

IMR Doctoral Conference (IMRDC) 2018, 3 & 4 January, 2018
Indian Institute of Management Bangalore

SESSION PLAN

DAY 1: WEDNESDAY, 3rd JANUARY, 2018		Venue: N 001
Timings	Activity	
8.00 am - 9.00 am	Registration	
9.00 am - 9.30am	Inauguration	
9.30 am - 11.15 am	<p>Plenary Session 1: Paper Presentations (Economics and Social Sciences)</p> <p>“Whose Education Matters? An Analysis of Inter Caste Marriages in India”, by Komal Sahai, Indian Statistical Institute <i>Discussant: Professor Kanika Mahajan, Ashoka University</i></p> <p>“Infrastructure and Manufacturing Productivity in India: A Dynamic Heterogeneous Panel Approach”, by Rupika Khanna, IIM Lucknow <i>Discussant: Professor Tirathanmoy Das, IIM Bangalore</i></p> <p>“As you Define so you get? Determinants of Informality in India”, by Rayees Sheikh, IIT Bombay <i>Discussant: Professor Ayona Bhattacharjee, International Management Institute</i></p>	
11.15 am - 11.45 am	Tea Break	
11.45 am - 12.45 pm	<p>“Toward a Structural Model on Multi-category Purchases: Evaluating e-cigarette Consumption”, Keynote lecture by Professor Vithala R Rao, Deane W. Malott Professor of Management, Professor of Marketing, Samuel Curtis Johnson Graduate School of Management, Cornell University</p>	
1.00 pm – 2.00 pm	Lunch (MDC)	
2.00 pm – 3.10 pm	<p>Plenary Session 2: Paper Presentations (Marketing)</p> <p>“Context Effect on Consumer Choice Behaviour: A Literature Review and Replication of Experiments”, by Pravesh Padamwar, IIM Raipur <i>Discussant: Professor Ashwani Singh, Birla Institute of Management Technology, Delhi</i></p> <p>“Facades of Morality: An Exploratory Study of Indian’s Green Buying Behaviour”, by Nitika Sharma, Delhi University <i>Discussant: Professor Ashish Kumar, Aalto University School of Business, Finland</i></p>	

3.10 pm – 3.30 pm	Tea Break	
3.30 pm – 4.30 pm	“Research and Publishing in Scholarly Journals in Business Disciplines: Some Guideposts” , Workshop by Professor Rajan Varadarajan, University Distinguished Professor, Distinguished Professor of Marketing, Regents Professor, and Ford Chair in Marketing and E-Commerce, Texas A&M University	
4.30 pm – 4.45 pm	Tea Break	
4.45 pm - 5.45 pm	Concurrent Sessions 1 & 2:	
	Venue: N 001	Venue: Central Pergola
	Marketing “Determinants of Consumers Intention to Purchase Chinese Products on M-Commerce Platform using Confirmatory Factor Analysis”, by Om Jee Gupta, Banaras Hindu University	Production & Operations Management “Design of Different Contracts for the Sustainable Supply Chain using Game Theoretic Approach”, by Alok Raj, IIM Lucknow
	Marketing “Role of Holistic and Analytic Thinking on Attitude towards Anthropomorphised Brands: An Examination under Negative Publicity”, by Archit Tapar, IIM Indore	Decision Sciences and Information Systems “Implications of Zero-Rating Plans: Does Context Matter?”, by Neena Pandey, IIM Bangalore
	Marketing “An Empirical Approach to Demand Chain Management, Firm Performance and Differential Advantage”, by Arun Kumar Deshmukh, Banaras Hindu University	Decision Sciences and Information Systems “Personalised Agricultural Information Delivery as a means of Sustainably Increasing Returns from Agriculture”, by Aparna Krishna, IIM Bangalore
Production & Operations Management “Advertising and Quality Effort Decisions in Fuzzy Environment: A Market Power Perspective”, by Rohit Gupta, IIM Lucknow	Organisational Behaviour & Human Resources Management “Searching Answers for Dignity, Knowledge and Engagement in a Worker Cooperative Society”, by Soumya G Rajan, TISS, Mumbai	
5.45 pm – 6.30 pm	Breakout Session 1 (N001 and Central Pergola)	
7.30 pm onwards	Conference Networking Dinnerⁱ	

