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**Global Conference on “Managing in Recovering Markets”**

**MDI, Gurgaon INDIA** in Association with

**Australian Centre for Asian Business, University of South Australia, Adelaide, AUSTRALIA** and

**Faculty of Economics & Business, University of Maribor, (Maribor) SLOVENIA**

**DURING March 5–7, 2014 | VENUE: MDI Gurgaon, INDIA |** [**www.gcmrm.org**](http://www.gcmrm.org)

 **“Conference Schedule”**

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| TIME | INAUGURAL EVENT AUDITORIUM |
| WEDNESDAY | **DAY 1 (March 05, 2014)**  |
| 10:45 am onward | Conference Registration and Delegates Reporting |
| 11:50 noon – 12:30 pm | Lunch |
| 12:30 pm onwards | Welcome and Plenary |
| 12:30 pm - 12:35 pm | Lighting of Lamp |
| 12:35 pm – 12:37 pm | Team FPM (Welcome note) |
| 12:37 pm – 12:57 pm | Saraswati Vandana Performance by **Ms. Deepti** |
| 12:57 pm – 13:03 pm | Welcome address **Prof. S. Chatterjee**, Conference Chair, GCMRM |
| 13:03 pm – 13:08 pm | Welcome to plenary speakers with bouquet to be presented by Team FPM |
| 13:08 pm – 14:23 pm | *Keynote address by* **Mr. Abheek Barua**, Chief Economist HDFC Bank |
| *Keynote address by* **Mr. Praveer Sinha**, Chief Executive Officer and Executive Director, Tata Power Delhi Distribution Limited |
| *Keynote address by* **Mr. Satya N. Gupta**, Ex–Principal Advisor, TRAI |
| *Keynote address by* **Prof. Susumu Yamamoto**, Ritsumeikan Asia Pacific University (APU), Japan |
| *Keynote address by*  **Mr. P. Balaji**, MD, Nokia India Ltd. |
| 14:23 pm – 14:25 pm | Introducing and inviting **Prof. Mukul P. Gupta,** Director,MDI by Anchor |
| 14:25 pm – 14:35 pm | Address by **Prof. Mukul P. Gupta,** Director,MDI followed by invitation and introduction of Guest of Honor |
| 14:35 pm – 14:55 pm | Inaugural Address by Guest of Honor **H.E. (Mrs.) Darja Bavdaž Kuret**, The Ambassador, Embassy of the Republic of Slovenia |
| 14:55 pm – 15:00 pm | Expression of Gratitude by **Prof. S. Chatterjee**, Conference Chair |
| 15:00 pm – 15:45 pm | **Networking and HI–TEA - New Student Activity Center (Ground Floor)** |

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| WEDNESDAY | DAY 1 (March 05, 2014) D Block – Ground Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Strategic HRM** |
| Session 1 (TRACK A) 4:00 pm – 5:30 pm | **CHAIR: Prof. Anil A Pathak** **Co–CHAIR: Prof. Samo Bobek** | Rappoteur: **Rupali Pardasani** |
| 4:00 pm – 4:15 pm | 1 – GCMRM/March 14**/017**Exploring the Linkages Between Human Resource Configuration and Knowledge Management Process: A Strategic Human Resource Management Perspective*Author(s):* **Bindu Singh and Dr. M. K. Rao** |
| 4:15 pm – 4:30 pm | 2 – GCMRM/March 14**/003**Mutual Impacts of Human Resources Management and Knowledge Management – Issues of Functions and Effective Factors*Author(s):* **Jelena Horvat and Prof. Samo Bobek** |
| 4:30 pm – 4:45 pm | 3 – GCMRM/March 14**/016**Intellectual Capital: Testing of Existing Constituents *Author(s):* **Dr. Priti Sharma** |
| 4:45 pm – 5:00 pm | 4 – GCMRM/March 14**/026**Impact of Spirituality, Religiosity and Method of Compensation on Ethical Behaviour of Employees*Author(s):* **Mr. Abhliash Acharya and Mousumi Padhi** |
| 5:00 pm – 5:15 pm | 5 – GCMRM/March 14**/039**An Empirical Study on the Relationship between Emotional Intelligence and Job Performance among it Sector Employees*Author(s):* **Prof. Pranjali Madhur** |
| 5:15 pm – 5:30 pm | 6 – GCMRM/March 14**/042**Study on effective competencies for managing talent at select IT companies based at India*Author(s):* **Prof. Sasmita Misra** |
| 5:30 pm – 5:45 pm | **Networking and Coffee Break - New Student Activity Center (Ground Floor)** |

