

IMR Doctoral Conference 2016-2017



January 11 - 12, 2017

Indian Institute of Management Bangalore

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About IMR Doctoral Conference 2016-2017

The Indian Institute of Management Bangalore's flagship journal *IIMB Management Review* (IMR) and the Office of the Fellow Programme in Management are co-organising the eighth IMR Doctoral Conference on January 11 and 12, 2017, at IIM Bangalore. We envisage an event which brings together doctoral students affiliated to institutions and universities all over India, and from international schools, for an event of paper presentations, discussions with senior academics and researchers from industry, and publication-oriented development.

The objectives of the IMR Doctoral Conference (IMRDC) are:

- to identify and encourage novel and relevant research by doctoral students in Management and the Social Sciences that has the highest potential to make a contribution to the field
- to provide a forum where insightful feedback from senior scholars and researchers from institutions of repute would help students gain developmental inputs for their research
- to facilitate collaborative work among researchers from different institutions
- to provide a publication outlet for promising research by inviting authors of the best papers to submit their shortlisted work to IMR

This year the conference received a large number of competitive submissions from doctoral students in management schools and universities in India, and from international schools. The submissions were reviewed by a Faculty Review Committee and after successive rounds of evaluation, 12 papers were selected for presentation and discussion at the conference. Invited discussants from reputed academic institutions will discuss these selected papers individually. As many as 25 papers were invited in the Fast Track Paper Presentation session, where the short presentations will receive comments from a panel of discussants. The conference will also witness keynote sessions and workshops by noted researchers and scholars in Management and Social Sciences research. The distinguished speakers at the Conference include Professor K. Sudhir who is the James L. Frank Professor of Marketing, Private Enterprise and Management and Director of the Yale China India Insights (CIIP) Program, Yale School of Management, as well as Editor-in-Chief, *Marketing Science*; Professor Debasis Mishra, Professor at the Economics and Planning Unit at Indian Statistical Institute, Delhi; and Professor Sathyajit Gubbi, Faculty of Economics and Business, University of Groningen.

The conference has been supported this year by our corporate partner SBI Life. The Conference Chairs for IMRDC 2016-17 are Professor Souvik Dutta, Economics & Social Sciences, and Professor Prithwiraj Mukherjee, Marketing, of IIM Bangalore.

Background to IMRDC

The IMR Doctoral Conference (IMRDC) aims to encourage research and scholarship among young scholars in Management Science, with a special emphasis on issues related to India. To this end, *IIMB Management Review* (IMR) initiated and instituted the country's first annual Doctoral Students Conference for Management Scholars in 2009. *IIMB Management Review* is uniquely positioned in this endeavour by virtue of its history of over 20 years in promoting management research and its association with the Indian Institute of Management Bangalore, the premier B-school of the country.

The first IMR Doctoral Conference, IMRDC 2009, was open to a small number of select institutes (IIM Ahmedabad, IIM Bangalore, IIM Calcutta, and the Indian Institutes of Technology). Ten papers were selected for presentation and discussion at IMRDC 2009.

The IMRDC today is a benchmark event among the doctoral student community in Management in India. The format of the conference has been commended by past participants; in particular its 'one exclusive discussant per paper' has provided focussed feedback which has been beneficial to the researcher. This year we have enabled a larger representation of the work by doctoral students by including more papers in the Fast Track or short presentation session. We welcome you to IMRDC 2016-2017.

Speakers – Profiles

Keynote Address

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; Editor-in-Chief, *Marketing Science*

K. Sudhir is James L. Frank Professor of Marketing, Private Enterprise and Management at the Yale School of Management, where he is also Director of the Yale China India Insights Program focussed on promoting research on emerging markets. Professor Sudhir also leads the quantitative academic-industry research partnerships at the Yale Center for Customer Insights (YCCI). He is the current Editor-in-Chief (EIC) of the leading quantitative marketing journal, *Marketing Science*. Prior to his appointment as EIC of *Marketing Science*, Professor Sudhir served as Associate Editor at all of the leading quantitative marketing journals—*Management Science*, *Marketing Science*, *Journal of Marketing Research* and *Quantitative Marketing and Economics*.

Professor Sudhir's current research spans multiple substantive areas of market research including customer relationship management, sales force compensation, B2B marketing, marketing channels and emerging markets. Methodologically, he was one of the pioneers of the empirical industrial organisation revolution in marketing. Overall, he maintains an eclectic approach towards the use of research methods; his papers span a wide range of methodological approaches, including analytical models, structural/quasi-experimental empirical models, field experiments and surveys.

Professor Sudhir's research has been recognised by all leading quantitative marketing journals. His papers have received the Little, Bass and the Lehmann awards; and have been finalists/honourable mentions for the Paul Green, Wittink, and IJRM Best Paper Awards. His two dissertation papers that pioneered the empirical industrial organisation revolution in marketing were both nominated to the final 10 for the INFORMS Long-Term Impact Award from 2009-11. He received his Ph.D. from Cornell University and was an assistant professor at NYU's Stern School from 1998-2001. He has been a distinguished/visiting fellow at multiple schools including at MIT, INSEAD and Toronto.

