

IMR Doctoral Conference 2019

January 4 & 5, 2019
Indian Institute of Management Bangalore

Contents

Conference Schedule.....	1
About the Conference.....	3
Profiles of Invited Speakers.....	5
Welcome Message.....	7
Conference Review Committee.....	8
Abstracts of Selected Papers.....	9
Registration and Contact Details.....	13

Conference Schedule

Day 1: Friday, 4th January 2019

Venue: C13

Timings	Activity
08.30 – 09.30 am	Registration
09.30 – 10.00 am	Inauguration
10.00 – 12.00 noon Session 1	<p>Paper 1: “Bundling in Platform Markets in the Presence of Data Advantage” <i>Presenter:</i> Gaurav Jakhu [Indian Statistical Institute, Delhi] <i>Discussant:</i> Omkar D. Palsule-Desai [IIM Indore]</p> <p>Paper 2: “Promotion or Prevention: A Case Study of Gender Inclusion in an Indian Organisation” <i>Presenter:</i> Amita Shivhare [Xavier School of Management, Jamshedpur] <i>Discussant:</i> Vijayta Doshi [IIM Udaipur]</p>
12.00 noon – 12.15 pm	Tea break
12.15 pm – 1.00 pm Research and Practice: Corporate Connect	<p>Digital DNA at ICICI Bank – a Two Decade Journey of Pioneering Innovations in Banking <i>Mr. Madhivanan Balakrishnan</i> Chief Technology & Digital Officer (CTDO), ICICI Bank</p>
1.00 pm – 2.00 pm	Lunch (MDC)
2.00 pm – 4.00 pm Session 2	<p>Paper 3: “Control-Ownership Wedge, Related Party Loans and Institutional Ownership: Evidence from Indian Business Group Firms” <i>Presenter:</i> Narendra Nath Kushwaha [IIM Tiruchirappalli] <i>Discussant:</i> Kaustav Sen [Pace University, New York]</p> <p>Paper 4: “Organisational Inertia and Long-Term Performance of Cross Border Mergers and Acquisitions by Emerging Market Firms” <i>Presenter:</i> Ankita Chhabra [IIM Indore] <i>Discussant:</i> Arindam Mondal [Xavier School of Management, Jamshedpur]</p>
4.00 pm – 4.15 pm	Tea break
4.15 pm – 5.15 pm Session 3	<p>Paper 5: “Does Political Representation Affect Trust in Political Institutions? Evidence from India” <i>Presenter:</i> Rolly Kukreja [Indian Statistical Institute, Delhi] <i>Discussant:</i> Anirban Mitra [University of Kent]</p>
5.30 pm – 7 pm ICICI Keynote Address	<p>An Agenda for Governance and Auditing Research in India <i>Prof. Kannan Raghunandan</i> Professor and Ryder Eminent Scholar, Florida International University</p>
7.30 pm onwards	Conference Networking Dinner: Sea Lions BBQ & Grills, Jayanagar

Day 2: Saturday, 5th January 2019

Venue: C13

Timings	Activity
9.30 am – 10.00 am	Registration
10.00 am – 11.00 am Session 4	Paper 6: “Role of ‘Right’ Friends in GVC Participation: Evidence of the Importance of Network Connections from India’s Automotive Sector” <i>Presenter:</i> Ankita Dash [IIM Bangalore] <i>Discussant:</i> Oindrila Dey [Flame University, Pune]
11.00 am – 11.15 am	Tea break
11.15 am – 1.00 pm Panel Discussion	Publishing from India and on India <i>Prof. Anirban Kar</i> , Delhi School of Economics <i>Prof. Dasaratha Rama</i> , SunTrust Bank Professor, Florida International University <i>Prof. Anand Venkateswaran</i> , Northeastern University
1.00 pm – 1.15 pm	Group Photo
1.15 pm – 2.15 pm	Lunch (MDC)
2.15 pm – 4.15 pm Session 5	Paper 7: “Impact of Economic Policy Uncertainty on Financial Statement Comparability” <i>Presenter:</i> Bhavya Singhvi [Indian School of Business, Hyderabad] <i>Discussant:</i> Srinivasan Rangan [IIM Bangalore] Paper 8: “Green and Socially Responsible Supply Chain Coordination in Three-Echelon Supply Chain” <i>Presenter:</i> Patanjali Kumar [IIM Rohtak] <i>Discussant:</i> Indranil Biswas [IIM Lucknow]
4.15 pm – 4.45 pm	Tea break
4.45 pm – 6.45 pm Session 6	Paper 9: “The Impact of Range Extension on Attraction Effect: Is Asymmetric Dominance a Necessary Condition for Attraction Effect?” <i>Presenter:</i> Pravesh Padamwar [IIM Raipur] <i>Discussant:</i> Rakesh Kumar Ranjan [University of Queensland] Paper 10: “Environment Efficiency of an Interactive Two-Stage Production System with Material Balance Condition (MBC)” <i>Presenter:</i> Utsav Pandey [IIM Calcutta] <i>Discussant:</i> Jishnu Hazra [IIM Bangalore]
7.00 pm – 7.30 pm	Valedictory Ceremony & Presentation of Certificates
8.00 pm onwards	Dinner (MDC)

