



IMRDC
Doctoral Conference 2024

IIMB Management
Review

IMR Doctoral Conference 2024

2 & 3 February 2024
Indian Institute of Management Bangalore

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IMR Doctoral Conference (IMRDC) 2024

2 & 3 February 2024

Indian Institute of Management Bangalore

Schedule

Zoom Webinar Registration Link for IMRDC 2024

https://iim-b.zoom.us/webinar/register/WN_uW-nZMdqQTeccCUjHpgPog

Day 1: Friday, 2nd February, 2024

Venue N001

Timings	Activity
8.00 am – 8.30 am	Registration & Coffee
8.30 am – 9.00 am	Inauguration
9.00 am – 10.00 am Keynote Address 1	Doing impactful research without (misusing) p-values Keynote Address by Prof. Sanjay Kallapur, Accounting, Indian School of Business
10.00 am – 10.30 am	Break
10.30 am – 12.45 pm Session 1	Session 1: Paper presentation
10.30 am – 11.15 am	Paper 1: Finance & Accounting Does an exclusive relationship with government banks matter during climate shocks? <i>Presenter:</i> Harish Kamal, IIM Calcutta <i>Discussant:</i> Prof. Ashok Thampy, IIM Bangalore
11.15 am – 12.00 pm	Paper 2: Public Policy Money matters: Evidence from a conditional cash transfer scheme on child and maternal health <i>Presenter:</i> Anshika Mathur, Shiv Nadar University <i>Discussant:</i> Prof. Ayona Bhattacharjee, IMI New Delhi
12.00 pm – 12.45 pm	Paper 3: Finance & Accounting Gender mandate and tokenism concerns: The role of women director capital on investor perception <i>Presenter:</i> Praveena Musunuru, IIM Visakhapatnam <i>Discussant:</i> Prof. Debarati Basu, School of Management and Entrepreneurship, Shiv Nadar University
12.45 pm – 1.15 pm	Group photo IMRDC 2024 & PhD Alumni

Day 1: Friday, 2nd February, 2024

Venue N001

1.15 – 2.30 pm	Networking Lunch
2.30 pm – 4.00 pm Session 2 2.30 pm – 3.15 pm	Session 2: Paper presentation Paper 4: Decision Sciences Facets of the knapsack polytope from non-minimal covers <i>Presenter:</i> Guneshwar Anand, IIM Visakhapatnam <i>Discussant:</i> Prof. Anand Deo, IIM Bangalore
3.15 pm – 4.00 pm	Paper 5: Organisational Behaviour /Human Resources Management From adversity to adaptation: Exploring the factors that build resilience at work <i>Presenter:</i> Debanjana Deb Biswas, ICFAI Business School, Telangana <i>Discussant:</i> Prof. Ashish Malik, Queen's Business School, Queen's University Belfast, UK [#]
4.00 pm – 4.30 pm	Break
4.30 pm – 5.30 pm Keynote Address 2	Managing the research and teaching challenges in an academic career [#] Keynote Address by Prof. Balram Avittathur, Operations Management Group, IIM Calcutta.
5.30 pm – 7.00 pm	Break
7.00 pm – 9.00 pm	Networking Dinner

Day 2: Saturday, 3rd February, 2024

Venue N001

Timings	Activity
8.00 am – 8.30 am	Registration & Coffee
8.30 am – 10.15 am Session 3 8.30 am – 9.15 am	Session 3: Paper presentation Paper 6: Economics Family planning in mission mode: Evidence from India's Mission Parivar Vikas (MPV) program <i>Presenter:</i> Sarthak Agarwal, IIM Lucknow <i>Discussant:</i> Prof. Mahesh Karra, Frederick S. Pardee School of Global Studies, Boston University [#]
9.30 am – 10.15 am	Paper 7: Economics Assigning bureaucrats to achieve national integration and equal distribution of merit <i>Presenter:</i> Vinay Kumar Jha, IIM Ahmedabad <i>Discussant:</i> Prof. Ashutosh Dinesh Thakur, Lee Kuan Yew School of Public Policy, NUS Singapore [#]

Day 2: Saturday, 3rd February, 2024

Venue N001

10.15 am – 10.45 am	Break
10.45 am – 1.00 pm Session 4	Session 4: Paper presentation
10.45 am – 11.30 am	Paper 8: Public Policy True son preference amongst low income groups in India: Evidence from list experiment <i>Presenter:</i> Rakhi Saha, University of Calcutta <i>Discussant:</i> Prof. Neha Agarwal, University of Otago, New Zealand #
11.30 am – 12.15 pm	Paper 9: Entrepreneurship Women green entrepreneurship: Managing resource constraints through bricolage <i>Presenter:</i> Seema Potluri, IIT Kanpur <i>Discussant:</i> Prof. Suresh Bhagavatula, IIM Bangalore
12.15 pm – 1.00 pm	Paper 10: Organisational Behaviour /Human Resources Management Can developmental ideals help employees overcome the negative impact of job content plateau on career commitment? <i>Presenter:</i> Biswa Prakash Jena, Birla Global University, Bhubaneswar <i>Discussant:</i> Prof. Surendra Babu Talluri, IIM Bangalore
1.00 pm – 2.30 pm	Lunch
2.30 pm – 4.00 pm Session 5	Session 5: Paper presentation
2.30 pm – 3.15 pm	Paper 11: Marketing Designing chatbots for optimal user experience: Design cues and the routes <i>Presenter:</i> Aishwarya Ramesh, IIT Madras <i>Discussant:</i> Prof. Spurthy Dharanikota, IIM Bangalore
3.15 pm – 4.00 pm	Paper 12: Finance & Accounting Does ESG reporting matter? Evidence from India <i>Presenter:</i> Santushti Gupta, IIM Ranchi <i>Discussant:</i> Prof. Tanya Jain, Amrut Mody School of Management, Ahmedabad University #
4.00 pm – 4.30 pm	Break
4.30 pm – 5.00 pm	Valedictory and Awards Ceremony
5.30 pm – 7.30 pm	Cultural Programme
7.30 pm onwards	Dinner

