



## **Recent Advances in Management Science: Theory and Applications**

**SJMSOM, IIT Bombay**

**Program Outline (Tentative)**

**Day 1: February 23, 2018 (Venue: SOM Seminar Hall)**

**8.30 am – 8.45 am: Registration**

**8.45 am – 10.00 am: Inauguration and Keynote address by Chief Guest (Prof. Ashima Goyal, Member – Prime Minister Economic Advisory Committee)**

**10.00 am – 10.20 am: Tea/ Coffee Break**

**10.20 am – 11.50 am: Finance / Accounting- I (Chairperson: Prof. SVDN Rao)**

Board Characteristics, Ownership Structure and Underpricing of Indian SME IPOs – Nischay Arora, Ramit Anand, Lovely Bhola, (GNDU, Amritsar)

A new order of financing investments: Evidence from acquisitions by India's listed firms – Varun Jindal, Rama Seth, (IIM Calcutta)

Target Price Achievement and Target Price Accuracy Model S–An Analysis of Advisory Firms' Recommendation for Indian Banking Stocks – Hiren Patel, (SR Luthra Institute of Management)

Leverage Effect and Volatility Asymmetry: International Evidence – Parthajit Kayal, S. Maheswaran, (IFMR Chennai)

Stock Market and Macroeconomic Spillovers for BRICS Countries – Pradiptarathi Panda, M. Thiripalraju, (NISM Mumbai)

**11:50 am –1:00 pm: Distinguished Lecture – Prof. Mahadevan, IIM Bangalore**

**1.0 pm – 2.00 pm: Lunch Break (Venue: SOM Well)**

**2:00 pm – 3.00 pm: Human Resource Management (Chairpersons: Prof. Ashish Pandey)**

Empowering leadership and Innovative work behavior: A moderated –mediation model of Knowledge sharing and Role clarity – Umamaheswara Rao Jada, Susmita Mukhopadhyay, (IIT Kharagpur)

Need for Sustainable Human Resource Management: A concern for People and Planet along with Profit – Faiz Ahamad, (TISS, Mumbai)

‘Recent Advances in Management Science: Theory and Applications – Shaivi Mishra, (IIM Bangalore)

**3.00 pm – 4.30 pm: Operations (Chairperson: Prof. Usha Ananthakumar / Prof. G. Adil)**

Fuzzy approach in recommendation system: with special reference to smartphones – Madhu Mandal, (IIM Lucknow)

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, Anand)

Pricing decisions for multi-tier supply chain under fuzzy environment: A Fuzzy game - theoretic approach – Rohit Gupta, Indranil Biswas, (IIM Lucknow)

Independent Components in information demand for Cryptocurrencies – Ravi Prakash Ranjan, Anchal Soni, (IIM Bangalore)

Backtesting VaR in the major Asian economies – Faisal Nazir Zargar, Dilip Kumar, (IIM Kashipur)

**4.30 pm – 4:45 pm: Tea/Coffee Break**

**4:45 pm – 5:45 pm: Distinguished Lecture – Prof. Neeraj Hatekar, Mumbai University**

**5:45 pm – 7:00 pm: Economics (Chairperson: Prof. Ashish Singh)**

Measuring Competition in Indian Commercial Banking: An Application of Panzar-Rosse Model – Bijoy Rakshit, Samaresh Bardhan, (IIT Ropar)

New Age' Preferential Trade Agreements (PTAs): Implications for Value Added Trade – Kalpana Tokas, (IIM Bangalore)

Designing optimal strategies for firm and security vendor for recovery and contract planning in a cyber - security environment – Baidyanath Biswas, (IIM Lucknow)

Power Indices of Players in Indian Premier League – Pranjal Chandrakar Rajeev R. Tripathi, (IIM Bangalore)

**8.00 pm – 9.30 pm: Conference Dinner (Venue: SOM Well)**

**Day 2: February 24, 2018 (Venue: SOM Seminar Hall)**

**9.00 am – 10.30 am: General Management and IT (Chairpersons: Prof. Shishir Jha/Prof. RM Sonar)**

The Dark Shadow of Corruption on New Product Development: A Theoretical Integration of Nonmarket Strategy and Innovation – Saikat Banerjee, (IIM Ahmedabad)

Are You Digitally Ready? Development of a Digital Readiness Index (DRI) – Anuj Pal Kapoor, Madhu Vij, (FMS, Delhi)

Connecting with the well-known–When does it pay off? – Ankur Mehra, Rama Seth, (IIM Calcutta)

Examining the Relationships between Political Advertisements, Party Brand Personality, Voter Satisfaction and Party Loyalty: An Evidence from Indian Politics – Seerat Sohal, Harsandaldeep Kaur, (GNDU, Amritsar)

Food Ordering In the Digital Age: Measuring Conversion for Online Food Ordering Apps in India – Anuj Pal Kapoor, Madhu Vij, (FMS, Delhi)

**10:30 am – 10:45 am Tea Break**

**10.45 am – 12:00 pm: Marketing (Chairpersons: Prof. Arti Kalro / Prof. Dinesh Sharma)**

Improving Customer Orientation of the Indian Police Department – Indirah Indibara, (XLRI, Jamshedpur)

Is research in marketing “relevant” for Managers? A scientific inquiry – Shivan Sanjay Patel, Shivendra Kumar Pandey, (IIM, Rohtak)

Connecting the Dots between Brand Logo and Brand Image: The Mediating role of Brand Personality and Brand Familiarity – Kanwalroop Kaur, Harsandaldeep Kaur, (GNDU, Amritsar)

Determinants of willingness to pay for goods only and service only bundle – Shivan Sanjay Patel, Shivendra Kumar Pandey, (IIM, Rohtak)

**12.00 am – 1.30 pm: Distinguished Lecture on SEM – Prof. Vishal Gupta, IIM Ahmedabad**

***1.30 pm – 2.30 pm: Lunch Break (Venue: SOM Well)***

**2:30 pm – 3:45 pm: Finance-I (Chairperson: Prof. SN Rao)**

Does Public Sector Enterprises Stocks impact the profitability of Pairs trading Strategy? – Puneet Kaur, Jaspal Singh, (GNDU, Amritsar)

Revisiting Contagion under subjective covariances – Anjali Karol, S.Maheswaran, (IFMR Chennai)

The Nexus between Climate Sustainability, Economic Growth, Financial Development, Competitiveness and Governance Indicators: Evidence from G4 Nation – Megha Jain, Aishwarya Nagpal, (FMS Delhi)

Green Banking An Effective Mechanism for sustainable infrastructural development – Sobhith Mathew Jose, A.K.Sharma, (IIT Roorkee)

**3:45 pm – 5:00 pm: Economics/Finance (Chairperson: Prof. Trupti Mishra)**

Drivers of farmers' income: - Varun Kumar Das, A. Ganesh-Kumar, (IGIDR, Mumbai)

Does the Early Bird Get the Worm? Examining the Impact of School Entry Age on Academic Performance – Kartik Yadav, (IIM Bangalore)

Is Human Capital the sixth Factor? Evidence from US Data – Rahul Roy, (Pondicherry University)

Impact of Greenwashing on Green Brand Trust from An Indian perspective – Praful Vijay More, (NMIMS University)

***5.00 pm – 5:15 pm: Tea/Coffee Break***

**5.15 pm – 6.15 pm: Guest Lecture – Mr. Deepak Mane, TCS**

**6:15 pm – 6.45 pm: Valedictory**