Invited Talks

Professor Debasis Mishra

Economics and Planning Unit
Indian Statistical Institute, Delhi

Debasis Mishra is a Professor of Economics at the Economics and Planning Unit of Indian Statistical Institute, Delhi, where he has been a faculty since 2006. He holds a PhD in Industrial Engineering from University of Wisconsin, Madison and a BTech in Industrial Engineering from IIT, Kharagpur. Prior to joining Indian Statistical Institute, he was a post-doctoral fellow at the Center for Operations Research and Econometrics (CORE) in Belgium.

Professor Mishra's research interests are in microeconomic theory, in particular in mechanism design, auction theory, social choice theory, and game theory. His research focusses on analysis of structure of incentive constraints in various problems of auction and mechanism design. Such analysis helps in knowing the limits and complexities of designing institution with incentive constraints in mind. Besides mechanism design and auction theory, he is also interested in decision theory, cooperative games, and theory of general equilibrium with indivisible goods. His research has been published in economic journals like *Econometrica*, *Journal of Economic Theory*, *Theoretical Economics*, and *Games and Economic Behavior*. At Indian Statistical Institute, he teaches courses on "game theory" and "theory of mechanism design".

Professor Sathyajit Gubbi

Faculty of Economics and Business

University of Groningen

Sathyajit Gubbi is currently a tenured Associate Professor of International Business and Strategy at the Faculty of Economics and Business, University of Groningen, Netherlands. Faculty of Economics and Business belongs to the 1% of business schools worldwide with both EQUIS and AACSB accreditations. University of Groningen is currently ranked amongst the top 100 universities globally by several international ranking agencies.

Professor Sathyajit Gubbi is a Fulbright scholar and completed his doctoral degree in strategic management from the Indian Institute of Management Calcutta. His doctoral dissertation and current research focusses on corporate and competitive strategy in the context of emerging markets, with an emphasis on strategic behaviour of multinational firms originating in emerging/developing economies. Three papers based on Professor Sathyajit Gubbi's doctoral dissertation have been published in the *Journal of International Business Studies*, *Long Range Planning*, and *Management International Review*. He also has other co-authored papers, either published or under review in top management journals such as *Organization Science* and *Strategic Management Journal*. As a doctoral student, Professor Sathyajit Gubbi has won several awards including the first Pradip N Khandwalla Award at the IMR Doctoral Conference in 2009.

Professor Sathyajit Gubbi also holds a Bachelor of Technology degree in Chemical Engineering from the Indian Institute of Technology Bombay. Prior to joining academia, he worked for over a decade with multinational consultancy firms in India, China and the United States. In his last posting, he managed the construction and commissioning of the largest semiconductor manufacturing facility in China.

Welcome

Message from Professor Nagasimha Balakrishna Kanagal, Editor-in-Chief, *IIMB Management Review*, and Professor Rejie George Pallathitta, Chairperson, Fellow Programme in Management (FPM), IIMB

We welcome all participants to the eighth annual IMR Doctoral Students' Conference (IMRDC) being organised jointly by *IIMB Management Review* (IMR), the management quarterly brought out by the Indian Institute of Management Bangalore (IIMB), and the Office of the Fellow Programme in Management, IIMB. Since its inception in 2009, the IMR Doctoral Conference has sought to showcase the most interesting and rigorous research being conducted by doctoral students in Management and associated disciplines. The conference has also provided doctoral students with a forum to receive feedback on their work from discussants who are researchers and scholars of renown in institutions across India. The IMRDC has featured invited talks from senior researchers on aspects of research and academic publication, and from corporate practitioners on the scope of doctoral research in management practice. The IMRDC today is a benchmark event among the doctoral student community in Management Science in India.

Doctoral student research is the harbinger of academic research by the scholarly community, and the IMR Doctoral Conference identifies such promising research and provides selected papers with a publication opportunity in *IIMB Management Review*. Doctoral student research has evolved over the years since 2009, and promising papers have already been published in the issues of IMR. *IIMB Management Review* is published by the Indian Institute of Management in arrangement with Elsevier and is indexed on Scopus, the abstract and citation database, and is available through Elsevier's electronic service ScienceDirect®. As of 2013, IMR is listed in the Australian Business Deans Council (ABDC) Quality Journal List 2013, and ranked "B". *IIMB Management Review* is pleased to co-organise the conference and welcomes all participants and delegates to explore the publishing opportunities in the journal.

This year, IMRDC 2016-2017 brings together doctoral students from institutions across India and abroad, making paper presentations on a range of topics in the areas of Economics & Public Policy, Marketing, Finance, Decision Sciences and Information Systems, Production and Operations Management, Corporate Strategy and Policy, and Organisational Behaviour and Human Resources. The keynote lecture is being delivered by Professor K. Sudhir who is the James L. Frank Professor of Marketing, Private Enterprise and Management and Director of the Yale China India Insights (CIIP) Program, Yale School of Management, and Editor-in-Chief of *Marketing Science*. Professor Sudhir also leads a workshop on "Managing Salesforces in CRM Settings". The Conference also features Invited Talks by Professor Debasis Mishra of the Economics and Planning Unit, Indian Statistical Institute, Delhi and Professor Sathyajit Gubbi, Faculty of Economics and Business, University of Groningen, on their research.