Virtual Participation

Abstract of Keynote Address

Doing impactful research without (misusing) p-values

Keynote Address by Prof. Sanjay Kallapur, Accounting, Indian School of Business

The replication crisis has highlighted the limitations of p-values and shown that they cannot be relied upon for scientific inference. How does one make scientific inferences if one cannot rely upon p-values? This talk, based on my monograph “Beyond p-values: Scientific Inference in Accounting Research” published by the American Accounting Association and available at https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4413565, will provide an answer. Using examples from business research, the talk will show how the best researchers have always used a broader process of inference, that consists of choosing the research topic wisely, assessing plausibility of the tested theory, choosing research designs having high diagnostic ability, and writing the findings like a story.

Managing the research and teaching challenges in an academic career

Keynote Address by Prof. Balram Avittathur, Operations Management Group, IIM Calcutta

Faculty in an Indian business school face considerable challenges (and opportunities) in their initial decade of service, many of which are specific to India. Till recently, research and publications were not actively incentivized in most Indian institutes. Presently, incentives to publish are linked to international journal ratings where no Indian journal features in the top rung. Journal publishing success depends vastly on picking contemporary research topics and building them with relevant research questions, methodological rigour and creative presentation of results. International collaborations are vital and fortunately there is greater interest among international researchers to work with researchers from India. A service orientation in teaching that facilitates industry relevant learning outcomes for the student is important to balancing the research challenges of a young faculty with the teaching goals set by their employer. Robust mentorship of newly recruited faculty is critical to their all-round development and ability to become world-class eventually.

About the Conference: IMRDC 2024

IIMB Management Review (IMR) and the Office of the Doctoral Programme, IIMB, organise the IMR Doctoral Conference (IMRDC) every year. The conference brings together doctoral students from India and abroad 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 as follows:

- 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 helps 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.

IMRDC 2024, the 15th edition of the conference, is one of the milestone events commemorating the Golden Jubilee Anniversary of the Institute. This year, IMRDC is being celebrated in tandem with the PhD Alumni event, celebrating the reunion of former doctoral students, in the Golden Jubilee year of the institute.

IMRDC has established itself as a benchmark event in the doctoral community in Management Science and associated disciplines. This year we received about 125 competitive submissions from doctoral students in institutions all over India. The submissions were taken through a rigorous three-step selection process. Submissions were screened for plagiarism initially and then reviewed by the Conference Chairs, a Review Advisory Committee, and a Faculty Review Committee comprising well-published domain experts. The result of the review process is a final set of 12 promising papers, selected for presentation at the conference. Our endeavour is to help students enhance the quality of their work.

Apart from paper presentations, invited talks, panel discussions and workshops by well-published researchers and senior academics provide opportunities for learning and for research-based discussions among doctoral students and young faculty. IMRDC 2024 has scheduled keynote addresses by Professor Sanjay Kallapur, Accounting, Indian School of Business and Professor Balram Avittathur, Operations Management Group, IIM Calcutta.

The Conference Chairs for IMRDC 2024 are Professor Apurva Sanaria, Organisational Behaviour & Human Resources Management and Professor Aditya Shrinivas, Economics, IIMB.

IMRDC in the Past

In 2009, *IIMB Management Review*, IIMB's flagship management quarterly, organised the country's first annual doctoral students' conference for Management. The journal's 30 years of experience gives it a unique standing to successfully execute this event and enrich the research atmosphere in India. The Office of the Doctoral Programme, IIMB, joined hands with IMR in 2013 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 15 years ago, the conference has grown to become India's most prominent doctoral conference. IMRDC has established itself as the premier doctoral colloquium in the country through the rigour of its processes, its thorough and constructive feedback on doctoral work, and the opportunities it provides to engage with experts from India and abroad in close-knit settings.

We welcome you to IMRDC 2024.

Profiles of Keynote Speakers

Balram Avittathur

Professor, Operations Management Group, IIM Calcutta

Balram Avittathur is a Professor in the Operations Management Group at IIM Calcutta. He completed his bachelor's in engineering from NIT Rourkela in 1989 and his doctorate in Management (FPM) from IIM Bangalore in 1999 (1994 entry). Before joining IIM Bangalore, he worked as a production engineer for five years. At IIM Bangalore, he worked on a thesis titled "An Integrated Approach to Supply Chain Design: The Case of a Multi-Product, Multi-Region Production-Distribution System." His Doctoral Advisory Committee comprised Professors Janat Shah (Chairperson), LS Murty and MR Rao. While at IIM Bangalore, he was a resident of F Block.

