

**IMR Doctoral Conference (IMRDC) 2026**  
**9 & 10 January 2026**  
**Indian Institute of Management Bangalore**

**Detailed Schedule\***

<b>DAY 1: FRIDAY, 9<sup>th</sup> JANUARY 2026</b>		<b>VENUE N001</b>
<b>Timings</b>	<b>Activity</b>	
8.30 am – 9.00 am	Registration & Coffee	
9.00 am – 9.30 am	Inauguration & Lamp Lighting	
9.30 am – 11.00 am	<b>Hyper-Digital Marketing: Six Pillars of Strategic Brand Marketing in an AI-powered World</b> Keynote Address** by Professor Vanitha Swaminathan, Thomas Marshall Professor of Marketing and Director, Center for Branding at the University of Pittsburgh School of Business	
<b>Keynote</b>		
11.00 am – 11.15 am	Group photo IMRDC 2026	
11.15 am – 11.30 am	Break	
11.30 – 1.00 PM	<b>Panel Discussion: Navigating the Academic Job Market: Directors' Insights</b> Prof Ashok Banerjee, Director, IIM Udaipur Prof Ajit Parulekar, Director, Goa Institute of Management Prof Vinita Sahay, Director, IIM Bodh Gaya Prof Naliniprava Tripathy, Director (In-charge), IIM Shillong Prof Madhu Veeraraghavan, Pro Vice Chancellor, MAHE BLR. <i>Panel Moderator:</i> Prof Rishikesha Krishnan, IIM Bangalore	
<b>Panel 1</b>		
1 – 2.15 pm	Networking Lunch – <b>MDC Lawns</b>	
<b>Session 1</b>		
2.15 pm – 2.55 pm	<b>Paper 1: Public Policy</b> Blame Avoidance or Satisficing? Examining Forms and Motivations of Data Distortion in India's Health Management Information System <i>Presenter:</i> Nibras K Thodika, NIT Calicut <i>Discussant:</i> Prof. Karan Babbar, Plaksha University	
2.55 pm – 3.35 pm	<b>Paper 2: POM</b> Strategic Interaction Between Queueing System and Impatient User-bases <i>Presenter:</i> Anirban Mitra, IIT Roorkee <i>Discussant:</i> Prof Anand Deo, IIM Bangalore	
3.35 pm – 4.00 pm	Break	
4.00 pm – 5.30 pm	<b>Panel Discussion: Cracking the Code: How to Publish in Top-tier Journals</b> Dr Girija Borker, Research Economist, World Bank Prof Aditya Kuvalekar, University of Essex Prof Samarpan Nawn, IIM Udaipur Prof Vedha Ponnappan, IIM Udaipur Prof Vipin Sreekumar, Masters Union School of Business <i>Panel Moderator:</i> Prof Mukta Kulkarni, IIM Bangalore	
<b>Panel 2</b>		
7.00 pm – 9.00 pm	Networking Dinner – <b>MDC Woods</b>	

<b>DAY 2: SATURDAY, 10<sup>th</sup> JANUARY 2026</b>		<b>VENUE N001</b>
8.30 am – 9.00 am	Registration & Coffee	
<b>Session 2</b> 9.00 am – 9.40 am	<b>Paper 3: Economics</b> Diagnosis Error and Liability Rules in Credence Goods Markets <i>Presenter:</i> Sumana Kundu, IGIDR Mumbai <i>Discussant:</i> Prof Sanket Patil, IIM Bangalore	
9.40 am – 10.20 am	<b>Paper 4: Economics</b> Knowing the Unknown: Experimentation under Delayed Success <i>Presenter:</i> Soumik Kumar Saha, Shiv Nadar University <i>Discussant:</i> Prof Aditya Kuvalekar, University of Essex	
10.20 am – 10.50 am	Break	
<b>Session 3</b> 10.50 am – 11.30 am	<b>Paper 5: Entrepreneurship</b> Entrepreneurial Ecosystem Elements as Strategic Enablers of Sustainable Women Entrepreneurship in Developing Countries <i>Presenter:</i> Samanwita Mishra, NIT Rourkela <i>Discussant:</i> Prof Raj Krishnan Shankar, Great Lakes, Chennai	
11.30 am – 12.10 pm	<b>Paper 6: OB/HR</b> Responding to Transphobic Microaggressions: A Typology of Target and HR Managers' Microintervention Strategies <i>Presenter:</i> Deepanshu Wadhwa, IIM Calcutta <i>Discussant:</i> Prof Kunal Kumar, IIM Udaipur	
12.10 pm – 12.50 pm	<b>Paper 7: OB/HR</b> From the Art of War to the Craft of Work: Analysing Leadership Training for Military to Corporate Career Transition <i>Presenter:</i> Tanya Ahuja, IIMA <i>Discussant:</i> Prof Nimmi, IIM Trichy	
12.50 pm – 2.00 pm	Lunch – <b>MDC Lawns</b>	
<b>Session 4</b> 2.00 pm – 2.40 pm	<b>Paper 8: Strategy</b> Imprints of Leadership Incubation Phase: First Time CEOs and Firms' Strategic Conformity <i>Presenter:</i> Krati Jain, IIM Indore <i>Discussant:</i> Prof Ramya Tarakad Venkateswaran, IIM Calcutta	
2.40 pm – 3.20 pm	<b>Paper 9: Marketing</b> Unveiling the Influence of AR-Based Cosmetic Application on Female Buying Behavior: The Moderating Role of Female Generations <i>Presenter:</i> Vivek Pant, Delhi Technological University <i>Discussant:</i> Prof Akshaya Vijayalakshmi, IIM Ahmedabad	
3.20 pm – 3.40 pm	Break	
<b>Session 5</b> 3.40 pm – 4.20 pm	<b>Paper 10: Finance &amp; Accounting</b> The Effect of Bank Capital Constraints on Borrower Accounting Practices: Evidence from India's AQR <i>Presenter:</i> Prateek Nahar, IIM Raipur <i>Discussant:</i> Prof Venu Madhav Tatiparti, IIM Bangalore	
4.20 pm – 5.00 pm	<b>Paper 11: Finance &amp; Accounting</b> Complementarities in Information Acquisition: Evidence from Mandatory Portfolio Disclosures <i>Presenter:</i> Raja Reddy Bujunoori, ISB <i>Discussant:</i> Prof Anirudh Dhawan, IIM Bangalore	
5.00 pm – 5.30 pm	Break	
5.30 pm – 6.00 pm	Valedictory and Awards Ceremony	
7.30 pm onwards	Dinner – <b>MDC Woods</b>	

\*Please note that the venue, order, and timings in the Conference Schedule are liable to change.

\*\* The rapid changes in technology and the rise of AI have heralded the introduction of a new era, which we refer to as the era of hyper-digitalization. This shift has significant impacts on how organizations and enterprises carry out critical functions across various areas, including marketing, information technology, human resources, and others. We are witnessing the transformation of the marketing function, with many traditional roles of marketers being replaced by new roles that depend heavily on cross-functional coordination with multiple areas. These changes could be far-reaching and have already dramatically impacted how to organize many tasks within organizations.

Against this backdrop, this talk offers modern marketers and technologists a guide on navigating the many changes occurring in organizations.