We would like to thank the Conference Chairs, our colleagues Professor Souvik Dutta, Economics & Social Sciences, and Professor Prithwiraj Mukherjee, for chairing the conference this year, and putting together a stimulating programme. We would also like to thank all the invited speakers, the discussants, doctoral scholars and delegates attending this event and look forward to the presentations and discussions at IMRDC 2016-17. Finally, we would like to thank our Silver sponsors SBI Life for supporting the conference this year, and for having supported the last two conferences as well.

Faculty Review Committee IMRDC 2016-2017

IMRDC 2016-2017 Chairs

- Professor Souvik Dutta, Economics & Social Sciences, IIM Bangalore
- Professor Prithwiraj Mukherjee, Marketing, IIM Bangalore

The Faculty Review Committee which reviewed the papers submitted to the IMR Doctoral Conference 2016-2017 comprised the Conference Chairs and the following faculty members from IIM Bangalore and other institutions.

- Professor S.G. Badrinath, Finance, San Diego State University; IIM Bangalore
- Professor Ritwik Banerjee, Economics & Social Sciences, IIM Bangalore
- Professor Debarati Basu, Finance & Accounting, IIM Bangalore
- Professor Suresh Bhagavatula, N S Raghavan Centre for Entrepreneurial Learning, IIM Bangalore
- Professor Manaswini Bhalla, Economics & Social Sciences, IIM Bangalore
- Professor Rahul De, Decision Sciences and Information Systems, IIM Bangalore
- Professor Anubha Dhasmana, Economics & Social Sciences, IIM Bangalore
- Professor Pranav Garg, Corporate Strategy & Policy, IIM Bangalore
- Professor Jishnu Hazra, Production & Operations Management, IIM Bangalore
- Professor Srivardhini K Jha, N S Raghavan Centre for Entrepreneurial Learning, IIM Bangalore
- Professor Sreelata Jonnalagedda, Marketing, IIM Bangalore
- Professor Mukta Kulkarni, Organisational Behaviour & Human Resources Management, IIM Bangalore
- Professor Preeti Krishnan Lyndem, Marketing, IIM Bangalore
- Professor Dalhia Mani, N S Raghavan Centre for Entrepreneurial Learning, IIM Bangalore
- Professor Shabana Mitra, Public Policy, IIM Bangalore
- Professor Ashis Mishra, Marketing, IIM Bangalore
- Professor Kanchan Mukherjee, Organisational Behaviour & Human Resources Management, IIM Bangalore
- Professor Shashidhar Murthy, Finance & Accounting, IIM Bangalore
- Professor Bhuvanesh Pareek, Operations Management & Quantitative Techniques, IIM Indore
- Professor Srinivasa Prakhya, Marketing, IIM Bangalore
- Professor Srinivasan Rangan, Finance & Accounting, IIM Bangalore
- Professor Rishideep Roy, Decision Sciences & Information Systems, IIM Bangalore
- Professor Amar Sapra, Production & Operations Management, IIM Bangalore
- Professor Haritha Saranga, Production & Operations Management, IIM Bangalore
- Professor Vidhya Soundarajan, Economics & Social Sciences, IIM Bangalore
- Professor Vasanthi Srinivasan, Organisational Behaviour & Human Resources Management, IIM Bangalore
- Professor Chetan Subramanian, Economics & Social Sciences, IIM Bangalore
- Professor M. S. Sriram, Public Policy, IIM Bangalore
- Professor Praveen Sugathan, Marketing, IIM Tiruchirapalli
- Professor Hema Swaminathan, Public Policy, IIM Bangalore
- Professor Ashok Thampy, Finance & Accounting, IIM Bangalore
- Professor Ritu Tripathi, Organisational Behaviour & Human Resources Management, IIM Bangalore

IMR Doctoral Conference 2016-17 – Programme

Indian Institute of Management Bangalore

Day 1: Wednesday, 11th January , 2017

Venue: N 001

Timings	Activity
08.30 – 09.30 am	Registration
09.30 – 10.00 am	Inauguration
10.00 – 11.00 am	“Academic Business Research in a Big Data World”, SBI Life Keynote Lecture 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
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”, by Anupam Singh, NIT Bhopal. <i>Discussant: Professor Suresh Bhagavatula, IIM Bangalore</i></p>
1.15 – 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, (Finance) by Ankit Jain, ISB Hyderabad. <i>Discussant: Professor Arnab Bhattacharya, IIM Indore</i></p> <p>“Options Order Flow, Volatility Demand and Variance Risk Premium”, (Finance) by Prasenjit Chakrabarti, IIM Indore. <i>Discussant: Professor Sayantan Kundu, IIM Ranchi</i></p>
4.00 – 4.30 pm	Tea Break
4.30 – 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	
	Venue (N 001)	Venue (Central Pergola)
	<p>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</p> <p>Marketing “Experiential Value: Measurement, Antecedents and Consequences”, by Geetika Varshneya, IIM Rohtak</p> <p>Marketing “Turning Agents into Stewards: An Exploration of Antecedents and Consequences of Distributor Stewardship in Channel Relationships”, by Baljeet Singh Sani, IIM Indore</p>	<p>Organisational Behaviour & Human Resources Management (OB & HR) “Thriving at Work: Exploring the Role of Team Climate”, by Abha Bhartia, IIT Madras</p> <p>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</p> <p>Entrepreneurship “New VC Funds, Selective VC Networks and Fund Performance”, by Ankur Mehra, IIM Calcutta</p>
7 pm onwards	Conference Networking Dinner (by invitation only)	