He joined IIM Calcutta in May 1999 and will complete 25 years' service there in a few months. He won the prestigious Fulbright Post-Doctoral Research Fellowship in 2002, which allowed him to pursue research at Auburn University, USA. Prof. Avittathur has published his research in journals such as *JOM*, *EJOR*, *IJPE*, *DSS*, *Transport Research Part E*, *IJPR* and *IIMB Management Review*. He serves regularly as a reviewer in many of these journals and is also the India Editor of the journal *Operations Management Research*. Presently, much of his research focuses on game theory applications in supply chain management.

Apart from his passion in teaching and research, Prof. Avittathur also serves the industry through consulting and training activities. In addition to serving many private sector firms, he has been a consultant to public sector organizations such as Indian Railways, Kolkata Port Trust, MMTC and NTPC Limited. He visited HHL Leipzig in 2018 to teach in their MBA and conducted a research seminar in the Master's Programme in Supply Chain Management at WU Vienna in 2021. In November 2015, he was elected as a Faculty Representative in the IIM Calcutta Board of Governors for a two-year tenure.

Sanjay Kallapur

Professor of Accounting, Indian School of Business. Previously a tenured associate professor, Krannert School of Management, Purdue University

Professor Kallapur conducts research on financial and managerial accounting, auditing, corporate governance, and risk management. He has published in each of the top three accounting journals and his papers have been cited over 4,000 times (Google Scholar) and in regulatory policy documents in India and the UK.

The American Accounting Association recently published his monograph on scientific inference in accounting research beyond the use of p-values. Aimed at Ph.D. students and rising scholars, the monograph presents technical materials in a non-technical language, with plenty of examples from accounting and other disciplines. It helps scholars to choose and motivate their research topic, identify better research designs, and communicate their findings. The monograph makes a compelling case for using a broader approach to scientific inference as a way of going beyond the limitations of p-values, and offers practical advice with plenty of examples on how to do so.

He is the founding editor-in-chief of *Accounting Theory and Practice*, a research journal focusing on India, published by Elsevier. He was an editor of *The Accounting Review* (2008-2011), the first person from outside North America to be appointed to that position.

Professor Kallapur is a member of the National Financial Reporting Authority (NFRA). He sits on the Board of IDBI Bank.

Message from Editor-in-Chief, *IIMB Management Review*, and Chairperson, Doctoral Programme, IIMB

We are happy to share that as part of the Golden Jubilee celebrations, IMRDC 2024 is being held in conjunction with the IIMB PhD Alumni Meet.

The IMR Doctoral Students' Conference (IMRDC) is a pre-eminent doctoral colloquium for doctoral students to present select research work and is also a forum where doctoral scholars, academics, and researchers from institutions in India and abroad can come together for mutual exchange and discussion in a research-oriented environment. We look forward to two days of paper presentations by doctoral scholars and invited talks by eminent academics and stellar researchers.

This joint event enables IIMB PhD alumni to attend all the paper presentation sessions and keynote addresses of IMRDC, along with current doctoral students, young faculty, and delegates from different institutions, and provides plenty of opportunities for informal exchange and discussion. There are several activities planned for the PhD alumni, the current doctoral students, and the participants of IMRDC, including interactive sessions and interesting cultural programmes. This is also an occasion for IIMB PhD alumni to reconnect with their alma mater, relive their memories with their batchmates, and catch up with retired and current faculty.

This year's edition of IMRDC received more than 125 full paper submissions from institutions across India. It is gratifying to note that the catchment of paper submissions in terms of the number of institutions and their geographical spread has widened. After a rigorous three-step selection process, 12 papers have been selected for final presentation representing the areas of Management science. The selected papers cover the areas of Economics, Finance & Accounting, Marketing, Organisational Behaviour & Human Resources Management, Public Policy, Entrepreneurship, and Decision Sciences.

IMRDC is known for its rigorous review process which includes a desk scrutiny by the Chairs of the Conference, a next-level review by the Review Advisory Committee, based on which a subset of papers is sent out for detailed review by the Faculty Review Committee. The final selection of the papers for presentation is made by the Chairs, based on the rounds of review. At the Conference, the papers receive feedback from dedicated discussants. We also invite all those who submitted their papers to the Conference, irrespective of being selected for final presentation or not, to attend the Conference. We are happy to share that many of the “alumni” of IMRDC, those doctoral scholars whose work was showcased at one of the editions of the conference, continue to be associated with the conference as reviewers, discussants, workshop leads, panellists, and invited speakers.

