

**The List of Selected Papers: Ph.D. Consortium 2018**  
**Shailesh J. Mehta School of Management, IIT Bombay**

S.N.	Title of the Paper	Name of the Author(s)	Affiliation
1	A Technique for Estimation of the Parameters of the Bass Diffusion Model Using the Analytic Hierarchy Process (AHP): The Case of Mobile Telephony in Rural India	Suddhachit Mitra	IRMA
2	Connecting the well known- When does it pay-off?	Ankur Mehra, Rama Seth	IIM CALCUTTA
3	Designing optimal strategies for firm and security vendor for recovery and contract planning in a cyber security environment	Baidyanath Biswas	IIM LUCKNOW
4	Power Indices of players in Indian Premier League	Pranjal Chandrakar, Rajeev Tripathi	IIM BANGALORE
5	Independent Components in Information Demand for Crypto currencies	Ravi Prakash Ranjan, Anchal Soni	IIM BANGALORE
6	Backtesting VAR in the major Asian economies	Faisal Nazir Zargar, Dilip Kumar	IIM KASHIPUR
7	Drivers of farmer's income: The role of farm size and diversification	Varun Kumar Das, A Ganesh Kumar	IGIDR MUMBAI
8	Does the early bird get the worm? Examining the impact of School entry age on Academic Performance	Kartik Yadav	IIM BANGALORE
9	A new order of financing investment: Evidence from acquisitions by Indian limited firms	Varun Jindal, Rama Seth	IIM CALCUTTA
10	Leverage effect and volatility Asymmetry: International Evidence	Parthajit Kayal S. Maheshwaran	IFMR, CHENNAI
11	Stock Market and Macroeconomics spillovers for BRICS Countries	Pradiptarathi Panda, M. Thiripalraju	NISM, MUMBAI UNIVERSITY
12	Are you digitally ready? Development of a digital readiness Index (DRI): A multiple Item Scale measure readiness towards digitization among banks in India	Anuj Pal Kapoor, Madhu	FMS, DELHI
13	Pricing decisions for multi-tier supply chain under fuzzy environment: A fuzzy game theoretic approach	Rohit Gupta, Indranil Biswas, Sushil Kumar	IIM LUCKNOW
14	The nexus between climate sustainability , economic growth, financial development, competitiveness and governance indicators: Evidence from G4 nations	Megha Jain, Aishwarya Nagpal	FMS, DELHI
15	Measuring competition in Indian commercial banking; An application of Panzar-Rosse Model	Bijoy Rakshit, Samareesh Bardhan	IIT ROPAR
16	New Age preferential trade agreements(PTA's): Implications for value added trade	Kalpana Tokas	IIM BANGALORE
17	Determinants of Willingness to pay for goods only and service only bundles	Shivan Sanjay Patel, Shivendra Kumar Pandey	IIM ROHTAK
18	Connecting the Dots between Brand Logo and Brand Image: The Mediating role of Brand Personality and Brand Familiarity	Kanwalroop Kaur, Harsandaldeep Kaur	GNDU, AMRITSAR

19	Food Ordering in digital Age: Measuring conversion for Online food Ordering	Anuj Pal Kapoor, Madhu	FMS, DELHI
20	Role of heuristics and biases in decisions about performance and pay: A study of moderating effects of self efficacy on loss aversion	Shaivi Mishra	IIM BANGALORE
21	Revisiting contagion under subjective covariance	Anjali Karol, S Maheshwaran	IFMR, CHENNAI
22	Examining the relationship between Political Advertisements, Party Brand Personality, Voter Satisfaction and Party Royalty: An evidence from Indian Politics	Seerat Sohal And Harsandaldeep Kaur	GNDU, AMRITSAR
23	Broad characteristics ownership structure and under pricing of Indian SME IPOs	Nischay Arora, Ramit Anand, Lovely Bhola	GNDU, AMRITSAR
24	Impact of greenwashing on green brand trust from an Indian perspective	Praful Vijay More	NMIMS UNIVERSITY, MUMBAI
25	Improving customer orientation of the Indian police department	Indirah Indibara	XLRI, JAMSHEDPUR
26	Is research is marketing "relevant' for managers? A scientific enquiring	Shivan Sanjay Patel, Shivendra Kumar Pandey	IIM ROHTAK
27	Target Price Achievements and Target Price Accuracy Models: An analysis of advisory firms recommendations for Indian banking stocks	Hiren Patel	S R LUTHRA INSTITUTE OF MANAGEMENT, SURAT
28	Is human capital the sixth factor? Evidence from US Data	Rahul Roy	PONDICHERRY UNIVERSITY
29	Do public sector enterprise stocks impact the profitability of pairs trading strategy?	Jaspal Singh, Puneet Kaur	GNDU, AMRITSAR
30	The dark shadow of corruption on new product development: A theoretical integration of non market Strategy and Innovation	Saikat Banerjee	IIM AHMEDABAD
31	Need for sustainable HRM: A concern for people and planet along with profit	Faiz Ahamad	TISS, MUMBAI
32	Fuzzy approach in recommendation system: with special reference to smartphones	Madhu Mandal	IIM LUCKNOW
33	Green banking: An effective mechanism for sustainable infrastructural development	Sobhith Mathew Jose, Ak Sharma	IIT ROORKEE
34	Empowering leadership and Innovative work behavior: A moderated-mediation model of Knowledge sharing and Role clarity	Umamaheshwara Rao Jada, Susmita Mukhopadhyay	IIT KHARAGPUR

**Corresponding Authors of selected papers will be contacted for the travel plan and other details.**

We would like to thank all the contributors and also those whose papers have not been selected. They are encouraged to submit in the next Consortium.