Day 2: Thursday, 12th January, 2017

Venue: N 001

Timings	Activity
08.30 – 09.00 am	Registration
09.00 – 10.45 am	<p>Session 3: Paper Presentations (Production and Operations 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”, (Economics), by Bharat Goel, IIM Calcutta. <i>Discussant: Professor Rakesh Chaturvedi, IIM Udaipur</i></p> <p>“Foodgrain Deficiency in India: A State Level Analysis”, (Economics), by Paramita Bhattacharya, Jadavpur University. <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”, (OB & HR), by Arpana Rai, NITIE. <i>Discussant: Professor Sushanta Kumar Mishra, IIM Indore</i></p> <p>“Alliance Network: Tie-Strength, Expansion Speed, and High-Tech Venture Performance”, (CSP), by Dharendra Shukla, IIM Lucknow. <i>Discussant: Professor Dalhia Mani, IIM Bangalore</i></p> <p>“The Role of Prosocial Personality in Predicting Social Entrepreneurial Intentions”, (Entrepreneurship), by Preeti Tiwari, BITS Pilani <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)
	<p>Decision Sciences / Public Policy “E- Waste Management in India: An Opportunity or a Challenge”, by Chhavi Kiran, Punjabi University</p> <p>Economics & Public Policy “How Transport Costs and Pollution Taxes affect Location Decisions of a Firm? A Theoretical Approach”, by Gaurav Bhattacharya, Jawaharlal Nehru University</p> <p>Economics & Public Policy “Scope of Private Participation in Municipal Solid Waste Management: The Case of India”, by Somdutta Banerjee, University of Calcutta</p> <p>Economics & Public Policy “A Theoretical Analysis of Product Versioning in the context of Commercial Piracy”, by Paulomi Basu, Jadavpur University</p>	<p>Finance “Financial Conditions Index for India : A Bayesian VAR Approach”, by Rishabh Shukla, IGIDR, Mumbai</p> <p>Finance “Can Leverage Replace Value Effect?”, by A Balakrishnan, Pondicherry University</p> <p>Decision Sciences and Information Systems “Investigating the Antecedents and Outcomes of Privacy Concerns on Online Social Network”, by Saurabh Kumar, IIM Lucknow</p> <p>Decision Sciences and Information Systems “An IoT Business Model for Indian Public Sector Retail Oil Outlets”, by Sudip Das, Infosys</p>

	Venue (N 001)	Venue (Central Pergola)
	<p>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</p> <p>Economics & Public Policy “Determinants of Public Private Partnerships in Infrastructure: The Case of India”, by Varun Chotia, BITS, Pilani</p> <p>Economics & Public Policy “Financialisation in Indian Context, Is it Different?”, by Sushrut Risbud, IIM Calcutta</p>	<p>Production & Operations Management “Mass Customisation Practices in SMEs of India: An Exploratory Study of Furniture Industry”, by Inayatullah, MNNIT Allahabad</p> <p>Production & Operations Management “Simultaneous Production and Transportation Problem: A Case of Additive Manufacturing”, by Gourav Dwivedi, IIM Lucknow</p>
5.45 – 6.00 pm	Tea Break	
6.00 – 6.30 pm	Valedictory Ceremony & Presentation of Certificates	
7 pm onwards	Dinner (MDC)	

Abstracts of Papers Selected for Presentation IMRDC 2016-2017

1. Do Credible Online Reviews Affect Brand Equity? A Mixed Method Approach

Uttam Chakraborty, Doctoral Student, National Institute of Technology Karnataka, Surathkal; Professor Savita Bhat, National Institute of Technology Karnataka, Surathkal

Discussant: Professor Aruna Divya T, IIM Ahmedabad

Online reviews on brands create a distinct place for the products in consumers' minds. Consumers generally write online reviews in various social media platforms to share their brand usage experiences. Online reviews are perceived to be more credible as compared to other sources of information. Research has been done on the credibility of online reviews. However, little research has been documented that evaluates the effects of credible online reviews on brands. Therefore, this study attempts to assess the effect of credible online reviews on brand equity dimensions, namely, brand awareness, brand associations (in terms of perceived value, brand personality, and organisational associations), and perceived quality. The present study follows mixed method approach. Quantitative technique is used to generalise the study in the Indian context and the qualitative study pulls out certain aspects of consumer behaviour which are very useful for marketers. For quantitative study, data is collected from select Facebook brand pages on 956 respondents. For qualitative study, netnography is adopted. "Apple Users India" brand community is considered for netnography. Both quantitative and qualitative studies reveal that online reviews have significant positive effect on brand equity dimensions.

Keywords: Credible online reviews; Brand equity; Brand pages; Brand community; Structural equation modelling; Netnography

2. Preference Discrimination Role of Coupons

Vedha Ponnappan, Doctoral Student, Indian Institute of Management Bangalore; Dr. Avadhoot Jathar, Analytics Quotient, Bangalore; Professor Srinivas Prakhya, Indian Institute of Management Bangalore

Discussant: Professor Anirban Som, IIM Tiruchirappally

Technological advancements and proliferation of consumer data, including past purchase history and demographic profiles, allow marketers today to analyse consumer preferences in real-time, and target them individually through digital or mobile offers. In product categories where consumers are observed to display preference for variety and/or volume purchases, coupon design should align consumer's preference for variety vis-à-vis volume to manufacturer's strategic objective of inducing trial vs increasing volume. In this paper, we develop a direct utility based structural model to uncover consumers' preference for variety and volume, based on their intrinsic taste, satiation rate, and the need to cater to multiple members of the household. Our model accommodates intra-household preference heterogeneity, and allows us to capture the baseline preferences for brand variants, and satiation rates for individual household member "type", where type is defined based on observable demographics. We estimate this Hierarchical Bayesian model on a scanner panel dataset to recover consumer type level preferences. Using the estimated intrinsic preferences, we examine consumer's potential reaction to counterfactual coupon offers and explore implications for marketers.