One of the objectives of the Conference is to promote publication-oriented development of doctoral research work and we provide selected papers with a publication opportunity in *IIMB Management Review* (IMR). Many of the papers presented first at IMRDC have progressed to publication in IMR. IMR is a Gold Open Access journal, with the article processing charges (APC) borne by IIMB, on behalf of the authors. Published by IIMB in arrangement with Elsevier, IMR is indexed on Scopus, 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 urge all participants and delegates to explore the publishing opportunities in the journal. The journal, now published solely in digital format, can be read and downloaded from ScienceDirect® - <https://www.sciencedirect.com/journal/iimb-management-review> -

IMRDC 2024 has scheduled the following keynote addresses which we are sure would benefit attending doctoral scholars immensely.

- **Doing impactful research without (misusing) p-values**, by Prof. Sanjay Kallapur, Accounting, Indian School of Business
- **Managing the research and teaching challenges in an academic career**, by Prof. Balram Avittathur, Operations Management Group, IIM Calcutta.

The Co-Chairs of IMRDC 2023 are Professor Apurva Sanaria from the Organisations Behaviour & Human Resources Management area and Professor Aditya Shrinivas from the Economics area at IIMB. We owe a deep debt of gratitude to our Chairs, the Review Advisory Committee, the Faculty Review Committee, and the Discussants whose unwavering commitment to the conference and rigour of process have enabled IMRDC to reach its preeminent stature. We are also thankful to our eminent speakers who have shared from their work and their experiences, showing the way forward to the doctoral students and other participants. Adding to the lustre of the Golden Jubilee celebration of the institute and IMRDC is the participation of the IIMB PhD alumni in all the conference events and sessions. We are sure that all the participants of IMRDC 2024 will have rich learning opportunities and memorable takeaways from the conference.

With best wishes,

Professor Jishnu Hazra, Editor-in-Chief, *IIMB Management Review*

Professor Ananth Krishnamurthy, Chairperson, Doctoral Programme, IIMB

Conference Review Committee

Conference Chairs

- Apurva Sanaria, Organisational Behaviour & Human Resources Management, IIMBangalore
- Aditya Shrinivas, Economics, IIM Bangalore

Review Advisory Committee

- Debojyoti Das, Finance & Accounting, IIM Bangalore
- Reshma Chirayil Chandrasekharan, Decision Sciences & Information Systems, IIM Bangalore
- Akhil Ilango, Economics, IIM Bangalore
- Tarun Jain, Production & Operations Management, IIM Bangalore
- Ludvig Levasseur, Entrepreneurship, IIM Bangalore
- Malika M, Marketing, IIM Bangalore
- Mayank Nagpal, Marketing, IIM Bangalore
- Arpit Shah, Public Policy, IIM Bangalore
- Vasanthi Srinivasan, Organisational Behaviour & Human Resources Management, IIM Bangalore
- Sandeep Yadav, Strategy, IIM Bangalore

Faculty Review Committee

- Athira A, Finance & Accounting, IIM Bangalore
- Neha Agarwal, Economics, University of Otago, New Zealand
- Upasna Agarwal, Organisational Behaviour & Human Resources Management, IIM Mumbai
- Raj Arasanal, Imperial College Business School, London, UK
- Karan Babbar, Social Science and Humanities department, Jindal Global Business School
- Arunava Bandyopadhyay, Finance, IMI Calcutta
- Ritwik Banerjee, Economics, IIM Bangalore
- Avijit Bansal, Finance & Control, IIM Calcutta
- Rupashree Baral, HR & OB, Department of Management Studies (DoMS), Indian Institute of Technology Madras
- Debasis Barik, National Council of Applied Economic Research
- Debarati Basu, Finance, Accounting & Control, Shiv Nadar University
- Vaneet Bhatia, Finance & Accounting, IIM Rohtak

- Asit Bhattacharyya, Accounting, School of Business and Law, CQ University, Australia.
- Samyukta Bhupatiraju, Economics, KREA University
- Qian Chen, Supply Chain and Information Systems, Smeal College of Business, Penn State University
- Prasanta Kr Chopdar, Marketing, IIM Shillong
- Nanda Choudhury, Marketing, IIM Bodh Gaya
- Debolina Datta, Organisational Behaviour & Human Resources Management, IIM Bangalore
- Sandip Datta, Economics, Delhi School of Economics, University of Delhi
- Anand Deo, Decision Sciences, IIM Bangalore
- Sripad Devalkar, Operations Management, Indian School of Business
- Sowmya Dhanaraj, Economics, Madras School of Economics, Tamil Nadu
- Spurthy Dharanikota, Information Systems, IIM Bangalore
- Anupam Dutta, School of Accounting and Finance, University of Vaasa
- Arpan Ganguly, Economics, Flame University
- Manpreet Gill, Marketing, Darla More School of Business; University of South Carolina
- Romana Gulshani, Organisational Behaviour & Human Resources Management, IIM Bangalore
- Bhanu Gupta, Economics, Ashoka University, New Delhi
- Tanu Gupta, Economics, Indian Statistical Institute, New Delhi
- Vishruthi Gupta, Economics, Delhi School of Economics, University of Delhi
- Nemiraja Jادیappa, Finance, IIM Kozhikode
- Ankur Jain, Organisational Behaviour & Human Resources Management, IIM Rohtak
- Sai Chittaranjan Kalubandi, Strategy, IIM Bangalore
- Amirali Kani, Marketing, Lang School of Business and Economics, University of Guelph, Canada
- Purnima Khemani, Finance & Accounting, IMT Hyderabad
- Anupama Kondayya, Organisational Behaviour & Human Resources Management, IIM Bangalore
- Rolly Kukreja, Economics, National Institute of Public Finance and Policy, New Delhi
- Mukta Kulkarni, Organisational Behaviour & Human Resources Management, IIM Bangalore
- Ankit Kumar, Economics, IIM Calcutta
- Ashish Kumar, Finance & Accounting, IIM Kashipur
- Radha Mukesh Ladkani, Finance & Accounting, IIM Indore
- Yi Liu, Decision Sciences, Beacom School of Business, University of South Dakota
- Dhriti Mahadevan, Marketing, S. P. Jain Institute of Management and Research
- Ashish Malik, Queen's Business School, Queen's University Belfast, UK