About the Conference: IMRDC 2019

IIMB Management Review (IMR) and the Office of the Fellow Programme in Management, IIMB, organise the IMR Doctoral Conference every year. The conference brings together doctoral students from across the country for two days of intense academic discussions with senior academics and researchers, and aims at publication-oriented development of doctoral research work. Keynote addresses, panel discussions and research workshops by eminent researchers and practitioners form an integral part of the academic interaction.

The objectives of the Conference are to:

- Identify and encourage novel and relevant research by doctoral students in Management and related disciplines,
- Provide a platform where insightful feedback from senior scholars and researchers help students develop their research,
- Facilitate collaborative work among researchers from different institutions and disciplines,
- Provide a publication outlet by inviting selected authors of promising research to submit their shortlisted work to IMR.

This year is the 10th edition of the Conference. We received around 115 competitive submissions from doctoral students in India and abroad. The submissions were taken through a rigorous three-step selection process. All submissions were screened for plagiarism initially and then reviewed by the Conference Chairs and a Review Committee comprising well-published domain experts from across the world. The result of the review process is a final set of 10 promising papers, selected for presentation at the conference. Each paper will be discussed by a different expert at the conference with the aim of providing every doctoral student (shortlisted in round 1) with at least two sets of detailed review comments. This is to help students enhance the quality of their work.

To initiate and encourage research-based discussions among doctoral students and young faculty, the conference has also scheduled a keynote address on Auditing and Governance and a panel discussion on Publishing from and on India. This year's edition also has a session dedicated to insights from the corporate world aimed at integrating research and practice. The distinguished speakers at IMRDC 2019 include Prof. Kannan Raghunandan, Professor and Ryder Eminent Scholar, School of Accounting at Florida International University, who will be delivering the keynote address; panelists Prof. Anirban Kar, Delhi School of Economics, University of Delhi; Prof. Dasaratha Rama, College of Business, Florida International University; and Prof. Anand Venkateswaran, D'Amore-McKim School of Business, Northeastern University; and Mr. Madhivanan Balakrishnan, Chief Technology & Digital Officer, ICICI Bank who will deliver a talk on FinTech.

The Conference Chairs for IMRDC 2019 are Prof(s). Debarati Basu (Finance & Accounting) and Shabana Mitra (Centre for Public Policy) of IIM Bangalore. The Conference is supported by our corporate partners: ICICI Bank, National Stock Exchange of India (NSE), and State Bank of India (SBI).

IMRDC in the Past

In 2009, *IIMB Management Review* (IMR), housed at IIM Bangalore, started the country's first annual doctoral students' conference for management. The journal's 20 years of experience gives it a unique standing to successfully execute this event and enrich the research atmosphere in India. Since 2013, the Office of the Fellow Programme in Management, IIMB, has joined hands with IMR to host the conference, ensuring a more doctoral alignment.

The first conference was open to a small number of select institutes (IIM Ahmedabad, IIM Bangalore, IIM Calcutta, and the Indian Institutes of Technology). The IMRDC 2009 received a total of 24 drafts and 20 full papers of which 10 papers were selected for presentation. Three best paper awards were given, named after the eminent academicians Dipak C. Jain (then Dean of the Kellogg School of Management at Northwestern University, Illinois, USA), Pradip N. Khandwalla (former Director, Indian Institute of Management Ahmedabad, India, and the L&T Chair Professor of Organisational Behaviour), and Marti G. Subrahmanyam (then Charles E. Merrill Professor of Finance, Economics and International Business, Leonard N Stern School of Business, New York University, USA).