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| WEDNESDAY | DAY 1 (March 05, 2014) D Block – First Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Social Enterprises, CSR and Governance** |
| Session 1 (TRACK B) 4:00 pm –5:31 pm | **CHAIR: Dr. Deepak Sardana** **Co–CHAIR: Prof. Sajal Ghosh** | Rappoteur: **Devasheesh Mathur** |
| 4:00 pm – 4:13 pm | 1 – GCMRM/March 14**/025**A Multi–dimensional Perspective on For–Profit Social Entrepreneurship in China and India*Author(s):* **Dr. Deepak Sardana and Prof. Ying Zhu** |
| 4:13 pm – 4:26 pm | 2 – GCMRM/March 14**/020**Impact of CSR Driven Internal Employee Motivation on Cordiality of Employee Relations*Author(s):* **Sharad Aggarwal, Abhilash Acharya and Yashwant Yadav** |
| 4:26 pm – 4:39 pm | 3 – GCMRM/March 14**/097**Good Governance in Creating Sustainable Economic Growth*Author(s):* **Jhumar Sengupta**  |
| 4:39 pm – 4:52 pm | 4 – GCMRM/March 14/**108**E–governance and its impact on enterprise competitiveness: Trends, Status and Challenges*Author(s):* **Siddhartha Paul Tiwari and Dr Rajat K Baisya** |
| 4:52 pm – 5:05 pm | 5 – GCMRM/March 14/**115**Whistle blowing: An ISM Modelling Approach*Author(s):* **Jaya Ahuja and Sangita Chaudhary** |
| 5:05 pm – 5:18 pm | 6 – GCMRM/March 14/**134**Corporate Sustainability Reporting: A Case Study of ITC Ltd.*Author(s):* **Aarti Kataria and Ruchi Garg** |
| 5:18 pm – 5:31 pm | 7 - GCMRM/March 14/**118**E-Governance: Issues & Challenges*Author(s):* **Gazal Punyani and Sourabh Sharma** |
| 5:31 pm – 5:45 pm | **Networking and Coffee Break - New Student Activity Center (Ground Floor)** |
| WEDNESDAY | DAY 1 (March 05, 2014) Auditorium Building– First Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Consumer Preferences and Marketing Management** |
| Session 1 (TRACK C) 4:00 pm – 5:30 pm | **CHAIR: Prof. N P Singh** **Co–CHAIR: Prof. Samo Bobek** | Rappoteur: **Pooja Banerjee** |
| 4:00 pm – 4:15 pm | 1 – GCMRM/March 14/**128**Verizon acquired Vodafone – Analysis of Market Reaction*Author(s):* **Prof. N P Singh** |
| 4:15 pm – 4:30 pm | 2 – GCMRM/March 14/**121**Analysis of Footwear Customer – A case of Bata*Author(s):* **Prof. N P Singh, S.K. Sharma, D. Singh and S. Kalra** |
| 4:30 pm – 4:45 pm | 3 – GCMRM/March 14**/083**Factor Analysis of Fast Food Restaurants and Coffee Cafes*Author(s):* **Nishikant Bohra** |
| 4:45 pm – 5:00 pm | 4 – GCMRM/March 14**/006**Organizational Factors Influencing Effective use of CRM Solutions*Author(s):* **Urban Šebjan, Samo Bobek and Polona Tominc** |
| 5:00 pm – 5:15 pm | 5 – GCMRM/March 14**/138**A Conceptual Model for the Success of Brand Extended Products (An Analytical Study with Special Reference to FMCG)*Author(s):* **Dr. Priya Grover and Ms. Swati Gupta** |
| 05:30 am – 05:45 am | **Networking and Coffee Break - New Student Activity Center (Ground Floor)** |