- Pratap Chandra Mandal, Marketing, IIM Shillong
- Dalhia Mani, Entrepreneurship, IIM Bangalore
- Anish Shankar Menon, Accounting, College of Business, Prairie View A&M University
- Sushanta Kumar Mishra, Organisational Behaviour & Human Resources Management, IIM Bangalore
- Zubin R. Mulla, Center for HRM & LR, Tata Institute of Social Sciences, Mumbai
- Dharani Munusamy, Finance & Accounting, IIM Tiruchirappalli
- Shashidhar Murthy, Finance & Accounting, IIM Bangalore
- Rajesh V N, Data Science and Information Systems, IFMR-Graduate School of Business, Krea University
- Mayank Nagpal, Marketing, IIM Bangalore
- Abhoy K Ojha, Organisational Behaviour & Human Resources Management, IIM Bangalore
- Arti Omar, Finance, Flame University
- Pravesh Padamvar, Marketing, IIM Raipur
- Ayush Pant, Economics, Ashoka University, New Delhi
- Rajesh Pathak, Finance & Accounts, IIM Raipur
- Archana Patro, Finance & Accounting, IIM Bodh Gaya
- Debidutta Pattnaik, Finance & Economics, IMI Bhubaneswar
- Nabendu Paul, Finance, IIM Amritsar
- Raj Raghunathan, Marketing, McCombs School of Business, University of Texas at Austin
- Abhishek Rai, Economics, Ashoka University
- Mehul Raithatha, Finance and Accounting, IIM Indore
- Charu Rastogi, Entrepreneurship, IIM Bangalore
- Saakshi, Economics, IIM Ranchi
- Soham Sahoo, Centre for Public Policy, IIM Bangalore
- Soumendu Sarkar, Economics, Delhi School of Economics, New Delhi
- Sumit Saurav, Finance and Accounting, IIM Bangalore
- Franziska Schmid, Marketing, College of Business, Oregon State University
- Sukriti Sehri, Marketing, IIM Ahmedabad
- Rajeswari Sengupta, Economics, Indira Gandhi Institute of Development Research (IGIDR)
- Ajay Sharma, Economics, IIM Indore
- Kirti Sharma, Marketing, Management Development Institute, Gurgaon
- Aditi Singh, Economics, Shiv Nadar Institute of Eminence

- Sunny Kumar Singh, Economics, BITS Pilani (Hyderabad)
- Deepak Singhania, Humanities and Social Sciences, IIT Gandhinagar
- Ruhi Sonal, Economics, Economics, IIIT Delhi
- Vasanthi Srinivasan, Organisational Behaviour & Human Resources Management, IIM Bangalore
- Jagriti Srivastava, Finance, Accounting & Control, IIM Amritsar
- Sowmya Subramaniam, Finance and Accounting, IIM Lucknow
- Chetan Subramanian, Economics, IIM Bangalore
- Hema Swaminathan, Centre for Public Policy, IIM Bangalore
- Chaitanya Talreja, Economics, Shiv Nadar University Chennai
- Vibhu Teraiya, Marketing, IIM Bangalore
- Abdelmoumine Bognini Traoré, Department of Agricultural Economics, Sociology and Education, Penn State University
- Prahalad Venkateshan, Operations and Decision Sciences, IIM Ahmedabad
- Neharika Vohra, Organisational Behaviour, IIM Ahmedabad
- Yifan Zhang, Quantitative Analysis and Data Science, Kennesaw State University

Abstracts of Selected Papers

1. Does an Exclusive Relationship with Government Banks Matter during Climate Shocks?

Harish Kamal, Samit Paul and Avijit Bansal, Indian Institute of Management Calcutta, India

Climate shocks adversely affect firms' operations and performance. Is maintaining an exclusive relationship with government banks (GOBs), a potential solution for firms (GOB firms) to emerge out of distress caused by climate shocks when government aids are unavailable? Using abnormal rainfall conditions as a proxy of climate shock and firms' banking relationship, our study finds that GOB firms, compared to other firms, secure 7.2% higher funds and invest 2.2% more, which enables them to earn 6.7% higher profit during abnormal rainfall periods vis-à-vis normal rainfall periods. While exploring the channels, we find support for the "flight-to-safety" hypothesis, i.e., GOB firms, due to implicit government guarantees associated with GOB relationships, secure loans from banks other than GOBs. Our evidence is inconsistent with the view that suggests there is an implicit commitment of welfare-maximizing GOBs to help firms, especially GOB firms, during times when firms are adversely affected by climate shocks.