Since the first edition 10 years back, the conference has grown manifold to become a benchmark event for doctoral students in India. From 20 full papers in 2009 to 115 such submissions a decade later, the conference is today India's most prominent doctoral conference. With increasing submissions, the conference has also seen an increase in rigour. The acceptance rate this year has been less than 9 percent! IMRDC has made its place through thorough and constructive feedback on doctoral work and opportunities to engage with experts from India and abroad in close-knit settings.

We are ten years old and growing! Welcome to IMRDC 2019.

Invited Speaker(s) Profiles

Keynote Speaker:

Kannan Raghunandan, Professor and Ryder Eminent Scholar, School of Accounting at Florida International University

Dr. Kannan Raghunandan (“Raghu”) is Professor and Ryder Eminent Scholar in the School of Accounting at Florida International University. He obtained his Ph.D. from the University of Iowa in 1990 and has published widely in the areas of auditing and corporate governance.

Dr. Raghunandan is ranked among the top researchers globally in the auditing area. He has served as Associate Editor or as a member of the Editorial Board for many premier accounting and auditing journals. His research has been cited often by regulators, including the Government Accountability Office and the Securities & Exchange Commission, and standard-setters such as the Public Company Accounting Oversight Board and the Auditing Standards Board.

He is married to Dr. D. Rama (Professor, Florida International University) and is the father of Dr. Aneesh Raghunandan (Assistant Professor, London School of Economics) and Ananth Raghunandan.

Panelists:

Anirban Kar, Delhi School of Economics, University of Delhi

Dr. Anirban Kar is an Associate Professor in Economics at Delhi School of Economics, University of Delhi, where he has been since 2008. From 2004 to 2008, he worked as an Assistant Professor at University of Warwick, UK. He received his Ph.D. in Economics from Indian Statistical Institute in 2002 and was a post-doctoral fellow at Sabanci University, Turkey, between 2002 and 2004.

Dr. Anirban Kar’s research interests include cooperative game theory, welfare economics, development economics and political economy. His current research focuses on the role of informal institutions such as social network on development outcome. His work in welfare economics includes cost sharing on network, division of surplus in partition games and mechanisms for sharing indivisible goods. He has also investigated the impact of procedural fairness on sharing behaviour through laboratory experiments. Dr. Kar has published papers in journals like *Journal of Economic Theory*, *Games and Economic Behavior* and *Experimental Economics*, among others.

Dasaratha Rama, SunTrust Bank Professor, School of Accounting, Florida International University

Dr. Dasaratha Rama (“Rama”) is the SunTrust Bank Professor in the School of Accounting at Florida International University. She obtained her B.Tech. degree from Indian Institute of Technology Delhi in 1985 and her Ph.D. from the University of Iowa in 1990; in between, she worked as an Analyst Programmer at IDM India.

Dr. Rama has published widely in the areas of optimisation modelling, internal controls and auditing, corporate governance, and pedagogical innovation. She is the author of a textbook titled *Accounting Information Systems*, a book titled *Growing Systems of Success* (published by The PhD Project), and

the Editor of a monograph titled *Learning by Doing: Service Learning in Accounting* published by the American Association of Higher Education. Dr. Rama has served as the chair of the Teaching & Curriculum section of the American Accounting Association and was an Engaged Scholar with *Campus Compact-Pew Charitable Trusts* during 1999-2001. She is the developer of the *Growing Systems of Success* approach based on “The PhD Project” model.

She is married to Dr. K. Raghunandan and is the mother of Dr. Aneesh Raghunandan and Ananth Raghunandan.

Anand Venkateswaran, D'Amore-McKim School of Business, Northeastern University, Boston

Dr. Anand Venkateswaran is Associate Professor, Department of Finance and Insurance at D'Amore-Mckim School of Business, Northeastern University, Boston. He is currently in IIM Bangalore as a visiting faculty in Finance and Accounting. Prior to joining Northeastern, Professor Venkateswaran received his Bachelor's degree in Chemical Engineering from the University of Pune and a Ph.D. in Finance from Georgia State University in Atlanta. Just before starting his doctoral studies, he worked as an investment banker with the Times of India Group, for five years.