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| THURSDAY | DAY 2 (March 06, 2014) D Block – Ground Floor |
| PAPER PRESENTATIONS | **Theme of the Track: ERP and Information Management** |
| Session 2 (TRACK A) 9:30 am – 11:00 am | **CHAIR: Prof. Samo Bobek****Co–CHAIR: Prof. D P Goyal** | Rappoteur: **Aparna Raman** |
| 09:30 am – 9:42 am | 1 – GCMRM/March 14**/001**ERP Business Solutions Acceptance in Companies *Author(s):* **Prof. Simona Sternad Zabukovšek and Prof. Samo Bobek**  |
| 9:42 am – 09:54 am | 2 – GCMRM/March 14**/019**Role of Technological Innovation in Managing Through Business Cycles – A Study on Indian ICT Firms*Author(s):* **Arindam Das and Sheeba Kapil** |
| 09:54 am – 10:06 am | 3 – GCMRM/March 14/**110**A Review of healthcare practices across the globe using mobile phones*Author(s):* **Vertika Verma and Dr. D.N.S. Kumar** |
| 10:06 am – 10:18 am | 4 – GCMRM/March 14**/036**The Cyber Security Ecosystem: Post Global Financial Crisis*Author(s):* **Prof. Saini Das** |
| 10:18 am – 10:30 am | 5 – GCMRM/March 14/**125**Achieving Business Agility through Service Oriented Architecture in Recovering Markets*Author(s):* **Prof. Sangeeta S. Bharadwaj, Sumedha Chauhan and Aparna Raman** |
| 10:30 am – 10:42 am | 6 – GCMRM/March 14/**135**Waning the Challenges in Implementation of Supply Chain Management Information System – A Study of Indian Automobile Industry*Author(s):* **Manisha Seth, Dr Ravi Kiran and Dr D.P. Goyal** |
| 10:42 am – 10:54 am | 7 - GCMRM/March 14/**102**Challenges in Implementing Enterprise Resource Planning (ERP) System in India*Author(s) :* **Ms. Monica Rose and Dr. Tanuja Kaushik** |
| 11:00 am – 11:15 am | **Networking and Coffee Break - New Student Activity Center (Ground Floor)** |

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| WEDNESDAY | DAY 2 (March 06, 2014) D Block – First Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Strategic Marketing and Brand Management** |
| Session 2 (TRACK B)(09:30 am – 11:00 am) | **CHAIR: Prof. Kanwal Kapil****Co–CHAIR: Prof. Avinash Kapoor** | Rappoteur: **Aarti Kataria** |
| 09:30 am – 9:45 am | 1 – GCMRM/March 14**/048**Capturing The Brand Essence and Communication Commonalties of A Western Brand in an Eastern Country*Author(s):* **Dr. Kanwal Kapil and Dr. Avinash Kapoor** |
| 9:45 am – 10:00 am | 2 – GCMRM/March 14**/058**Brand Trust and Country of Origin: Pointers for Research in an Emerging Market*Author(s):* **Dr. Harvinder Singh** |
| 10:00 am – 10:15 am | 3 – GCMRM/March 14**/064**Measuring Brand Equity of Global Fashion Apparel Brands in the Indian Market*Author(s):* **Ms. Saima Khan and Dr. Bilal Mustafa Khan** |
| 10:15 am – 10:30 am | 4 – GCMRM/March 14/**098**Connectivity between Brand Engagement and Social Media: The Critical Learning’s*Author(s):* **Meenakshi Tomar, Dr. Devendra K Punia and Dr. Krishan K Pandey** |
| 10:30 am – 10:45 am | 5 – GCMRM/March 14**/074**Capturing Indian Rural Market Through a Proactive Tool: Reverse Innovation*Author(s):* **Rati Dhillon** |
| 11:00 am – 11:15 am | **Networking and Coffee Break - New Student Activity Center (Ground Floor)** |

