	53	Why neuromarketing failed to rock the marketing research world? – inhibitors to adoption and usage	Pinky Kumari	7th January	9:30AM to 11:30AM	5th Floor	503
24	61	Enhancing customer experience through mobile payments	Esha A.	7th January	9:30AM to 11:30AM	5th Floor	503
25	58	Understanding the role of trust in Online Shopping Intention: An Extension of Technology Acceptance Model	Pratiksinh S. Vaghela	7th January	9:30AM to 11:30AM	5th Floor	504
26	62	A Study of Product Development and Sales Processes in Start-ups	Birud Sindhav	7th January	9:30AM to 11:30AM	5th Floor	504
27	66	Examining key experiential values affecting consumer purchase intention: An electronic retail store context	Mahesh Chotrani	7th January	9:30AM to 11:30AM	5th Floor	504
28	79	Evaluating Niche E-commerce Indian Retail Websites: User Perspective	Anshu Kumari	7th January	9:30AM to 11:30AM	5th Floor	504
29	82	Exploring the antecedents of Intentions to use Digital Screens – A study on apparel stores in Delhi NCR	Shweta Saini	7th January	9:30AM to 11:30AM	5th Floor	504

30	86	Effects of Retail Marketing Instruments on Price Fairness Across Nations: A Multilevel Analysis	Gopalkrishnan R. Iyer	7th January	9:30AM to 11:30AM	5th Floor	504
31	43	Effect of social capital dimensions on family business performance: Evidence from an emerging economy	Rashmi Kumari	7th January	4:30PM to 6PM	5th Floor	501
32	55	Involvement Capability and Firm Performance: Beyond The Linear Relationship	Thomas Anning-Dorson	7th January	4:30PM to 6PM	5th Floor	501
33	84	Building Theories for Transforming Street food Vendors in Dhaka: An empirical Approach from Case Study Research(CSR) to Grounded Theory Approach (GTA)	M Sayeed Alam	7th January	4:30PM to 6PM	5th Floor	501
34	107	Creating sustainable value in dynamic inter-organizational relations through Coopetition Strategy: The Case of Chinese Taxi Industry	Sonia Chikh M'Hamed	7th January	4:30PM to 6PM	5th Floor	501
35	107	Creating sustainable value in dynamic inter-organizational relations through Coopetition Strategy: The Case of Chinese Taxi Industry	Harvinder Singh	7th January	4:30PM to 6PM	5th Floor	501
36	70	An analytical study on financial technology and the investment behaviour of millennials	Rashmy Moray	7th January	4:30PM to 6PM	5th Floor	502
37	70	An analytical study on financial technology and the investment behaviour of millennials	Vanishree Pabalkar	7th January	4:30PM to 6PM	5th Floor	502

38	71	Will The New Dish Work? A Customer Analysis Study Using RFM for a Restaurant Business	Biswarup Chatterjee	7th January	4:30PM to 6PM	5th Floor	502
39	83	All for a good cause: Studying the placement of cause advertisements in online consumer purchase cycle	Arpita Pandey	7th January	4:30PM to 6PM	5th Floor	502
40	83	All for a good cause: Studying the placement of cause advertisements in online consumer purchase cycle	Abhishek	7th January	4:30PM to 6PM	5th Floor	502
41	37	Does “Customer centricity” lead to better leaders in Social care? An inductive study	Anindo Bhattacharjee	7th January	4:30PM to 6PM	5th Floor	502
42	21	Like, Comment and Share: Digital Natives versus Immigrants and Their Self-disclosure Behaviour	Shweta Jha	7th January	4:30PM to 6PM	5th Floor	503
43	21	Like, Comment and Share: Digital Natives versus Immigrants and Their Self-disclosure Behaviour	Rajendra V. Nargundkar	7th January	4:30PM to 6PM	5th Floor	503
44	80	Are Mindful Consumers influenced by Social Media? – An empirical study of consumers in an emerging market	Boishampayan Chatterjee	7th January	4:30PM to 6PM	5th Floor	503
45	80	Are Mindful Consumers influenced by Social Media? – An empirical study of consumers in an emerging market	Anindo Bhattacharjee	7th January	4:30PM to 6PM	5th Floor	503
46	85	Achieving macro level behavioral change through social marketing: A case of cleanliness drive in India	Bipul Kumar	7th January	4:30PM to 6PM	5th Floor	503
47	110	Mobile Gaming: A Favourite Pass Time of Youth!!!	Deepa Kapoor	7th January	4:30PM to 6PM	5th Floor	503