Professor Venkateswaran's primary research interests are in the area of Corporate Finance and its interaction with other Business disciplines. He has published several articles in top-tier journals that include, the *Journal of Finance*, *Journal of Accounting Research*, *Journal of Financial and Quantitative Analysis*, *Management Science*, and *Production and Operations Management*. He has taught Corporate Finance, International Finance, Risk Management & Hedging, Investment Banking, and Financial Strategy.

Corporate Speaker:

Madhivanan Balakrishnan, Chief Technology & Digital Officer, ICICI Bank

Mr. Madhivanan Balakrishnan is ICICI Bank's Chief Technology & Digital Officer (CTDO). He is responsible for building the ICICI Bank digital proposition and driving the technology agenda for the group. He also oversees the Business Intelligence operations and initiatives pertaining to the development of the ICICI Group Digital Ecosystem.

Mr. Balakrishnan brings a wealth of operational, technical and marketing experience across diverse industry segments such as banking, insurance, FMCG, durables, and IT & ITES. Prior to his role of CTDO at ICICI Bank, he was the Managing Director and Global CEO of 3i Infotech Ltd., an IT product and services company with strong expertise in the ERP and BFSI segment. He has also served as an Executive Director at ICICI Prudential Life Insurance Company from 2010 until 2012.

Since the year 2000 Mr. Madhivanan Balakrishnan has also been involved in the transformation of the ICICI Group. He is credited with building the 'Direct Banking' division for the Bank and was also the Founder Director of Loyalty Services Management (branded I-mint and now Payback), a coalition loyalty programme promoted by ICICI Bank through ICICI Ventures.

Mr. Madhivanan Balakrishnan holds a Bachelor's degree in Chemistry from Mumbai University, and PGDM in Marketing from the Indian Institute of Management, Calcutta. He lives in Mumbai with his wife Ranu and children Sumedha and Samarth.

Welcome Message

We are happy to announce the tenth edition of the IMR Doctoral Students' Conference (IMRDC) and welcome all our paper presenters, distinguished invited speakers, delegates and other participants to IMRDC 2019. The Conference is being organised jointly by IIMB Management Review (IMR) and the Office of the Fellow Programme in Management, IIMB. Since its inception in 2009, the IMR Doctoral Conference has featured the most significant research being conducted by doctoral students in Management and associated disciplines. The Conference has provided doctoral students with an opportunity to showcase their work and to receive feedback from scholars and researchers from top-ranked institutions across India, and abroad. The IMRDC has benefitted from talks by eminent researchers and practitioners affiliated with Indian and international institutions, who have shared from their work, and spoken on aspects of research and academic publication, and management practice. The IMRDC today is considered a pre-eminent doctoral colloquium in Management Science in India.

In recognition of the symbiotic relationship between research and publication, IMRDC identifies promising research and provides selected papers with a publication opportunity in IMR. Many of the papers presented first at IMRDC have subsequently been published in IMR. IMR is published by the Indian Institute of Management Bangalore in arrangement with Elsevier and is indexed on Scopus, the abstract and citation database, the Emerging Sources Citation Index (ESCI) and is available through Elsevier's electronic service ScienceDirect®. IMR is listed on the Australian Business Deans Council (ABDC) Quality Journal List, and ranked "B". We welcome all participants to explore the publishing opportunities in the journal.

This year, IMRDC 2019 brings together doctoral students from institutions across India making paper presentations on a range of topics in the areas of Economics & Social Sciences, Marketing, Finance & Accounting, Decision Sciences, Information Systems, Production & Operations Management, Strategy, Public Policy, and Organisational Behaviour & Human Resources. The IMRDC 2019 features a keynote lecture by Prof. Kannan Raghunandan, Ryder Eminent Scholar, School of Accounting at Florida International University, on Governance and Auditing, a talk on Fin Tech by Mr. Madhivanan Balakrishnan, Chief Technology & Digital Officer (CTDO), ICICI Bank, and a panel discussion on "Publishing from India and on India" where the panelists are Prof. Anirban Kar from the Delhi School of Economics; Prof. Dasaratha Rama, SunTrust Bank Professor at the School of Accounting, College of Business, Florida International University; and Prof. Anand Venkateswaran, D'Amore-McKim School of Business, Northeastern University, who is currently a visiting faculty at IIM Bangalore.

