



Advances in Theory and Applications in Management

SJMSOM, IIT Bombay

Programme Outline

Day 1: January 24, 2017 (Venue: SOM Seminar Hall)

8.30 am – 9.00 am: Registration

9.00 am – 9.45 am: Inauguration

9.45 am – 10.00 am: Tea/Coffee Break

10.00 am – 10.30 am: Distinguished Lecture - Prof. Sukhadeo Thorat, Chairman, ICSSR

10.30 am – 11.30 am: Finance- I (Chairperson: Prof.SVDN Rao)

1. Change in Value-Relevance of Earnings and Book Value Over the past twenty years in India – Pooja Kumari, IIT Kharagpur
2. Analysis of financial and operational sustainability of microfinance institutions: an empirical investigation into Indian context - Preeti Gupta, DSE
3. A Study of Excess Volatility of Gold and Silver - Parthajit Kayal, IFMR Chennai

11.30 am – 11.40 am: Tea/Coffee Break

11.40 am – 1.00 pm: Economics-I (Chairperson: Prof.Vinish Kathuria)

1. Ownership Structure and Behaviour of Promoters: An Inter -Sectoral Analysis of Firm Performance in India - Vasiq Nuvaidd, JNU Delhi
2. Productivity and Governance Quality: Refining State-level comparisons in India - Rupika Khanna, IIM Lucknow

3. Why India Still Fighting For First FDI Receipt Country? - Reenu Km, IIT Roorkee
4. Does Inflation Affect Saving Nonlinearly? Evidence from India - Santosh Dash, IFMR Chennai

1.00 pm – 2.00 pm: Lunch Break (Venue: SOM Well)

2.00 pm – 2.30 pm: Distinguished Lecture – Prof. Jayati Sarkar, Professor, IGIDR

2.30 pm – 3.30 pm: Marketing (Chairpersons: Prof.Dinesh Sharma and Prof.Arti Kalro)

1. The Influence of Family Communications on eWOM Intentions of Adolescents: A Serial Mediation Model of Self-esteem and Internet Usage - Anubhav Mishra, IIM Lucknow
2. How Online Brand Community Characteristics Influence Customer Brand Engagement: An Empirical Check - Jamid Ul Islam, IIT Roorkee
3. Effect of Word of Mouth and electronic Word of Mouth on Organisational attractiveness and job pursuit intention - Faiz Ahamad, TISS Mumbai

3.30 pm – 3.45 pm: Tea/Coffee Break

3.45 pm – 4.45 pm: Information Technology (Chairperson: Prof.R.M.Sonar)

1. Risk Return relationship of information technology investments: A resource based view - Manas Tripathi, IIM Lucknow
2. Transductive Classification of Objects in Heterogeneous Information Networks - Mukul Gupta, IIM Lucknow
3. Investigating the Personality Traits of Individuals Affecting Privacy Concerns on Social Network - Saurabh Kumar, IIM Lucknow

4.45 pm – 5.00 pm: Tea/Coffee Break

5.00 pm – 6.00 pm: Organizational Behaviour and Human Resources (Chairperson: Prof.Ashish Pandey)

1. Intangible Slavery and Career Crisis: An Existential Enquiry - Pankaj Singh, IIT Kanpur
2. Investigation of factors influencing CEO's conflict strategies in response to innovation implementation related conflict within TMT - P Padmavathy Dhillon, IIM Calcutta
3. Examining the effects of workplace bullying on work outcomes: a conservation of resources perspective - Arpana Rai, NITIE, Mumbai

6.00 pm – 7.00 pm: “Research and Journal Publications: Conversations with Prof. Ramadhar Singh”

7.30 pm – 9.30 pm: Conference Dinner (Venue: SOM Well)

Day 2: January 25, 2017 (Venue: SOM Seminar Hall)

9.00 am – 9.30 am: Distinguished Lecture – Prof. Pulak Ghosh, Professor, IIM Bangalore