2. Money Matters: Evidence from a Conditional Cash Transfer Scheme on Child Health

Anshika Mathur and Gitanjali Sen, Shiv Nadar University, India

We study the impact of a maternity benefit conditional cash transfer scheme from India, on child and maternal outcomes. By exploiting the spatial variation in implementation and temporal variation in cohort-based eligibility, our DID-matching estimates suggest reductions in child mortality. Using variation in size of the transfer, our estimates reveal the importance of cash amount for desirable program effects. The potential mechanisms are increase in healthcare utilization and indirectly incentivized increase in service utilization. The muted effects on maternal outcomes indicate the concerns regarding fulfilling programme conditionalities by mothers. Our findings are robust to sample restrictions, falsification tests, exact randomization.

3. Gender Mandate and Tokenism Concerns: The Role of Women Director Capital on Investor Perception

Praveena Musunuru and Mohammad Shameem Jawed, Indian Institute of Management Visakhapatnam, India

We examine investor perceptions of gender mandate in an emerging market, India, using a natural experiment and a large sample of female board appointments. We rely on event study methodology and difference-in-difference frameworks, comparing firms that did not fall under the scanner of the mandate to those that had to appoint a woman director to comply with the mandate. The findings indicate that when a firm under a mandate appoints a woman director, investors tend to view it as tokenism. This perception arises from the idea that the individual was appointed primarily to fulfill the gender mandate rather than based on merit, raising concerns

over potential compromises in decision-making quality. However, outside of the mandate, such appointments are valued as they are perceived to be based on merit. Further, we examine the effect of women directors' education, experience, and network capital on investor perception in post-mandate appointments. We also show that firms can counter the negative perception of tokenism by appointing experienced women directors to their boards. Our findings are robust to additional tests.

4. Facets of the Knapsack Polytope from Non-Minimal Covers

Guneshwar Anand, Indian Institute of Management Visakhapatnam, India; Sachin Jayaswal, Indian Institute of Management Ahmedabad, India; B. Srirangacharyulu, Indian Institute of Management Visakhapatnam, India

In this paper, we study the polyhedral structure of the binary knapsack polytope. We propose two new classes of valid inequalities based on non-minimal covers. We further provide conditions under which they are facet-defining for the knapsack polytope. The usefulness of these facets is demonstrated using computational experiments on fixed charge transportation problems, a well-known class of NP-hard problems, which help improve their lower bounds by more than 9% on average. This helps save the CPU time by around 77% to 94% when used in the absence of CPLEX-generated cuts, depending on the problem parameters. This also reduces the CPU time by around 28% to 16% when used in conjunction with CPLEX-generated cuts.

5. From Adversity to Adaptation: Exploring the Factors that Build Resilience at Work

Debanjana Deb Biswas, Neha Gahlawat and Sitamma Mikkilineni, IBS Hyderabad, India

The purpose of this study is to explore those factors that build resilience among the Indian workforce when faced with adverse situations. A qualitative study was undertaken where we conducted 20 in-depth interviews with working professionals belonging to six different industries in India. After this, we took a hybrid approach to thematic analysis to analyze the data. We found that employee resilience is instigated by Personal Factors and Socio-Environmental Factors. The two categories had three major themes and several other sub-themes under them. The outcome showed that employee resilience can be built up as an employee capability through an interaction of various factors. Our findings complement and enrich the Social Cognitive Theory (Bandura, 1986) and the Social Exchange Theory (Blau, 1968).

The paper highlights that in order to build up employee resilience, an interaction of various factors is required. Specifically, the role of workplace factors has been stressed on, for building resilience among employees when faced with the day-to-day work-related challenges. Also, it was established that following the law of reciprocity, employees who felt supported at their

workplace did not want to leave their organization when faced with adversity. Therefore, our work specifically identifies what the workplace can do to build up resilience as a capacity among its workers. Past research has mostly used the factors identified in the literature of child development in the Western countries to study resilience among the adult workforce. Keeping in mind that resilience is highly context - specific, this study is unique as we aim to explore those specific factors that build up resilience among the workforce to deal with daily work-related challenges in India.

6. Family Planning in Mission Mode: Evidence from India's Mission Parivar Vikas (MPV) Programme

Sarthak Agarwal, Indian Institute of Management Lucknow, India; Somdeep Chatterjee, Indian Institute of Management Calcutta, India; Oindrila Dey, Indian Institute of Foreign Trade, India

Despite the pervasive presence of various types of family planning interventions world over, impact on fertility rates and adoption of contraception remain low in developing countries. In this paper, we explore whether a multidimensional policy incorporating these various facets like incentivizing adoption, actively enhancing information dissemination and providing easier access to contraception, under an umbrella family planning intervention can be a potential solution to this problem. Using a quasi-experimental estimation framework, we show that India's Mission Parivar Vikas (MPV) initiative, which incentivized the adopters of family planning while also offering performance-based incentives to the network of accredited health workers based on take-up of the intervention, led to a decline in fertility rates as well as an increase in adoption of family planning methods. The adoption effects are not just restricted to women - we also find that men are more likely to use contraception as a result of this holistic intervention. We also find improved health status of women and changes in stated fertility preferences of both men and women. We argue that a mediating channel for these results is increased exposure to information on family planning, as a direct consequence of the MPV.