We would like to thank the Conference Chairs, our colleagues Prof. Debarati Basu, Finance & Accounting, and Prof. Shabana Mitra, Centre for Public Policy, for chairing the conference this year. We also thank our corporate sponsors ICICI Bank, National Stock Exchange of India (NSE), and State Bank of India for supporting IMRDC 2019.

Prof. Ashok Thampy, Editor-in-Chief, IIMB Management Review

Prof. Rejie George Pallathitta, Chairperson, Fellow Programme in Management (FPM), IIMB

Conference Review Committee

Conference Chairs

- Debarati Basu, Finance & Accounting, IIM Bangalore
- Shabana Mitra, Centre for Public Policy, IIM Bangalore

The Review Committee comprised the Conference Chairs and the following faculty members from Indian and international institutions:

- Indranil Biswas, Operations Management, IIM Lucknow
- Tanika Chakraborty, Economics, IIM Calcutta
- Partha Chatterjee, Economics, Shiv Nadar University
- Oindrila Dey, Economics, Flame University, Pune
- Israël Fortin, Organisational Behaviour & Human Resources Management, IIM Bangalore
- Manish Gangwar, Marketing, Indian School of Business, Hyderabad
- Vishal Gupta, Organisational Behaviour & Human Resources Management, IIM Ahmedabad
- Sreelata Jonnalagedda, Marketing, IIM Bangalore
- Kanishka Kacker, Economics, Indian Statistical Institute, Delhi
- Mukta Kulkarni, Organisational Behaviour & Human Resources Management, IIM Bangalore
- Bipasha Maity, Economics, Ashoka University
- Anirban Mitra, Economics, University of Kent
- Prithwiraj Mukherjee, Marketing, IIM Bangalore
- Shashidhar Murthy, Finance & Accounting, IIM Bangalore
- Neerav Nagar, Finance & Accounting, IIM Ahmedabad
- Megha Patnaik, Economics, Indian Statistical Institute, Delhi
- Saptarshi Purkayastha, Strategic Management, IIM Calcutta
- Mehul Raithatha, Finance & Accounting, IIM Indore
- Srinivasan Rangan, Finance & Accounting, IIM Bangalore
- Subhadip Roy, Marketing, IIM Calcutta
- Shubhro Sarkar, Economics, Indira Gandhi Institute of Development Research, Mumbai
- Kaustav Sen, Accounting, Lubin School of Business, Pace University, New York
- Anisha Sharma, Economics, Ashoka University
- Sneha Thapliyal, Economics, IIM Indore
- Rajeev R. Tripathi, Production & Operations Management, IIM Bangalore
- Anand Venkateswaran, Finance, D'Amore-McKim School of Business, Northeastern University
- Nishant Kumar Verma, Production & Operations Management, IIM Bangalore
- Akshaya Vijayalakshmi, Organisational Behaviour & Human Resources Management, IIM Ahmedabad

Abstracts of Selected Papers

1. Bundling in Platform Markets in the Presence of Data Advantage

Gaurav Jakhu, Doctoral Student, Indian Statistical Institute, Delhi

This paper examines the private and social incentive to bundle when one platform has data advantage from another market. There are two platforms competing over users and advertisers. By endogenising the choice of business models, symmetric (both platforms are ad-financed or user-financed) business models or strategic differentiation (platforms charging opposite sides) can emerge in an equilibrium. Next, it is shown that the profitability of bundling and its welfare impact depends on the strength of advertiser network benefits. In markets with large advertiser network benefits, bundling may be profitable, but it reduces social welfare. This result is in contrast to previous work. Moreover, the impact of mandatory unbundling depends on the welfare standard considered. In markets with large advertiser benefits and low nuisance cost of advertisements, mandatory unbundling increases social welfare at the cost of reduced user welfare.