DAY 2: THURSDAY, 4th JANUARY, 2018**Venue: N 001**

9.00 am - 10.00 am	Registration
10.00 am - 11.00 am	Keynote 2: Professor Shawn A. Cole, John G. McLean Professor of Business Administration, Finance Unit, Harvard Business School
11.00 am - 11.30 am	Tea Break
11.30 am - 1.15 pm	Plenary Session 3: Paper Presentations (Finance & Accounting) “Indian Retail Investor Behaviours and Mutual Funds - an Empirical Study”, by Sunderarajan Sourirajan, VIT Business School <i>Discussant: Professor Saumya Ranjan Dash, IIM Indore</i> “Nascent VC Firm Entry Strategy and Long-term Survivability: Evidence from the U.S.”, by Ankur Mehra, IIM Calcutta <i>Discussant: Professor Srinivasan Rangan, IIM Bangalore</i> “Investor Attention and Sentiment”, by Kamran Quddus, IIM Calcutta <i>Discussant: Professor Prachi Deuskar, Indian School of Business</i>
1.15 pm – 2.15 pm	Lunch (MDC)
2.15 pm – 3.25 pm	Plenary Session 4: Paper Presentations (Strategy and Decision Sciences & Information Systems) “It’s Effective Networking! Not Just Luck– Performance Implications of Knowledge Resource Mobility IONs through RDT Lens”, by Subhasree Mukherjee, IIM Kozhikode <i>Discussant: Professor Dalhia Mani, IIM Bangalore</i> “Exploring the contextual factors of ICT for sustainable development”, by Parvathi Jayaprakash, IIM Kozhikode <i>Discussant: Professor Srivardhini K Jha, IIM Bangalore</i>
3.25 pm – 3.45 pm	Tea Break

3.45 pm – 5.00 pm	Concurrent Sessions 3 & 4:	
	Venue: N 001	Venue: Central Pergola
	Economics & Social Sciences “Benefits of Integrated Child Developmental Services: Later Life Evidence”, by Gaurav Dhamija, Shiv Nadar University	Finance & Accounting “A Six Factor Asset Pricing Model”, by Moinak Maiti, Pondicherry University
	Economics & Social Sciences “Quality of Schooling: Child Quantity-Quality Tradeoff, Technological Progress and Economic Growth”, by Swati Saini, Jawaharlal Nehru University	Finance & Accounting “Global Evidence on the Effect of Macroeconomic Variables on Analyst Forecast Errors”, by Rajesh Kumar Sinha, IIM Bangalore
	Economics & Social Sciences “Is Inflation Harmful to Investment? Empirical Evidence from a Large Dynamic Panel”, by Santosh Dash, Institute for Financial Management and Research	Finance & Accounting “Covariance Estimation Using Random Permutations”, by Lakshmi Padmakumari, Institute for Financial Management and Research
	Economics & Social Sciences “Impact of Use of Technology on Student Learning Outcomes - Evidence from a Large-scale Experiment in India”, by Chetan Chitre, IIM Bangalore	Finance & Accounting “Does Bitcoin lead to Diversification Gains? Evidence from India”, by Mayank Santosh, Delhi Technological University
	Economics & Social Sciences “Strategy-Proof Random Social Choice Rules with Behavioural Agents”, by Sarvesh Bandhu, Indian Statistical Institute, Delhi	Finance & Accounts “Financial Implications of Discretionary Retirement Benefits: Evidence from India”, by Brijesh Mishra, IIM Indore
5.00 pm – 5.15 pm	Tea Break	
5.15 pm – 6.00 pm	Breakout Session 2 (N001 and Central Pergola)	
6.00 pm – 6.30 pm	Valedictory Ceremony & Presentation of Certificates	
7 pm onwards	Dinner (MDC)	

¹ By invitation only