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| THURSDAY | DAY 2 (March 06, 2014) Auditorium Building– First Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Human Resource Management** |
| Session 2 (TRACK C)09:30 am – 11:00 am | **CHAIR: Prof. Debi Saini****Co–CHAIR: Prof. Soumendu Biswas** | Rappoteur: **Anshu Sharma** |
| 09:30 am – 09:45 am | 1 – GCMRM/March 14**/038**Perception of Autonomy in the Workplace among Physicians*Author(s):* **Prof. Prashant Mehta and Dr. Ravi Kiran** |
| 09:45 am – 10:00 am | 2 – GCMRM/March 14**/041**Factors Influencing Students’ Decision to Opt Finance as Major Specialisation in PGBM Programmes– A Qualitative Study*Author(s):* **Rajneesh Ranjan Jha and Chetna Priyadarshini** |
| 10:00 am – 10:15 am | 3 – GCMRM/March 14**/084**Role of HR practices in enhancing ICT skills in Grade A cities of India.*Author(s):* **Ms. Karishma Gulati and Dr. Shikha N. Khera** |
| 10:15 am – 10:30 am | 4 – GCMRM/March 14**/086**An Empirical Study to Determine the Significant Predictors of Trust in Government Hospitals*Author(s):* **Amrita Sandhu**  |
| 10:30 am – 10:45 am | 5 – GCMRM/March 14/**093**Impact of Strategic Human Resource Management Practices on Employee Performance – A Study of Select B–Schools in Andhra Pradesh*Author(s):* **Dr. Venkataiah Chittipaka** |
| 11:00 am – 11:15 am | **Networking and Coffee Break - New Student Activity Center (Ground Floor)** |

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| THURSDAY | DAY 2 (March 06, 2014) Auditorium Building: Syndicate Room 1 (Ground Floor) |
| PAPER PRESENTATIONS | **Theme of the Track: Equity and Commodity Markets** |
| Session 2 (TRACK D)(09:30 pm – 11:00 pm) | **CHAIR: Dr. Durga Prasad Samontaray****Co–CHAIR: Prof. Sunil Ashra** | Rappoteur: Ruchi Garg |
| 09:30 am – 9:42 am | 1 – GCMRM/March 14**/010**Behavioral Finance: A Study of Correlation Between Personality Traits with The Investment Patterns in Stock Market *Author(s):* **Saima Rizvi and Amreen Fatima** |
| 9:42 am – 09:54 am | 2 – GCMRM/March 14**/087**Equity Market Inter–linkages: Evidence from Structural Break Analysis*Author(s):* **Rajni Kant Rajhans and Dr. Anuradha Jain** |
| 09:54 am – 10:06 am | 3 – GCMRM/March 14/**099**To Analyse The Impact Of Exponentially Weighted Moving Average Value at Risk in Indian stock market*Author(s):* **Suresh A.S and Shagun A Mittal** |
| 10:06 am – 10:18 am | 4 – GCMRM/March 14/**104**Investigation of Causal Relationship between Stock Prices and Trading Volume using Toda and Yamamoto procedure*Author(s):* **Prof. Sushil Bajaj and Prof. Vibha Dua** |
| 10:18 am – 10:30 am | 5 – GCMRM/March 14/**105**An Empirical Analysis of Price discovery in Indian Commodity Markets*Author(s):* **Shelly Singhal and Prof Sunil Ashra** |
| 10:30 am – 10:42 am | 6 – GCMRM/March 14**/075**The Impact of Gold Price Changes on Saudi Stock Market*Author(s):* **Dr. Durga Prasad Samontaray and Ahmed Awad Alanuzi** |
| 10:42 am – 10:54 am | 7 – GCMRM/March 14/**130**Study of Impact of ESOPs on the Earnings of BSE 100 Companies*Author(s):* **Mohammed Hasan and Piyush Beriwala** |
| 11:00 am – 11:15 am | **Networking and Coffee Break - New Student Activity Center (Ground Floor)** |