2. Promotion or Prevention: A Case Study of Gender Inclusion in an Indian Organisation

Amita Shivhare, Doctoral Student, Xavier School of Management, Jamshedpur

This article is based on an exploratory study of implicit gender norms in the workplace. The article explores how organisational interventions in India shape the experience of inclusion among women in the workplace. We use a single-case-study approach and in-depth semi-structured interviews to demonstrate the extent to which the organisation is focussed on preventing exclusion rather than promoting inclusion, as such policies may not help make the organisation more inclusive. Our findings show that sexual harassment policies may do more harm than good, thus hindering inclusiveness. In addition, our analysis reveals how gender stereotypes and images of ideal workers hinder the cultivation of integrated workers, thereby impeding inclusiveness. We draw from gendered organisation theory and the theory of doing gender to explain the outcome. Based on these insights, we conclude with recommendations for future research.

3. Control-Ownership Wedge, Related Party Loans and Institutional Ownership: Evidence from Indian Business Group Firms

Narendra Nath Kushwaha, Doctoral Student, IIM Tiruchirappalli

In this study, we measure control-ownership wedge of the listed firms affiliated with Indian business groups (BGs) and investigate its effect on the related party loans (RPLs). We hypothesise and find that BG firms with higher wedge provide loans to related parties and firms with lower wedge borrow loans from related parties, indicating a transfer of loans from higher wedge to lower wedge firm. Further, we analyse the role of institutional investors in mitigating agency issues created through higher control-ownership wedge. The results show that institutional ownership reduces the amount of RPLs and negatively moderates the relationship between the wedge and RPLs. Finally, our results suggest that foreign institutional investors (FIIs) are more effective in mitigating the effect of the wedge on RPLs than domestic institutional investors (DIIs).

4. Organisational Inertia and Long-Term Performance of Cross-Border Mergers and Acquisitions by Emerging Market Firms

Ankita Chhabra, Doctoral Student, IIM Indore

In the last few decades, as many emerging economies have liberalised, cross-border acquisitions have been an important strategic lever for firms to fill their resource voids. However, there is little research that examines whether being embedded in a closed set-up for an extended period of time would affect the post-acquisition performance of these cross-border deals. We hypothesised and found the empirical support that organisational inertia negatively impacts the post-acquisition performance of the cross-border acquisitions done by firms from emerging markets. Furthermore, we found support for the moderating impact of board independence and industry dynamism on this baseline relationship. We tested our predictions on a dataset comprising 311 majority stake cross-border M&A deals done by publicly listed Indian firms from 2003 to 2015.

5. Does Political Representation Affect Trust in Political Institutions? Evidence from India

Rolly Kukreja, Doctoral Student, Indian Statistical Institute, Delhi

The role of political institutions in distribution of economic resources and development is well acknowledged, but less is known about the determinants and importance of trust in political institutions. This paper studies the impact of change in representation on political trust. I use the delimitation exercise of 2008 as a source of change in representation of districts in state legislatures, along with respondents' self-reported confidence in politicians and state government from two rounds of the IHDS (India Human Development Survey), as measures of political trust. Implementing a difference-in-differences strategy with a household panel, the estimates show that households living in districts that gained representatives in the state legislative assembly show an improvement in reported confidence in both politicians and the state government. There is no evidence of a symmetric negative effect for households living in districts that lose seats. Further, this improvement in confidence is not driven by improved provision of village infrastructure, public programmes or general economic development as measured by night time luminosity, but is accompanied by an increase in voter turnout for the gaining districts.

6. Role of "Right" Friends in Global Value Chain (GVC) Participation: Evidence of the Importance of Network Connections from India's Automotive Sector

Ankita Dash, Doctoral Student, IIM Bangalore

Several studies in the area of networking have attested to the fact that network connections are an important factor of competitive advantage for firms. In the networks and trade literature, the gains from networking have been broadly associated with lowering of information costs (thus improving information channels within and across borders) as well as diffusion of preferences. In this paper we establish how firms are affected by their local and national networks in the context of Global Value Chains (GVCs) in terms of impact on the odds of the participation in the sectoral GVCs. We show through a theoretical model that network characteristics can prove vital in mitigating the handicaps due to size of firm by enhancing productivity through the diffusion

of general innovation (sans R&D). This question is especially pertinent for small and medium firms that face natural disadvantages owing to their size. We then also provide proof for this proposition (that the drawbacks due to firm characteristics like size can be mitigated by forming the “right” alliances – both locally and nationally) empirically from the Indian automotive sector network.