48	17	An Analytical Study on E-Commerce and Purchase behavior of rural customers in Digital era	Vanishree Pabalkar	7th January	4:30PM to 6PM	5th Floor	504
49	17	An Analytical Study on E-Commerce and Purchase behavior of rural customers in Digital era	Rashmy Moray	7th January	4:30PM to 6PM	5th Floor	504
50	63	Role of Branding on Decision Making Process of Indian Rural Consumers	Prama Vishnoi	7th January	4:30PM to 6PM	5th Floor	504
51	78	Mobile Phone Use in Emerging Economies: Users from Low Socioeconomic Strata	Moutusy Maity	7th January	4:30PM to 6PM	5th Floor	504
52	94	Perceptions about Online Grocery Stores in Delhi/NCR: An Empirical Study	Anagha Shukre	7th January	4:30PM to 6PM	5th Floor	504
53	45	Exploring the Effects of Extended Service Mix on Service Experience in Indian Banking Sector: A Conceptual Study	Garima Malik	8th January	11:00AM to 1:00PM	5th Floor	501
54	101	Airport and Sky Shop Retailing Marketing Strategy in Emerging Market Asia	Edgar Bellow	8th January	11:00AM to 1:00PM	5th Floor	501
55	105	Role of Customers' Perceived Values in Online Streaming Services	Sreya Roy Chowdhury	8th January	11:00AM to 1:00PM	5th Floor	501
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57	111	Mobile Travel Apps – Enhancing Customer Value through Customer Engagement	Shelleka Gupta	8th January	11:00AM to 1:00PM	5th Floor	501
58	68	Interpretive Ranking of the factors influencing e-trading usage in Indian agriculture sector	Sanjay Chaudhary	8th January	11:00AM to 1:00PM	5th Floor	502

59	76	A Systematic Literature Review on the Role of Disruptive Technologies in Higher Education	Nidhi Singh	8th January	11:00AM to 1:00PM	5th Floor	502
60	87	Language in Fintech a Synergist to Growth	Gauri Sinha	8th January	11:00AM to 1:00PM	5th Floor	502
61	87	Language in Fintech a Synergist to Growth	Ankit Gupta	8th January	11:00AM to 1:00PM	5th Floor	502
62	150	The legacy of entrepreneurial activism in Business history – Fad or fashion	Lipi Patnaik Das	8th January	11:00AM to 1:00PM	5th Floor	502
63	8	An Ethical Perspective to Tourism Sharing Economy	Sanjit Kumar Roy	8th January	11:00AM to 1:00PM	5th Floor	502
64	28	Role of Mindfulness in Sustainable Consumption Among Young Consumers: An Emerging Economy Perspective	Sachin Kumar	8th January	11:00AM to 1:00PM	5th Floor	503
65	29	The Role of Mindfulness in Socially Responsible Consumption in India: The Mediating Effect of Self-Compassion and Materialism	Sachin Kumar	8th January	11:00AM to 1:00PM	5th Floor	503
66	95	Buying Intentions of Indian Women for Herbal Cosmetics : The Moderating Role of Demographics	Anagha Shukre	8th January	11:00AM to 1:00PM	5th Floor	503
67	98	Consumer purchase of global brands in an emerging market	Venugopal Rao	8th January	11:00AM to 1:00PM	5th Floor	503
68	118	Are Consumer's Empowered at all? Investigating the role of empowerment on Packaged Food Purchases in India	Asweta Kumari Singh	8th January	11:00AM to 1:00PM	5th Floor	503