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| THURSDAY | DAY 2 (March 06, 2014) D Block – Ground Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Emerging Economy** |
| Session 3 (TRACK A)11:15 am – 12:45 am | **CHAIR: Prof. Sunil Ashra** **Co–CHAIR: Prof. Sajal Ghosh** | Rappoteur: **\*\*\*\*\*** |
| 11:15 am – 11:30 am | 1 – GCMRM/March 14/**111**Conventional Energy Resources in India: Trends and Issues*Author(s):* **Sanjay Kumar Mangla and Sunaina Sangwan** |
| 11:30 am – 11:45 am | 2 – GCMRM/March 14**/027**An Analysis of Foreign Direct Investment with Special Reference to Indian Economy*Author(s):* **Mridul Dharwal, K.R. Gola and A. Neelima** |
| 11:45 am – 12:00 noon | 3 – GCMRM/March 14**/011**A Dynamic Conditional Correlation analysis based approach to test Financial Contagion in developing markets*Author(s):* **Shegorika Rajwani and Dilip Kumar** |
| 12:00 noon – 12:15 pm | 4 – GCMRM/March 14/**131**Macroeconomic Effects of Borrowing and Repayment of a Sovereign Debtor*Author(s):* **Nandita** |
| 12:15 pm – 12:30 pm | 5 – GCMRM/March 14/**123**Colonialism & Indigenous Education: An autoethnography*Author(s):* **Ankur Joshi** |
| 12:30 pm – 2:00 pm | **Networking and Lunch Break – New Student Activity Center (Ground Floor)** |

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| THURSDAY | DAY 2 (March 06, 2014) D Block – First Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Business Strategy** |
| Session 3 (TRACK B)(11:15 am – 12:45 pm) | **CHAIR: Prof. Veeresh Sharma** **Co–CHAIR: Prof. Meeta Das Gupta** | Rappoteur: **Shikha Aggarwal** |
| 11:15 am – 11:30 am | 1 – GCMRM/March 14**/007**Coin–Flip Strategy– Creating Sustainable Workforce for Sustainable Organisations*Author(s):* **Dr. Broto Bhardwaj, Shrey Singh and Harmit Singh Chaudhary** |
| 11:30 am – 11:45 am | 2 – GCMRM/March 14/**002**Enterprise Risk Management*Author(s):* **Prof. Pushpa Yadav** |
| 11:45 am – 12:00 noon | 3 – GCMRM/March 14**/069**ESG: Does it lead to enhanced firm value?*Author(s):* **Dr. Dhiraj Jain, Mr. K Sanal Nair and Ms. Vaishali Jain** |
| 12:00 noon – 12:15 pm | 4 – GCMRM/March 14/**127**Do Middle Level Managers have a role in Strategy Formulation and Implementation? Insights into an Indian Public and Private Sector Organization*Author(s):* **Prof. Meeta Das Gupta** |
| 12:15 pm – 12:30 pm | 5 – GCMRM/March 14/**107**Offshore call centers in the Maghreb: Conceptual framework and alternative typology*Author(s):* **Mohamed Makkaoui** |
| 12:23 pm – 2:00 pm | **Networking and Lunch Break – New Student Activity Center (Ground Floor)** |

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| THURSDAY | DAY 2 (March 06, 2014) Auditorium Building– First Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Marketing Management** |
| Session 3 (TRACK C)(11:15 am – 12:45 pm) | **CHAIR: Prof. Jaydeep Mukerjee****Co–CHAIR: Prof. Kirti Sharma** | Rappoteur: **Sakhhi Chhabra** |
| 11:15 am – 11:30 am | 1 – GCMRM/March 14**/004**Changing Prospects of Organized Retailing in India: A Shared Vision of Consumers and Retailers*Author(s):* **Deepika Jhamb and Dr. (Ms) Ravi Kiran** |
| 11:30 am – 11:45 am | 2 – GCMRM/March 14**/120**A study on Influence of Environmental Knowledge on Environmentally Responsive Consumption Behavior of Consumers in Delhi*Author(s):* **Shikha Gupta and Dr. Meenakshi Gandhi** |
| 11:45 am – 12:00 noon | 3 – GCMRM/March 14**/056**Co–creation as a Strategy for Marketing the “Big Idea” in New Technology Development*Author(s):* **Subhojit Banerjee, Ritu Srivastava and Anuj K. Sharma** |
| 12:00 noon – 12:15 pm | 4 – GCMRM/March 14/**137**Customer voices incorporated in a marketing class: A review*Author(s):* **Prof. Kirti Sharma, Prof. Jaydeep Mukerjee and Prof. Mukul P Gupta** |
| 12:15 pm – 12:30 pm | 5 – GCMRM/March 14**/136**E–Services: Dynamic Marketing with Individualized Interactions*Author(s):* **Ms. Shraddha Danani** |
| 12:30 pm – 2:00 pm | **Networking and Lunch Break – New Student Activity Center (Ground Floor)** |