9.30 am – 10.30 am: Economics-II (Chairperson: Prof.Ashish Singh)

1. Factors Affecting Decision to Adopt Artificial Insemination (AI) Technology by Smallholder Dairy Farmers in Assam: A Double-Hurdle Approach - Baban Bayan, IIT Guwahati
2. Does height-for-age influence adolescent work participation? – Priya Rampal, IGIDR Mumbai/MSSRF Chennai
3. Is there any role of stakeholders to influence Green Practices in star hotels: A case study from Hyderabad and Secunderabad? – Arakhita Behera, University of Hyderabad

10.30 am – 10.40 am: Tea/Coffee Break

10.40 am – 11.20 am: International Business (Chairperson: Prof.Shishir K.Jha)

1. Interaction Effects of Partner Type and Partner Motives in Determining the Scope of International Joint Ventures - Mohammad Fuad, IIM Lucknow
2. Internationalization of Asian Business Groups : A literature review and Research Gaps - Rameshwar Arora, IIM Indore

11.20 am – 11.50 am: Distinguished Lecture – Prof. Neharika Vohra, Professor, IIM Ahmedabad

11.50 am – 12.00 pm: Tea/Coffee Break

12.00 pm – 1.00 pm: Finance-II (Chairpersons: Prof.Varadraj Bapat)

1. Level dependence in volatility of exchange rates - Lakshmi Padmakumari, IFMR Chennai
2. Joint Probability of the Running Maximum and the Drawdown of the Brownian motion with Applications to Robust Volatility Estimation - Muneer Shaik, IFMR Chennai
3. How Indian firms cope with crisis: earnings management characteristics of CNF Nifty 100 Company - Amit Mittal, IIM Lucknow

1.00 pm – 2.00 pm: Lunch Break (Venue: SOM Well)

2.00 pm – 2.40 pm: Panel Discussion: “Rigour-Relevance Gap: Is Analytics Transforming Businesses?”

Chair: Prof.Sandeep Krishnamurthy, Dean and Professor, University of Washington, Bothell School of Business

Panelists:

- Mr.Alok Shukla, National Head, Rural Sector, Bharti AXA General Insurance
- Mr. Gyanendra Singh, National Manager, Analytics at Experian Credit Information Company of India
- Dr.Sunil Bhardwaj, Senior Analytics Training Consultant, SAS (TBC)

2.40 pm – 3.20 pm: Strategy (Chairperson: Prof.Atanu Ghosh)

1. Performance Effects of Partner Diversity in Alliance Portfolios: An Organizational Learning Perspective - Dharendra Mani Shukla, IIM Lucknow
2. Development & validation of customer co-created value (CCV)scale - Amit Agrawal, IIT Roorkee

3.20 pm – 3.30 pm: Tea/Coffee Break

3.30 pm – 4.30 pm: Quantitative Methods and Operations Research - I (Chairperson: Prof.Pankaj Dutta)

1. A sustainability performance measurement of an aircraft manufacturing firm using MCDM approach - Alok Raj, IIM Lucknow
2. Discovering Community Structure in Complex Networks Using Rough Set Approach - Samrat Gupta, IIM Lucknow
3. Multi-Choice Goal Programming Approach to Bi-Criteria Transportation Problem - Shalabh Singh, IIM Lucknow

4.30 pm – 5.15 pm: Quantitative Methods and Operations Research - II (Chairperson: Prof.Usha Ananthkumar)

1. Synergies of Data Mining and MCDM: A perspective on Product Selection Problem in Ecommerce - Shekhar Shukla, IIM Lucknow
2. Prediction using Functional Data Analysis with Application to Booking Curves - Poonam Rathi, IIM Ahmedabad

5.15 pm – 5.30 pm: Tea/Coffee Break

5.30 pm - 6.00 pm: Distinguished Lecture – Prof. Ramadhar Singh, Distinguished University Professor, Amrut Mody School of Management)

6.00 pm – 6.30 pm: Valedictory and Award Ceremony