Keywords: Multiple Discrete Continuous (MDC) choice model, Intra-household heterogeneity, Family utility, Targetting, Variety seeking, Bayesian estimation, Mobile coupon (m-coupon)

3. The Impact of Corporate Social Responsibility (CSR) on Brand Performance of Indian Firms: the Mediating Role of Brand Equity Dimensions

Anupam Singh, Doctoral Student, Department of Management Studies, Maulana Azad National Institute of Technology (MANIT); Priyanka Verma, Assistant Professor, Department of Management Studies, MANIT

Discussant: Professor Suresh Bhagavatula, IIM Bangalore

This research investigated the nexus of corporate social responsibility (CSR) and brand performance. Although numerous studies have been undertaken in this domain, conflicting results have been reported. This is because prior studies did not consider the role of mediating and/or confounding factors, which can change the direction of the relationship. This study has considered the brand equity dimensions (brand awareness, brand image, brand loyalty, and purchase intention) as potential mediators in the relationship between CSR and brand performance. The study also controlled the confounding effects of firm's age, size, industry and ownership while testing the CSR-brand performance relationship. Using structural equation modelling (SEM) approach for a sample of 100 Indian firms, the results provide evidence of a positive and significant effect of CSR on brand performance. However, brand equity dimensions mediate the relationship. Multigroup analysis was also conducted to verify this relationship across the group of companies (younger vs older, smaller vs larger, manufacturing vs non-manufacturing and private vs public). Results of the multigroup analysis reveal a consistent positive and significant relationship between CSR and brand performance for all types of companies. Taken together, these findings suggest that a firm's CSR performance leads to brand performance irrespective of its nature or type.

Keywords: Corporate social responsibility, Brand equity, Brand performance, India

4. Impact of Primary Market Growth on Economic Growth, Productivity & Entrepreneurship: A Cross Country Analysis

Vinod Kumar, IIM Indore; Professor Ganesh Kumar N, IIM Indore

Discussant: Professor Anindya S. Chakrabarti, IIM, Ahmedabad

The primary equity market promotes adoption of new technologies and promotes economic growth through entrepreneurship. Schumpeter (1911) & Mackinnon (1973) argued for the role of entrepreneurial finance in economic growth. We empirically examined all major arguments of Schumpeter model along with classical economics and Mackinnon model on finance-growth relationship. We find that the primary market impacts economic growth but the relationship is affected by income and inflation level. The primary market impacts factor productivity and is not affected by income and inflation level. Further, the primary market affects entrepreneurship positively in high income economies and negatively in low income economies. The primary market-entrepreneurship relationship is found to be quadratic. The causality runs from primary market to economic growth/total factor productivity (TFP) only. We solved various apparent puzzles observed in our findings and in the theories examined. Overall findings suggest that primary market impact on growth, productivity, and entrepreneurship follow Schumpeter model, and that Schumpeter, classical and Mackinnon models are complimentary.

Keywords: Primary equity market growth, IPO market growth, Economic growth, Financial market, Total Factor Productivity, Entrepreneurial activity, Industrial sector growth, Service sector growth, Secondary market

5. Does Short Selling Pressure Affect Corporate Disclosures? New Insights from Regulation-SHO

Ankit Jain, Doctoral Student, Indian School of Business (Hyderabad)

Discussant: Professor Arnab Bhattacharya, IIM Indore

I examine the impact of short-selling pressure on corporate disclosures and focus on disclosure tone, as managers often have a strategic tendency to influence the perception of investors and analysts by employing an overly optimistic or pessimistic tone. Using textual analysis of the 10-K filings, I obtain abnormal tone as the residual from a regression of the net optimistic tone on the underlying firm fundamentals, and then use it to capture tone management. I find that short-selling pressure disciplines managers and they reduce their abnormal tone. I conduct endogeneity tests by exploiting the exogenous relaxation in short-selling constraints for a sub-sample of Russell 3000 firms (Regulation-SHO). By employing the difference-in-differences approach, I find that reduction in abnormal tone is stronger for affected firms facing less prior scrutiny i.e. firms in low litigation industries, with lower analyst coverage, or with lower institutional ownership. My findings suggest that short-sellers play a disciplining role, particularly when other forms of discipline may be weak.