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| THURSDAY | DAY 2 (March 06, 2014) D Block – Ground Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Strategic Marketing and Brand Management** |
| Session 4 (TRACK A)(02:00 am – 03:30 pm) | **CHAIR: Prof. Kanwal Kapil****Co–CHAIR: Prof. Ritu Srivastava** | Rappoteur: **Sumdeha Chauhan** |
| 02:00 pm – 02:15 pm | 1 – GCMRM/March 14**/030**Determinants of Distributors' Acceptance of Network Marketing*Author(s):* **Pratistha and Parveen Kumar** |
| 02:15 pm – 02:30 pm | 2 – GCMRM/March 14**/063**Listening: A must have tool for Marketing Success*Author(s):* **Dr Priti Verma** |
| 02:30 pm – 02:45 pm | 3 – GCMRM/March 14**/071**A Study on The Relationship Between Internal Branding and Brand Commitment of Customer Contact Employees in Multi–Brand Retail Stores in Bangalore*Author(s):* **Anand Christopher** |
| 02:45 pm – 03:00 pm | 4 – GCMRM/March 14**/072**Shopping orientations based typology of Indian consumers*Author(s):* **Prof. Davinder Pal Singh**  |
| 03:00 pm – 03:15 pm | 5 – GCMRM/March 14/**143**Determinants influencing the choice of Readymade Garment StoreAuthor(s) : **Dr. Ritu Bajaj** |
| 03:15 pm – 03:45 pm | **Networking and Coffee Break – New Student Activity Center (Ground Floor)** |

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| THURSDAY | DAY 2 (March 06, 2014) D Block – First Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Strategic Procurement and Pricing** |
| Session 4 (TRACK B)(02:00 pm – 03:30 pm) | **CHAIR: Dr. Punyaslok Dhall****Co–CHAIR: Prof. Jaydeep Mukherjee** | Rappoteur: **Meenakshi Jakhar** |
| 02:00 pm – 02:15 pm | 1 – GCMRM/March 14**/012**Determining the Optimal Price Point: Using Van Westendorp's Price Sensitivity Meter*Author(s):* **Sakhhi Chhabra** |
| 02:15 pm – 02:30 pm | 2 – GCMRM/March 14**/035**Counterfeit Purchase Intentions among College Students: An Empirical Investigation*Author(s):* **Prof. Rojalin Mishra and Asmita Shukla** |
| 02:30 pm – 02:45 pm | 3 – GCMRM/March 14**/054**Considerations in Medical Software Purchase: Evidence from Dentistry in India*Author(s):* **Jaydeep Mukherjee** |
| 02:45 pm – 03:00 pm | 4 – GCMRM/March 14**/062**Pre–selection of contractors before inviting for bidding using AHP*Author(s):* **Dr.****Satyendra Sharma**  |
| 03:00 pm – 03:15 pm | 5 – GCMRM/March 14**/051**Effect of Buying Firm’s Dependence on Supplying Firm on the Buyer–Seller Relationship Sustainability in a B2B Dyad*Author(s):* **Dr. Punyaslok Dhall**  |
| 03:15 pm – 03:30 pm | 6 - GCMRM/March 14/**116**An Empirical Analysis of Price Discovery in Indian Commodity MarketAuthors: **Shashi Gupta, Dr. Himanshu Choudhary** |
| 03:30 pm – 03:45 pm | **Networking and Coffee Break – New Student Activity Center (Ground Floor)** |