69	118	Are Consumer's Empowered at all? Investigating the role of empowerment on Packaged Food Purchases in India	Sriyanka Adhikary	8th January	11:00AM to 1:00PM	5th Floor	503
70	118	Are Consumer's Empowered at all? Investigating the role of empowerment on Packaged Food Purchases in India	Sunder Raghavan	8th January	11:00AM to 1:00PM	5th Floor	503
71	3	Unique and Unitary Marketing Strategies for Emerging Economies: learnings from India	Vaishali Agarwal	8th January	11:00AM to 1:00PM	5th Floor	504
72	60	Is there 'Pyramid at the bottom'? : Studying a traditional micro-retail business in urban India	Arpita Pandey	8th January	11:00AM to 1:00PM	5th Floor	504
73	92	Towards a study of relational intent in channel relationship`	Anindya Chakladar	8th January	11:00AM to 1:00PM	5th Floor	504
74	102	Marketing 4.0, Customer Satisfaction and Purchase Intentions: Marketing to Millennials	Ganesh Dash	8th January	11:00AM to 1:00PM	5th Floor	504
75	116	An Analytical Framework for Permission Marketing in the Context of Marketing 4.0	Lokesh Jindal	8th January	11:00AM to 1:00PM	5th Floor	504
76	30	Role of Product Maintenance and Service Quality in Brand Equity	Satya Bhusan Dash	8th January	2:00PM to 3:00PM	5th Floor	501
77	106	Effect of Social Media Marketing on Customers' Behavioral and Emotional Response: Mediating Role of Brand Equity	Nitin Kumar saxena	8th January	2:00PM to 3:00PM	5th Floor	501
78	112	Interpreting Role of Promotion Mix on Customer Preferences of Consumer Durables - A Literature Review	Ghanshyam Sharma	8th January	2:00PM to 3:00PM	5th Floor	501

79	112	Interpreting Role of Promotion Mix on Customer Preferences of Consumer Durables - A Literature Review	Bikramjit Rishi	8th January	2:00PM to 3:00PM	5th Floor	501
80	91	Brand trust in Indian Business Schools – An Empirical Investigation	Bikramjit Rishi	8th January	2:00PM to 3:00PM	5th Floor	502
81	109	Building self-brand connection and loyalty in emerging markets: The role of consumer engagement	Jyoti Sharma	8th January	2:00PM to 3:00PM	5th Floor	502
82	13	Consumer’s response to conditional promotions in offline retail: An empirical inquiry	Achint Nigam	8th January	2:00PM to 3:00PM	5th Floor	503
83	41	Exploring brand advocacy in the business-to-business (B2B) context	Soumya Sarkar	8th January	2:00PM to 3:00PM	5th Floor	503
84	59	Why frontline employees in retail play truant? Evidence from an emerging market using mixed-method research	Pallavi Pandey	8th January	2:00PM to 3:00PM	5th Floor	503
85	24	Impact of strong Employee Experience in enhancing Company Performance	Alok Sharman	8th January	2:00PM to 3:00PM	5th Floor	504
86	67	Verbal abuse and intention to leave: An examination of Indian Service Sector employees	Lata Bajpai Singh	8th January	2:00PM to 3:00PM	5th Floor	504
87	67	Verbal abuse and intention to leave: An examination of Indian Service Sector employees	Anubha Vashisth	8th January	2:00PM to 3:00PM	5th Floor	504
88	100	Role of Leadership in creating employee experience: An enabler for Organizational Commitment	Yogita Patra	8th January	2:00PM to 3:00PM	5th Floor	504
89	100	Role of Leadership in creating employee experience: An enabler for Organizational Commitment	Shruti Tripathi	8th January	2:00PM to 3:00PM	5th Floor	504

