

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

**SESSION PLAN**

<b>DAY 1: WEDNESDAY, 3rd JANUARY, 2018</b>		<b>Venue: N 001</b>
<b>Timings</b>	<b>Activity</b>	
8.00 am - 9.00 am	<b>Registration</b>	
9.00 am - 9.30am	<b>Inauguration</b>	
9.30 am - 11.15 am	<p><b>Plenary Session 1: Paper Presentations (Economics and Social Sciences)</b></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 Tirthatanmoy 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	<b>Tea Break</b>	
11.45 am - 12.45 pm	<p><b>“Toward a Structural Model on Multi-category Purchases: Evaluating e-cigarette Consumption”</b>, 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	<b>Lunch (MDC)</b>	
2.00 pm – 3.10 pm	<p><b>Plenary Session 2: Paper Presentations (Marketing)</b></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	<b>Tea Break</b>	
3.30 pm – 4.30 pm	<b>“Research and Publishing in Scholarly Journals in Business Disciplines: Some Guideposts”</b> , 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	<b>Tea Break</b>	
4.45 pm - 5.45 pm	<b>Concurrent Sessions 1 &amp; 2:</b>	
	<b>Venue: N 001</b>	<b>Venue: Central Pergola</b>
	<b>Marketing</b> “Determinants of Consumers Intention to Purchase Chinese Products on M-Commerce Platform using Confirmatory Factor Analysis”, by Om Jee Gupta, Banaras Hindu University	<b>Production &amp; Operations Management</b> “Design of Different Contracts for the Sustainable Supply Chain using Game Theoretic Approach”, by Alok Raj, IIM Lucknow
	<b>Marketing</b> “Role of Holistic and Analytic Thinking on Attitude towards Anthropomorphised Brands: An Examination under Negative Publicity”, by Archit Tapar, IIM Indore	<b>Decision Sciences and Information Systems</b> “Implications of Zero-Rating Plans: Does Context Matter?”, by Neena Pandey, IIM Bangalore
	<b>Marketing</b> “An Empirical Approach to Demand Chain Management, Firm Performance and Differential Advantage”, by Arun Kumar Deshmukh, Banaras Hindu University	<b>Decision Sciences and Information Systems</b> “Personalised Agricultural Information Delivery as a means of Sustainably Increasing Returns from Agriculture”, by Aparna Krishna, IIM Bangalore
<b>Production &amp; Operations Management</b> “Advertising and Quality Effort Decisions in Fuzzy Environment: A Market Power Perspective”, by Rohit Gupta, IIM Lucknow	<b>Organisational Behaviour &amp; Human Resources Management</b> “Searching Answers for Dignity, Knowledge and Engagement in a Worker Cooperative Society”, by Soumya G Rajan, TISS, Mumbai	
5.45 pm – 6.30 pm	<b>Breakout Session 1 (N001 and Central Pergola)</b>	
7.30 pm onwards	<b>Conference Networking Dinner<sup>i</sup></b>	

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

9.00 am - 10.00 am	<b>Registration</b>
10.00 am - 11.00 am	<b>“Markets for Advice: Evidence, Challenges, and Opportunities”</b> SBI Life Keynote Lecture by Professor Shawn A. Cole, John G. McLean Professor of Business Administration, Finance Unit, Harvard Business School
11.00 am - 11.30 am	<b>Tea Break</b>
11.30 am - 1.15 pm	<b>Plenary Session 3: Paper Presentations (Finance &amp; Accounting)</b>  “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	<b>Lunch (MDC)</b>
2.15 pm – 3.25 pm	<b>Plenary Session 4: Paper Presentations (Strategy and Decision Sciences &amp; Information Systems)</b>  “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	<b>Tea Break</b>

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

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<sup>i</sup> By invitation only