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| THURSDAY | DAY 2 (March 06, 2014) Auditorium Building– First Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Organization, Employees and Cross Border Culture and Communication** |
| Session 4 (TRACK C)02:00 Pm – 03:30 pm  | **CHAIR: Dr. Durgamohan Musunuri****Co–CHAIR: Prof. Gita Bajaj** | Rappoteur: **Harshita Singh** |
| 02:00 pm – 02:15 pm | 1 – GCMRM/March 14/**101**Manipulation in Business Communication. We don't do that... or do we?*Author(s):* **Morrison Melinda** |
| 02:15 pm – 02:30 pm | 2 – GCMRM/March 14**/043**Working with Americans: Cross – Cultural Challenges from an Indian Perspective: (For the track: Cross–Cultural Management)*Author(s):* **Dr. Durgamohan Musunuri** |
| 02:30 pm – 02:45 pm | 3 – GCMRM/March 14/**112**Exploring the role of Organizational Culture to empower Interpersonal Trust: A Theoretical Approach toward Knowledge Sharing*Author(s):* **Pooja Kushwaha and Dr. M K Rao** |
| 02:45 pm – 03:00 pm | 4 – GCMRM/March 14/**103**Conceptualizing the Impact of Organizational Learning Culture on Creativity to Enhance Innovation Capability*Author(s):* **Pratibha Verma and Dr. M. K. Rao** |
| 03:00 pm – 03:15 pm | 5 - GCMRM/March 14/**140**Managing Crisis Communication in the Digital Era*Author(s):* **Prof.****Gita Bajaj, Anandan Pillai and Prof. Rajen Gupta** |
| 03:15 pm – 03:45 pm | **Networking and Coffee Break – New Student Activity Center (Ground Floor)** |

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| THURSDAY | DAY 2 (March 06, 2014) D Block – Ground Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Organizational Behavior** |
| Session 5 (TRACK A)03:45 pm – 5:15 pm | **CHAIR: Prof. Daisy Chauhan** **Co–CHAIR: Prof. Soumendu Biswas** | Rappoteur: **Sonal Singh** |
| 03:45 pm – 03:57 pm | 1 – GCMRM/March 14**/029**Effect of Human, Organizational and Relational capital on Performance of Universities: A Theoretical Perspective*Author(s):* **Niti Chatterji and Dr (Ms) Ravi Kiran** |
| 03:57 pm – 04:09 pm | 2 – GCMRM/March 14/**089**Role of Passion in Organizational Cynicism: A Mediating Effect of Sustainable Leader in the Process Model*Author(s):* **Prof. Niharika Gaan** |
| 04:09 pm – 04:21 pm | 3 – GCMRM/March 14/**122**Exploring the linkages among Organisational Justice, Organisational Clan Culture and Organisational Commitment. A Conceptual Framework*Author(s):* **Vandana Tamta and Dr. M.K. Rao** |
| 04:21 pm – 04:33 pm | 4 – GCMRM/March 14/**132**Using the lens of Positive Organizational Scholarship for Managing in Recovering Markets*Author(s):* **Rupali Pardasani** |
| 04:33 pm – 04:45 pm | 5 – GCMRM/March 14/**133**Differences in Managerial Values and its Meaning for Organizations*Author(s):* **Anita Ollapally and Prof. Rajen Gupta** |
| 04:45 pm – 04:57 pm | 6 – GCMRM/March 14/**126**Quantum Creativity – A World View Perspective*Author(s):* **Puneet Bindlish and Shweta Arora** |
| 04:57 pm – 05:09 pm | 7 – GCMRM/March 14**/094**Perceived Organizational Climate in relation to Interpersonal Trust among Virtual Workers of different organizations*Author(s):* **Arvind K Birdie and Dr. Madhu Jain** |
| 5:15 pm – 5:30 pm | **Networking and Coffee Break – New Student Activity Center (Ground Floor)** |

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| THURSDAY | DAY 2 (March 06, 2014) D Block – First Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Consumer Preferences and Marketing Management** |
| Session 5 (TRACK B)03:45 am – 05:15 am | **CHAIR: Prof. Avinash Kapoor****Co–CHAIR: Prof. Ritu Srivastava** | Rappoteur: **Ankur Joshi** |
| 03:45 pm – 04:00 pm | 1 – GCMRM/March 14**/059**Customer Expectations on Organized Retail Services Quality*Author(s):* **Suvendu Pratihari, Dr Subrat Sahu and Dr. Shigufta Hena Uzma** |
| 04:00 pm – 04:15 pm | 2 – GCMRM/March 14**/073**Determinants of Consumer choice: A case of Cell phones in Delhi and NCR*Author(s):* **Anshita Singh and Shivendra Singh** |
| 04:15 pm – 04:30 pm | 3 – GCMRM/March 14**/090**Measuring Store Choice Criteria of Rural Consumer to Explore Loyalty Determinant*Author(s):* **Nitin Veer and Dr. Prafulla Pawar** |
| 04:30 pm – 04:45 pm | 4 – GCMRM/March 14/**096**Influence of Drivers for Store Choice on Store Selection and Loyalty*Author(s):* **Dr. Deepedra Sharma and Dr. Pankaj Madan** |
| 04:45 pm – 05:00 pm | 5 – GCMRM/March 14**/076**An Exploration into Nature of Comments on Facebook (Page of Large Indian Organization)'*Author(s):* **Dr. Rajan Yadav** |
| 05:15 pm – 05:30 pm | **Networking and Coffee Break – New Student Activity Center (Ground Floor)** |