Keywords: Short-selling, Regulation-SHO, Narrative disclosures, Tone management

6. Options Order Flow, Volatility Demand and Variance Risk Premium

Prasenjit Chakrabarti, Doctoral Student, Indian Institute of Management Indore; Professor K. Kiran Kumar, Indian Institute of Management Indore

Discussant: Professor Sayantan Kundu, IIM Ranchi

This study investigates whether volatility demand information in options order flow impacts the magnitude of variance risk premium change. It further investigates whether the sign of variance risk premium change conveys information about realised volatility innovations. We calculate volatility demand of options by vega-weighted order imbalance. Further, we classify volatility demand of options into different moneyness categories. Analysis shows that volatility demand of options significantly impacts the variance risk premium change. Among the moneyness categories, we find that volatility demand of the most expensive options significantly impacts variance risk premium change. Further, we find positive (negative) sign of variance risk premium change conveys information about positive (negative) innovation in realised volatility.

Keywords: Variance risk premium; Volatility demand; Model free implied volatility; Realised variance; Options contract

7. Strategic Network Design for Parcel Pickup-Delivery system

Sonia Jagdish Kushwaha, Doctoral Student, Indian Institute of Management Lucknow; Professor Kashi N. Singh, Indian Institute of Management Lucknow

Discussant: Professor Arnab Adhikari, IIM Ranchi

A parcel pick up-delivery system (PUDS) consists of different products defined based on its nature in terms of service time, cost and size. Depending on the product types these parcels are managed in separate facilities, require different processes to be performed and have separate transportation movement. The parcel pick up delivery system runs on a Hub-Spoke model having facilities at the origin and destination. These facilities may also have a hierarchical structure with smaller, medium and larger space. In this study, we have modelled

the most optimum network structure and an efficient route planning for the unified operating model given the future demand estimate, and have also developed an effective solution approach for the strategic network design using level of load consolidations. Multiple levels of numerical experiments were conducted taking into consideration the different potential locations and their load handling capacity that operates on a hub-and-spoke network. The accuracy of the mathematical model and the behaviour of the system under different load situations were examined. The study suggests that significant reductions in operational costs are expected as the result of using the proposed decision making procedure. The different inputs, parameters and assumptions to capture the realities used in the model are presented.

Keywords: Parcel pick up-delivery system, Strategic network design, Routing problem, Mixed integer linear programme

8. Value Creation vs. Appropriation, and the Evolution of Property Rights

Bharat Goel, Doctoral Student, Indian Institute of Management Calcutta; Professor Arijit Sen, Indian Institute of Management Calcutta

Discussant: Professor Rakesh Chaturvedi, IIM Udaipur

Weak property rights lead to appropriative conflicts. But the resultant value destruction can encourage collective action towards improving property rights. We consider two communities populated by a sequence of generations, initially located in a weak property-rights regime with non-identical initial resources. In every generation, community-members costlessly strengthen inherited property rights by mutual consent (or not), and then decide on value creation versus appropriation. When initial resource-inequality is low and/or past consumption is a major determinant of resource-growth, perfect property rights emerge in the long-run. But high initial resource-inequality and /or the predominance of past productive investments in generating resource-growth lead to perpetual anarchy. When situated in a weak property rights regime, the possibility of ex post Coasian bargaining by the communities over their fruits of labour dilutes their ex ante incentives to strengthen such rights.

Keywords: Anarchy, Appropriation, Conflict, Property rights.

9. Foodgrain Deficiency in India: A State Level Analysis

Paramita Bhattacharya, Doctoral Student, Jadavpur University; Professor Siddhartha Mitra, Jadavpur University

Discussant: Professor Shilpa Aggarwal, ISB, Hyderabad

Food security which is one of the basic requirements of livelihood is generally measured in terms of calorie intake. A major source of calories comes from carbohydrates which in turn are mainly derived from foodgrains. This paper analyses the level of foodgrain deficiency in India and across states. Foodgrain deficiency has been captured at the all India level and across states by suitably adapting Greer, Foster and Thorbecke's (1984) measure of income poverty. This study further analyses through panel regression analysis the causal relationship between foodgrain deficiency and some of its determinants viz Public Distribution System (PDS), share of home produced foodgrains in total consumption of foodgrains, and food diversification and monthly per capita consumption expenditure (MPCE). The entire analysis, which uses National Sample Survey's unit level data, has been done for two time periods: 1999-2000 and 2009-2010 and separately for "all classes" taken together and the "BPL class". The results indicate that foodgrain deficiency has increased but the increase is more significant in the higher expenditure classes which may be attributed to food diversification.

The study further finds that foodgrain deficiency among the below poverty line class is not that significant and is well within manageable limits. Panel regression analysis shows that although most of the considered variables exert a considerable influence on foodgrain deficiency for “all classes” taken together, they fail to generate the same influence in the “BPL class”.

Keywords: Foodgrain deficiency, Poverty Index, Public Distribution System, Food diversification, Panel Regression

10. Examining the Effects of Workplace Bullying on Employee Silence: The Mediating Role of Psychological Contract Violation and Moderating Role of Workplace Friendship

Arpana Rai, Doctoral Student, National Institute of Industrial Engineering (NITIE), Mumbai; Professor Upasna A Agarwal, National Institute of Industrial Engineering (NITIE), Mumbai

Discussant: Professor Sushanta Kumar Mishra, IIM Indore

Decades of research on workplace bullying has resulted in a sound understanding of consequences of workplace bullying. Despite voluminous work, no research efforts have been directed towards exploring employees’ passive responses (silence) over acts of workplace bullying. Also, our understanding of underlying and intervening mechanisms in the bullying-outcomes relationship is limited. The present study examines bullying- outcomes (defensive, relational and ineffectual silence) relationships, via psychological contract violation (PCV) as a mediator and workplace friendship as a moderator. Based on data collected from a sample of Indian managers (N = 835), we found that psychological contract violation fully mediated the bullying-relational silence and bullying-ineffectual silence relationships, and partially mediated the bullying-defensive silence relationship. Moreover, workplace friendship moderated the bullying- defensive silence and bullying- ineffectual silence relationships such that positive relationship between workplace bullying and outcomes (defensive and ineffectual silence) were weaker for employees with high workplace friendship rather than low. However, we did not find support for the moderating role of friendship in bullying-relational silence relationship. Implications for theory and practice are discussed.

