

IMR Doctoral Conference (IMRDC) 2016-17, 11 & 12 January, 2017
Indian Institute of Management Bangalore

PROGRAMME¹

DAY 1: WEDNESDAY, 11th JANUARY , 2017	
Venue: N 001	
Timings	Activity
08.30 – 09.30 am	Registration
09.30 – 10. 00am	Inauguration
10. 00 – 11.00 am	“Academic Business Research in a Big Data World”, SBI Life Keynote Lecture by Prof. K. Sudhir, James L. Frank Professor of Marketing, Private Enterprise and Management and Director of the Yale China India Insights (CIIP) Program, Yale School of Management
11.00 – 11.30 am	Tea Break
11.30 am – 1.15 pm	<p>Session 1: Paper Presentations (Marketing)</p> <p>“Do Credible Online Reviews Affect Brand Equity? A Mixed Method Approach”, by Uttam Chakraborty, NITK. <i>Discussant: Professor Aruna Divya T, IIM Ahmedabad</i></p> <p>“Preference Discrimination Role of Coupons”, by Vedha Ponnappan, IIM Bangalore. <i>Discussant: Professor Anirban Som, IIM Tiruchirapally</i></p> <p>“The Impact of Corporate Social Responsibility (CSR) on Brand Performance of Indian Firms: The Mediating Role of Brand Equity Dimensions”, Anupam Singh, NIT Bhopal. <i>Discussant: Professor Suresh Bhagavatula, IIM Bangalore</i></p>
1.15 pm – 2.15 pm	Lunch (MDC)
2.15 – 4.00 pm	<p>Session 2: Paper Presentations (Economics & Public Policy; Finance)</p> <p>“Impact of Primary Market Growth on Economic Growth, Productivity & Entrepreneurship: A Cross Country Analysis” (Economics), by Vinod Kumar, IIM Indore. <i>Discussant: Professor Anindya S. Chakrabarti, IIM, Ahmedabad</i></p> <p>“Does Short Selling Pressure Affect Corporate Disclosures? New Insights from Regulation-SHO, by Ankit Jain, ISB Hyderabad, (Finance) <i>Discussant: Professor Arnab Bhattacharya, IIM Indore</i></p> <p>“Options Order Flow, Volatility Demand and Variance Risk Premium”, by</p>

¹ This is a tentative schedule and is subject to change

	Prasenjit Chakrabarti, IIM Indore, (Finance) <i>Discussant: Professor Sayantan Kundu, IIM Ranchi</i>								
4.00 pm – 4.30 pm	Tea Break								
4.30 pm – 5.30 pm	“Managing Salesforces in CRM Settings”; Workshop by Professor K. Sudhir, James L. Frank Professor of Marketing, Private Enterprise and Management and Director of the Yale China India Insights (CIIP) Program, Yale School of Management								
5.30 – 5.45 pm	Tea Break								
5.45 -- 6.25 pm	Fast track presentations – 1 <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: left;">Venue (N 001)</th> <th style="width: 50%; text-align: left;">Venue (Central Pergola)</th> </tr> </thead> <tbody> <tr> <td> Marketing “The impact of family communication on eWOM intentions of adolescents: A multiple serial mediation by self-esteem and Internet usage”, by Anubhav Mishra, IIM Lucknow </td> <td> OB & HR “Thriving at Work: Exploring the Role of Team Climate”, by Abha Bhartia, IIT Madras </td> </tr> <tr> <td> Marketing “Experiential value: Measurement, Antecedents and Consequences”, by Geetika Varshneya, IIM Rohtak </td> <td> OB & HR “Investigation of factors influencing CEO’s Conflict Response Strategies in the context of Innovation Implementation within TMT- An Experimental Study”, by P Padmavathy Dhillon, IIM Calcutta </td> </tr> <tr> <td> Marketing “Turning Agents into Stewards: An Exploration of Antecedents and Consequences of Distributor Stewardship in Channel Relationships”, by Baljeet Singh Sani, IIM Indore </td> <td> Entrepreneurship “New VC Funds, Selective VC Networks and Fund Performance”, by Ankur Mehra, IIM Calcutta </td> </tr> </tbody> </table>	Venue (N 001)	Venue (Central Pergola)	Marketing “The impact of family communication on eWOM intentions of adolescents: A multiple serial mediation by self-esteem and Internet usage”, by Anubhav Mishra, IIM Lucknow	OB & HR “Thriving at Work: Exploring the Role of Team Climate”, by Abha Bhartia, IIT Madras	Marketing “Experiential value: Measurement, Antecedents and Consequences”, by Geetika Varshneya, IIM Rohtak	OB & HR “Investigation of factors influencing CEO’s Conflict Response Strategies in the context of Innovation Implementation within TMT- An Experimental Study”, by P Padmavathy Dhillon, IIM Calcutta	Marketing “Turning Agents into Stewards: An Exploration of Antecedents and Consequences of Distributor Stewardship in Channel Relationships”, by Baljeet Singh Sani, IIM Indore	Entrepreneurship “New VC Funds, Selective VC Networks and Fund Performance”, by Ankur Mehra, IIM Calcutta
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7 pm onwards	Conference Networking Dinner (by invitation only)								
DAY 2: THURSDAY, 12th JANUARY, 2017 Venue: N 001									
8.30 am -- 9.00 am	Registration								
9.00 – 10.45 am	Session 3: Paper Presentations (Production and Operations)								