7. Assigning Bureaucrats to Achieve National Integration and Equal Distribution of Merit

Vinay Kumar Jha and Jeevant Rampal, Indian Institute of Management Ahmedabad, India; Aditya Kuvalekar, University of Essex, United Kingdom

We explore the application of the matching mechanism to one-sided matching markets with a social planner having multiple objectives. Specifically, we analyze the cadre allocation mechanism in the All India Services (AIS) officers of the government of India. Thakur (2021) finds aggravated systemic imbalances across cadres with the 2008 cadre allocation policy. We propose a novel strategy-proof mechanism which achieves the objectives of the social planner in the context of the current (2017) policy, which is cognitively complex and is vulnerable to manipulation by the

candidates. First, we develop a mechanism for national integration that would be strategy-proof and envy-free at the zonal level. In this process, we formalize the notion of national integration. A mechanism is strategy-proof when candidates can't benefit by lying about their preferences, and it is envy-free at the zonal level if no player wants the cadre of another lower-ranked player of the same zone. Next, we design another mechanism that achieves the desired distribution of merit while being strategy-proof. Finally, we propose to merge both mechanisms to achieve the twin objective of national integration and equal distribution of merit under strategy-proof conditions.

8. True Son Preference amongst Low Income Groups in India: Evidence from List Experiment

Rakhi Saha and Arijita Dutta, University of Calcutta, Kolkata, India

In a patriarchal society, son preference is a familiar phenomenon, in spite of the large-scale rhetoric against sex determination of foetus and policy matrix geared towards improvement of child sex ratio. Thus, reporting such a sensitive preference could have a high chance of understatement. Under the current situation of extremely skewed pattern of preference of sex of the child, where more than 80% women in the reproductive age-group report their wish to mother at least one son (NFHS 5 2019-20), this study uses list experiment to gauge the actual true preference and also measure social desirability bias (SDB) if any.

A primary survey was carried out during 2022 in two rural areas of West Bengal and Bihar, interviewing 1200 young women of age 18-22 years. The sample was divided into three groups of 400 respondents each; the third group was asked directly if they agree with the statement that each household should have at least one son. The first and the second groups were given a list of 3 and 4 statements respectively, with the second group's last statement being the same as asked to the direct question group. They were asked how many statements they agree upon, rather than identifying which of the statements, thus using a veiled methodology to cull out the actual preference of the respondents. For the veiled part, OLS was used to estimate the correlates of the actual preferences.

The results show that while about 90.22 % of the subjects declare households should have a son preference if asked directly, this proportion goes down to about 57.71% while eliciting true preference in the list experiment. Such differences are significant for respondents with a girl last child, because that puts more pressure on the young mother to reveal her illicit stronger son preference, though her real choice remains unaffected. We find neither the respondents' education, religion, MPCE, family type or ASHA's intervention has any significant effect on her true preference; rather her husband's education is a significant predictor in decreasing the son preference. Also, her being OBC is positively related to her son preference.

9. Women Green Entrepreneurship: Managing Resource Constraints through Bricolage

Seema Potluri, Indian Institute of Technology Kanpur, India; Subramaniam Ananthram, Curtin University, Bentley, Perth, Australia; B.V. Phani, Indian Institute of Technology Kanpur, India

Introducing 'Women Green Entrepreneurship' and offering extensions to previous studies on bricolage, green entrepreneurship, and women entrepreneurship, this paper makes multi-fold contributions. By way of case studies with women involved in green entrepreneurship in Australia and India, this paper has an overarching objective of what practically elucidates the five types of bricolages - physical, labour, skill, customer/market and institutional bricolage. Additionally, the study has been able to impart an additional perspective to customer/market bricolage. The data also uncovers some additional bricolage activities that represent other strategies that Women Green Entrepreneurs employed to navigate through the challenges of setting up and operating green enterprises.

10. Can Developmental Ideals Help Employees Overcome the Negative Impact of Job Content Plateau on Career Commitment?

Biswa Prakash Jena and Archana Choudhary, Birla Global University, Bhubaneswar, India; Keerthi Sagadevan, Indian Institute of Management Bangalore, India; Stuti Das, SAMET School of Management, Bhubaneswar, India

Considering the negative impact of job content plateau on the career commitment of employees, the paper tries to study whether developmental ideals can help in mitigating the negative consequences of job content plateau on career commitment. Data for the study were collected from full-time working executives employed in different organizations. These executives were enrolled in a part-time MBA programme. Cross-sectional data were collected for the purpose. PROCESS macro was used to analyze the data (Preacher & Hayes, 2004). The results suggest that developmental ideals mediate the relationship between job content plateau and career commitment which helps the employees to stay committed to their careers. Previous studies on job content plateau bring out its negative consequences on career commitment as there was no scope for self-development. This paper offers the proposition that if employees are given an opportunity for self-development and learning, even job content plateaued employees will have better career commitment.