Keywords: Indian managers, Workplace bullying, Defensive silence, Relational silence, Ineffectual silence, Psychological contract violation; Workplace friendship

11. Alliance Network: Tie-strength, Expansion Speed, and High-tech Venture Performance

Dhirendra Mani Shukla, Doctoral Student; Professor Amita Mital, Indian Institute of Management Lucknow; Professor Israr Qureshi; Professor Taiyuan Wang, IE Business School, Madrid, Spain

Discussant: Professor Dalhia Mani, IIM Bangalore

Alliance networks act as a medium through which firms engage in exploratory and exploitative learning. This study draws on network embeddedness and organisational learning perspectives to examine the performance effects of tie-strength in exploratory and exploitative networks, and how expansion speed, a temporal characteristic of alliance networks, moderates the relationship between tie-strength and firm performance. It suggests that tie-strength has a positive relationship with firm performance in exploratory network, and an inverted-U shaped relationship with firm performance in exploitative network. Furthermore, network expansion speed negatively moderates the above mentioned relationships. A longitudinal investigation of 83 Indian firms from technology-intensive biopharmaceutical and information technology sectors, for the period 2006-2014, provides mixed support for the hypotheses. Findings support the hypotheses that tie-strength in exploratory alliance network has a positive effect on firm performance and that network expansion speed

negatively moderates this relationship. However, results do not support the other hypotheses that there is an inverted-U shaped relationship between tie-strength and firm performance in exploitative network and that network expansion speed negatively moderates this relationship. Findings of this study contribute to the network embeddedness and organisational learning literature by examining the contingencies that affect the relationships between tie-strength, expansion speed, and firm performance.

Keywords: Network evolution; Network dynamics; Exploration and exploitation; Network embeddedness; Tie-strength; Expansion speed; Temporal perspective

12. The Role of Prosocial Personality in Predicting Social Entrepreneurial Intentions

Preeti Tiwari, Doctoral Student, Birla Institute of Technology & Science, Pilani; Professor Anil K. Bhat, Birla Institute of Technology & Science, Pilani; Professor Jyoti Tikoria, Birla Institute of Technology & Science, Pilani

Discussant: Professor Srivardhini Jha, IIM Bangalore

In cutting-edge economic research, social entrepreneurship has been valued all over the globe. Most of the literature available in the field of social entrepreneurship comes from Europe and other Western countries. Despite the fact that most of the renowned social enterprise work is in the South Asian continent, empirical research in the region is almost negligible. This research aims at identifying the role of prosocial personality traits (empathy, moral obligation and sense of responsibility) on the formation of social entrepreneurial intentions among the students of a premier multi-campus technical university in India using Theory of Planned Behaviour (TPB) as the research framework.

A 37 item questionnaire received responses from 275 students enrolled in universities in India. The data was collected by employing a systematic random sampling method. Of the respondents, 77% were male and 23% were female, and the average age of the respondents was 20 years. The students belonged to various disciplines. Structural equation modelling has been used for data analysis. The result shows that the proposed model in the present study explains 53% of the variance, explaining the social entrepreneurship intention. Empathy was found to be the strongest effecting antecedent followed by social responsibility. This research is one of its kind conducted in the Indian context. Findings of this research will be helpful in predicting how the prosocial personality traits affect the intention formation of Indian students.

Keywords: Social Entrepreneurial Intention, India, Theory of planned behaviour, Prosocial personality traits.

List of Papers Selected for Fast Track Presentation IMRDC 2016-2017

Marketing

- “The Impact of Family Communication on eWOM Intentions of Adolescents: A Multiple Serial Mediation by Self-esteem and Internet Usage”, by Anubhav Mishra, Doctoral Student, IIM Lucknow
- “Experiential Value: Measurement, Antecedents and Consequences”, by Geetika Varshneya, Doctoral Student; Professor Gopal Das, IIM Rohtak
- “Turning Agents into Stewards: An Exploration of Antecedents and Consequences of Distributor Stewardship in Channel Relationships”, by Baljeet Singh Sani, Doctoral Student; Professor Vikas Goyal, IIM Indore