	<p>Management (POM), Economics & Public Policy)</p> <p>“Strategic Network Design for Parcel Pickup-Delivery System”, (POM), by Sonia Kushwaha, IIM Lucknow <i>Discussant: Professor Arnab Adhikari, IIM Ranchi</i></p> <p>“Value Creation vs. Appropriation, and the Evolution of Property Rights”, by Bharat Goel, IIM Calcutta. (Economics) <i>Discussant: Professor Rakesh Chaturvedi, IIM Udaipur</i></p> <p>“Foodgrain Deficiency in India: A State Level Analysis”, by Paramita Bhattacharya, Jadavpur University, (Economics) <i>Discussant: Professor Shilpa Aggarwal, ISB, Hyderabad</i></p>
10.45 – 11.15 am	Tea break
11.15 – 11.55 am	"Recent Developments in Auction Design"; Invited talk by Professor Debasis Mishra, Economics and Planning Unit, Indian Statistical Institute, Delhi
11.55 am – 12.35 pm	"Academic Research: From Inspiration to Publication"; Invited talk by Professor Sathyajit Gubbi, Faculty of Economics and Business, University of Groningen
12.35 – 1.00 pm	Interaction with speakers
1.00 – 2.00 pm	Lunch (MDC)
2.00 – 3.45 pm	<p>Session 4: Paper Presentations (OB & HR, Corporate Strategy and Policy (CSP), Entrepreneurship)</p> <p>“Examining the Effects of Workplace Bullying on Employee Silence: The Mediating Role of Psychological Contract Violation and Moderating Role of Workplace Friendship”, by Arpana Rai, NITIE, (OB & HR) <i>Discussant: Professor Sushanta Kumar Mishra, IIM Indore</i></p> <p>“Alliance Network: Tie-Strength, Expansion Speed, and High-Tech Venture Performance”, by Dharendra Shukla, IIM Lucknow, (CSP) <i>Discussant: Professor Dalhia Mani, IIM Bangalore</i></p> <p>“The Role of Prosocial Personality in Predicting Social Entrepreneurial Intentions”, by Preeti Tiwari, BITS Pilani, (Entrepreneurship) <i>Discussant: Professor Srivardhini Jha, IIM Bangalore</i></p>
3.45 – 4.15 pm	Tea Break

4.15 – 5.45 pm	Fast Track Presentations – 2	
	Venue (N 001)	Venue (Central Pergola)
	Decision Sciences and Information Systems/ Public Policy “E- Waste Management in India: An Opportunity or a Challenge”, by Chhavi Kiran, Punjabi University	Finance “Financial Conditions Index for India : A Bayesian VAR Approach”, by Rishabh Shukla, IGIDR, Mumbai
	Economics & Public Policy “How Transport Costs and Pollution Taxes affect Location Decisions of a Firm? A Theoretical Approach”, by Gaurav Bhattacharya, Jawaharlal Nehru University	Finance “Can Leverage Replace Value Effect?”, by A Balakrishnan, Pondicherry University
	Economics & Public Policy “Scope of Private Participation in Municipal Solid Waste Management: The Case of India”, by Somdutta Banerjee, University of Calcutta	Decision Sciences and Information Systems “Investigating the Antecedents and Outcomes of Privacy Concerns on Online Social Network”, by Saurabh Kumar, IIM Lucknow
	Economics & Public Policy “A Theoretical Analysis of Product Versioning in the context of Commercial Piracy”, by Paulomi Basu, Jadavpur University	
	Economics & Public Policy “The Spatial Impact of Trade Openness: Pass-Through Effects on Wages and Prices in the Case of Palm Oil in India”, by Sutirtha Bandyopadhyay, ISI Delhi	Decision Sciences and Information Systems “An IoT Business Model for Indian Public Sector Retail Oil Outlets”, by Sudip Das, Infosys
	Economics & Public Policy “Determinants of Public Private Partnerships in Infrastructure: The Case of India”, by Varun Chotia, BITS, Pilani	Production & Operations Management “Mass Customisation Practices in SMEs of India: An Exploratory Study of Furniture Industry”, by Inayatullah, MNNIT Allahabad
Economics & Public Policy “Financialisation in Indian	Production & Operations Management	

	Context, Is it Different?”, by Sushrut Risbud, IIM Calcutta	“Simultaneous Production and Transportation Problem: A Case of Additive Manufacturing”, by Gourav Dwivedi, IIM Lucknow
5.45 – 6.00 pm	Tea Break	
6.00 – 6.30 pm	Valedictory Ceremony & Presentation of Certificates	
7 pm onwards	Dinner (MDC)	