7. Impact of Economic Policy Uncertainty on Financial Statement Comparability

Bhavya Singhvi, Doctoral Student, Indian School of Business, Hyderabad

Using news-based Economic Policy Uncertainty Index from Baker, Bloom, and Davis (2016) and measuring Financial Statement Comparability using the algorithm in De Franco, Kothari, and Verdi (2011), we establish Economic Policy Uncertainty (EPU) as one of the determinants of Financial Statement Comparability (Comparability). We find that Comparability decreases when EPU increases, and the economic magnitude of the effect is substantial. More importantly, we document that this relationship between EPU and Comparability is not uniform in the cross-section of the firms. We conduct cross-sectional analyses to establish that higher scope of managerial judgment and higher firm-level uncertainty exacerbates the effect of EPU on Comparability. Overall, this evidence is consistent with the hypothesis that managers make heuristic based accounting judgments in the face of uncertainty. The results also suggest that scope of managerial judgment moderates the relationship. Furthermore, firm level uncertainty adds to the effects of macro-economic uncertainty and acts as a multiplier in the relationship. Our findings suggest that in times of uncertainty, users of financial statements should be cautious while using information in financial statements that needs benchmarking against peers.

8. Green and Socially Responsible Supply Chain Coordination in Three-Echelon Supply Chain

Patanjal Kumar, Doctoral Student, IIM Rohtak

Triple bottom line of sustainability is attracting widespread interest across the globe due to increased awareness of environmental problems and social issues, alongside the traditionally discussed economic performance of firms. Despite this interest, there is scarce literature on the triple bottom line of sustainability in supply chain contract. This study proposes a novel sustainable supply chain contract for three-echelon system. In the proposed model, we assume the role of supplier (S) and manufacturer (M) for environmental performance and social performance respectively. The model uses simultaneous and sequential move games to analyse optimal profit of supply chain agents, total channel profit, green innovation level, and corporate social innovation level of supply chain. The analytical results show that consumer sensitivity to green and social innovation increases profit of supply chain agents and total channel profit. We propose a virtual organisation to coordinate three echelon sustainable supply chain which can be helpful to sort out the problems of forward and backward supply chain simultaneously. The results reveal that channel efficiency is highest in simultaneous move game structure, and lower in case of sequential move game.

9. The Impact of Range Extension on Attraction Effect: Is Asymmetric Dominance a Necessary Condition for Attraction Effect?

Pravesh Kumar Padamwar, Doctoral Student, IIM Raipur

According to attraction effect, the introduction of a dominated decoy alternative into a multi-alternative choice set systematically increases the choice share of the target alternative at the cost of another core alternative. In three experimental studies, this paper examines the role of asymmetric dominance and range extension (i.e. the degree of the positioning of decoy away from the target alternative) on attraction effect. In contrast to the existing literature, this paper demonstrates that symmetrically dominated decoys can produce significant attraction effect. Thus, asymmetric dominance is not a necessary condition for attraction effect. Also, this paper shows that range extension can significantly change the preference between core alternatives, and it systematically amplifies attraction effect. This paper demonstrates that an asymmetrically dominated decoy placed close to the target may not produce attraction effect. Thus, insufficient range extension is a critical boundary condition of attraction effect.

10. Environmental Efficiency Measurement Using Material Balance Condition (MBC) of an Interactive Two-Stage Production System

Utsav Pandey, Doctoral Student, IIM Calcutta

Literature on measuring environmental efficiency of firms using Data Envelopment Analysis (DEA) has recently gained momentum. Two of the most widely studied areas in DEA that would determine the course of this paper are network DEA and Material Balance Condition (MBC) embedded DEA models. Current articles have extended network DEA framework to appropriately suit the underlying production structure, while others incorporate MBC to link the input and output mixes with the resulting environmental efficiency. This paper studies network DEA architecture where pollution emission rate varies with the scale (amount of input and/or output) of the firm, in contrast to the earlier literature where it is assumed to be constant. The model has further advanced to address the decomposition of overall efficiency into two-stage efficiency score, keeping the central idea of varied rate of pollution intact. The paper also constructs a real time producer-supplier production game model in the context of environmental efficiency measure. A Nash-bargaining solution for a co-operative game structure has also been proposed, keeping in mind the cost of emission reduction, to distribute the profit and encourage further co-ordination.