Economics & Public Policy

- “E- Waste Management in India: An Opportunity or a Challenge”, by Chhavi Kiran, Doctoral Student; Professor Ambika Bhatia, Punjabi University
- “How Transport Costs and Pollution Taxes affect Location Decisions of a Firm? A Theoretical Approach”, by Gaurav Bhattacharya, Doctoral Student, Jawaharlal Nehru University
- “Scope of Private Participation in Municipal Solid Waste Management: The Case of India”, by Somdutta Banerjee, Doctoral Student, University of Calcutta
- “A Theoretical Analysis of Product Versioning in the context of Commercial Piracy”, by Paulomi Basu, Doctoral Student; Professor Tanmoyee Banerjee, Jadavpur University
- “The Spatial Impact of Trade Openness: Pass-Through Effects on Wages and Prices in the Case of Palm Oil in India”, by Sutirtha Bandyopadhyay, Doctoral Student; Professor Bharat Ramaswami, ISI Delhi
- “Determinants of Public Private Partnerships in Infrastructure: The Case of India”, by Varun Chotia, Doctoral Student, BITS, Pilani
- “Financialisation in Indian Context, Is it Different?”, by Sushrut Risbud, Doctoral Student; Professor Sushil Khanna, IIM Calcutta

Finance

- “Financial Conditions Index for India: A Bayesian VAR Approach”, by Rishabh Shukla, Doctoral Student, IGIDR, Mumbai
- “Can Leverage Replace Value Effect?”, by Moinak Maiti, Doctoral Student; Professor A Balakrishnan, Pondicherry University

Entrepreneurship

- “New VC Funds, Selective VC Networks and Fund Performance”, Ankur Mehra, Doctoral Student; Professor Rama Seth, IIM Calcutta

Organisational Behaviour & Human Resources Management

- “Thriving at Work: Exploring the Role of Team Climate”, by Abha Bhartia, Doctoral Student; Professor V Vijayalakshmi, IIT Madras
- “Investigation of Factors Influencing CEO’s Conflict Response Strategies in the context of Innovation Implementation within TMT- An Experimental Study”, by P Padmavathy Dhillon, Doctoral Student; Professor Bharatendu Srivastava, Professor Chetan Joshi, IIM Calcutta

Decision Sciences and Information Systems

- “Investigating the Antecedents and Outcomes of Privacy Concerns on Online Social Network”, by Saurabh Kumar, Doctoral Student; Professor Pradeep Kumar, IIM Lucknow
- “An IoT Business Model for Indian Public Sector Retail Oil Outlets”, by Sudip Das, Infosys; Geo Jos Fernandez, Shailendra Pokhriyal, University of Petroleum and Energy Studies
- “Mass Customisation Practices in SMEs of India: An Exploratory Study of Furniture Industry”, by Inayatullah, Doctoral Student; Professor Rakesh Narain, MNNIT Allahabad

Production & Operations Management

- “Simultaneous Production and Transportation Problem: A Case of Additive Manufacturing”, by Gourav Dwivedi, Doctoral Student; Professor Yogesh K. Agarwal, Professor Rajiv K. Srivastava, IIM Lucknow

Registration Details

- **Registration fee for students : Rs. 3000/-**
- **Registration fee for others : Rs. 4000/-**

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Registration fees must be paid 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 fees include lunch, dinner and tea on the 11th and 12th of January, 2017. Delegates are advised to register at the earliest for the conference, though we will also register delegates on the morning of the conference. Delegates may use the Registration Form for the purpose of registration.

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Conference Logistics

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IMR Doctoral Conference 2016-17

11 & 12 January, 2017, Indian Institute of Management Bangalore

Schedule

Day 1: Wednesday, 11th January, 2017

Venue: N 001

Timings	Activity
08.30 – 09.30 am	Registration
09.30 – 10.00 am	Inauguration
10.00 – 11.00 am	“Academic Business Research in a Big Data World”, SBI Life Keynote Lecture by Prof. K. Sudhir, Yale School of Management
11.00 – 11.30 am	Tea Break
11.30 am – 1.15 pm	Session 1: Paper Presentations (Marketing)
1.15 – 2.15 pm	Lunch (MDC)
2.15 – 4.00 pm	Session 2: Paper Presentations (Economics & Public Policy; Finance)
4.00 – 4.30 pm	Tea Break
4.30 – 5.30 pm	“Managing Salesforces in CRM Settings”; Workshop by Professor K. Sudhir, Yale School of Management
5.30 – 5.45 pm	Tea Break
5.45 – 6.25 pm	Fast track presentations -- parallel sessions (N001 & Central Pergola)
7 pm onwards	Conference Networking Dinner (by invitation only)

Day 2: Thursday, 12th January, 2017

Venue: N 001

Timings	Activity
08.30 – 09.00 am	Registration
09.00 – 10.45 am	Session 3: Paper Presentations (Economics & Public Policy; Production and Operations Management)
10.45 – 11.15 am	Tea Break
11.15 – 11.55 am	“Recent Developments in Auction Design”; Invited talk by Professor Debasis Mishra, Indian Statistical Institute, Delhi
11.55 am – 12.35 pm	“Academic Research: From Inspiration to Publication”; Invited talk by Professor Sathyajit Gubbi, University of Groningen
12.35 – 1.00 pm	Interaction with speakers
1.00 – 2.00 pm	Lunch (MDC)
2.00 – 3.45 pm	Session 4: Paper Presentations (Organisational Behaviour & Human Resources Management, Corporate Strategy & Policy, Entrepreneurship)
3.45 – 4.15 pm	Tea Break
4.15 – 5.45 pm	Fast Track Presentations -- parallel sessions (N001 & Central Pergola)
5.45 – 6.00 pm	Tea Break
6.00 – 6.30 pm	Valedictory Ceremony and Certificate Presentation
7.00 pm onwards	Dinner (MDC)