11. Designing Chatbots for Optimal User Experience: Design Cues and The Routes

Aishwarya Ramesh and Vaibhav Chawla, Indian Institute of Technology Madras, Chennai, India

Chatbots have become an essential marketing tool, with brands like Levi's, Jeep and Biba adopting the technology. It is essential to understand how to design chatbots to provide the optimal user experience. Literature defines the concept of Flow - which is a state of complete engrossment

and enjoyment characterised by concentration, focus, time distortion, intrinsic interest, and curiosity. This study examines the design of chatbots in terms of functionality, aesthetics, and anthropomorphism in relation to antecedents of Flow theory in high, and medium situations through two studies. This study also focuses on the cognitive and affective pathways to flow and purchase intention.

The results from these two studies indicate that while anthropomorphism and functional design always positively contribute to creating the optimal user experience, aesthetic design cues have a negative impact on different antecedents of flow, as risk increases. This insight acts as a guide for chatbot UX designers to consider effects to counteract this negative impact of design cues by making the bots higher in functionality and anthropomorphism. Future research can explore aspects of aesthetics that contribute to this negative effect and their relevant countermeasures.

12. Does ESG reporting matter? Evidence from India

Santushti Gupta and Prasenjit Chakrabarti, Indian Institute of Management Ranchi, India

India's market regulator, the Security and Exchange Board of India (SEBI), has started mandating ESG disclosures based on the market capitalization of listed firms since 2012. Up to 2021, there have been five such announcements, the recent being Business Responsibility and Sustainability Reporting (BRSR). We formally investigate whether mandatory ESG reporting creates shareholder value with the passage of these five regulatory events from 2012 to 2021. We employ a regression discontinuity design (RDD) with the event study approach to understand the causal impact of the mandates on shareholder value. We find that throughout the passage of five events, there is an overall drop in the stock prices for the mandated firms, ranging from 5.7% to 6.8% relative to the non-mandated firms. We then examine cross-sectional variations among industries, such as polluting industries, innovative firms, and high rent-seeking industries, where the ESG information is more material and competitive. We find that there is approximately a 4% to 12% increase in stock prices for the mandated firms in these industries throughout the passage of five events. We carry out a battery of robustness tests and placebo tests to validate our main results. Our results have important policy implications. ESG regulations that arbitrarily mandate firms, destroy the value of the mandated firms. Rather a targeted mandate based on firm and industry characteristics can potentially create value for the firms.

Registration

IMRDC 2024 is open for delegate registration to doctoral students and faculty of management institutes/departments, as well as researchers and practitioners in affiliated fields. Delegates could choose to participate as **virtual** or **in-person** delegates. There are no delegate charges for online participation. However, all delegates are expected to register for the Conference.

Delegates who choose to participate in person would need to register and pay the applicable Delegate Registration Fee* through the Online Payment Gateway provided in the Registration Form.

To register for IMRDC 2024, please provide the required delegate details at <https://tinyurl.com/2uuyrsd4> and submit the online registration form and Delegate Fee as applicable.

* In-person Delegates will receive the Conference Kit, hospitality on both days of the Conference and a Certificate of Participation, upon payment of the Delegate Registration Fee. Accommodation is **not** included

Contact Us

For any enquiries please contact the IMRDC secretariat at the address below. All email queries should bear the subject line: **IMRDC 2024**

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IMR Doctoral Conference (IMRDC) 2024 | 2 & 3 February 2024

Indian Institute of Management Bangalore

Programme

Day 1: Friday, 2nd February, 2024

Venue N001

Timings	Activity
8.00 am – 8.30 am	Registration & Coffee
8.30 am – 9.00 am	Inauguration
9.00 am – 10.00 am Keynote Address	Doing impactful research without (misusing) p-values Keynote Address by Prof. Sanjay Kallapur, Accounting, Indian School of Business
10.00 am – 10.30 am	Break
10.30 am – 12.45 pm	Session 1– Paper presentation
12.45 pm – 1.15 pm	Group photo IMRDC 2024 & PhD Alumni
1.15 – 2.30 pm	Networking Lunch
2.30 pm – 4.00 pm	Session 2 – Paper presentation
4.00 pm – 4.30 pm	Break
4.30 pm – 5.30 pm Keynote Address	Managing the research and teaching challenges in an academic career Keynote Address by Prof. Balram Avittathur, Operations Management Group, IIM Calcutta.
5.30 pm – 7.00 pm	Break
7.00 pm – 9.00 pm	Networking Dinner

Day 2: Saturday, 3rd February, 2024

Venue N001

Timings	Activity
8.00 am – 8.30 am	Registration & Coffee
8.30 am – 10.15 am	Session 3: Paper presentation
10.15 am – 10.45 am	Break
10.45 am – 1.00 pm	Session 4: Paper presentation
1.00 pm – 2.30 pm	Lunch
2.30 pm – 4.00 pm	Session 5: Paper presentation
4.00 pm – 4.30 pm	Break
4.30 pm – 5.00 pm	Valedictory and Awards Ceremony
5.30 pm – 7.30 pm	Cultural Programme
7.30 pm onwards	Dinner