Registration

To register for the conference please visit the following link: <http://www.iimb.ac.in/regn/imrconf>

Alternatively you may also register by sending the registration fee through Cheque/DD in favour of Indian Institute of Management, Bangalore, payable at Bangalore. All cheques/DDs must be accompanied by a completed registration form.

The registration fee includes lunch, dinner and tea/coffee on the 4th and 5th of January, 2019 and dinner at the Pre-Conference event on January 3rd.

Delegates are advised to register at the earliest though there will also be on the spot registration at the conference venue.

Registration fee: ₹3,500/-

Contact Us

Conference Chairs

- Debarati Basu, Finance & Accounting, IIM Bangalore; d.basu@iimb.ac.in
- Shabana Mitra, Centre for Public Policy, IIM Bangalore; shabana.mitra@iimb.ac.in

Conference Logistics

For any enquiries please contact the IMRDC secretariat at the address below. All email queries should bear the subject line: IMRDC 2019

Shobha R Kaveri

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How to reach IIM Bangalore

Maps and Directions:

<http://www.iimb.ac.in/reaching-iimb-map>

Important Phone Numbers at IIMB

IIMB Health Centre

080 26993066/ +91 9916333996

Dr Ravikumar K R (resident medical officer)

(Consultation hours 10 am to 1 pm and

3 pm to 5 pm)

+91 9620366641

Nursing Assistance Helpline 24 hours

+91 9916333996

Ambulance Service 24 hours

+91 9620722096

IIMB Reception

080 26993070

IIMB Security (Main Gate)

080 26993244

IIMB MDC Reception

080 26993295/ 3443/ 3444

IMR Doctoral Conference (IMRDC) 2019, 4 & 5 January, 2019

Indian Institute of Management Bangalore

Day 1: Friday, 4th January 2019 | Venue: C13

Timings	Activity
08.30 am – 09.30 am	Registration
09.30 am – 10.00 am	Inauguration
10.00 am – 12.00 noon	Session 1: Paper 1 & 2
12.00 noon – 12.15 pm	Tea break
12.15 pm – 1.00 pm Research and Practice: Corporate Connect	Digital DNA at ICICI Bank – A Two Decade Journey of Pioneering Innovations in Banking <i>Mr. Madhivanan Balakrishnan</i> Chief Technology & Digital Officer (CTDO), ICICI Bank
1.00 pm – 2.00 pm	Lunch (MDC)
2.00 pm – 4.00 pm	Session 2: Paper 3 & 4
4.00 pm – 4.15 pm	Tea break
4.15 pm – 5.15 pm	Session 3: Paper 5
5.30 pm – 7.00 pm ICICI Keynote Address	An Agenda for Governance and Auditing Research in India <i>Prof. Kannan Raghunandan</i> Professor and Ryder Eminent Scholar, Florida International University
7.30 pm onwards	Conference Networking Dinner

Day 2: Saturday, 5th January, 2019 | Venue: C13

9.30 am – 10.00 am	Registration
10.00 am – 11.00 am	Session 4: Paper 6
11.00 am – 11.15 am	Tea break
11.15 am – 1.00 pm Panel Discussion	Publishing from India and on India <i>Prof. Anirban Kar</i> , Delhi School of Economics; <i>Prof. Dasaratha Rama</i> , SunTrust Bank Professor, Florida International University; <i>Prof. Anand Venkateswaran</i> , Northeastern University
1.00 pm – 1.15 pm	Group Photo
1.15 pm – 2.15 pm	Lunch (MDC)
2.15 pm – 4.15 pm	Session 5: Paper 7 & 8
4.15 pm – 4.45 pm	Tea break
4.45 pm – 6.45 pm	Session 6: Paper 9 & 10
7.00 pm – 7.30 pm	Valedictory Ceremony & Presentation of Certificates
8.00 pm onwards	Dinner (MDC)