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| THURSDAY | DAY 2 (March 06, 2014) Auditorium Building– First Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Strategic Supply Chain Management** |
| Session 5 (TRACK C)(03:45 pm – 05:30 pm) | **CHAIR: Satyendra Sharma** **Co–CHAIR: Prof. Manoj Srivastava** | Rappoteur: **Nandita** |
| 03:45 pm – 03:57 pm | 1 – GCMRM/March 14/**119**Sustainable Supplier Selection*Author(s):* **Jitendar Khatri Bittoo and Dr. Manoj Srivastava** |
| 03:57 pm – 04:09 pm | 2 – GCMRM/March 14**/028**An Empirical Investigation of The Adoption of Green Supply Chain Initiative*Author(s):* **Puja Singhal** |
| 04:09 pm – 04:21 pm | 3 – GCMRM/March 14**/079**Analyzing Environmental Supply Chain of Small & Medium Enterprises (SMES) In India: Research Challenges & Future Directions*Author(s):* **Savita Verma** |
| 04:21 pm – 04:33 pm | 4 – GCMRM/March 14**/081**Project Appraisal using Critical Path Method: A Case Study of J.N.S. for C.W.G. 2010*Author(s):* **Jaideep Singh and Dr. Sandeep Singh Virdi** |
| 04:33 pm – 04:45 pm | 5 – GCMRM/March 14/**142**Implementation of Lean in Small and Medium Enterprises using value stream management: An Indian Case StudyAuthor(s) : **Rohit Kumar Singh, Som Prakash Panda, Shivam Atri and Manisha Rawat** |
| 04:45 pm – 04:57 pm | 6 – GCMRM/March 14/**113**Revival of manufacturing sector in India via brand creation in Domestic automobile market*Author(s):* **Satish Chandra Ojha** |
| 04:57 pm – 05:09 pm | 7 – GCMRM/March 14/**129**Optimization in World Steel Industry: Challenges and Directions*Author(s):* **Shikha Aggarwal and Dr. Narain Gupta** |
| 05:15 pm – 05:30 pm | **Networking and Coffee Break – New Student Activity Center (Ground Floor)** |

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| FRIDAY | DAY 3 (March 07, 2014) D Block – Ground Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Emerging Economy** |
| Session 6 (TRACK A)09:30 am – 11:00 am | **CHAIR: Nalin Bharti****Co–CHAIR: Prof. Sandeep Goel** | Rappoteur: **Amrita Sandhu** |
| 09:30 am – 9:45 am | 1 – GCMRM/March 14/**124**Economics of Sanitation in India*Author(s):* **Sunil Kumar Sharma and Atul Sanghal** |
| 9:45 am – 10:00 am | 2 – GCMRM/March 14**/082**ISFTA: Lessons for Bangladesh *Author(s):* **Nalin Bharti, Kumar Gaurav and Priyanka Sinha** |
| 10:00 am – 10:15 am | 3 – GCMRM/March 14**/067**Demutualisation of Stock Exchanges in India: The Corporate Governance Chapter*Author(s):* **Prof. Sandeep Goel** |
| 10:15 am – 10:30 am | 4 – GCMRM/March 14**/091**Improving Efficiency of Emerging Market Banks: A Matter of Ownership, Control or Getting One’s Hands Dirty? *Author(s):* **Phung Thi Huong Giang and Michael Tröge**  |
| 10:30 am – 10:45 am | 5 – GCMRM/March 14/**139**Implementation of e–Government Initiatives – Experiences from Income Tax Department of India*Author(s):* **Harjit Singh** |
| 11:00 am – 11:15 am | **Networking and Coffee Break – New Student Activity Center (Ground Floor)** |

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| FRIDAY | DAY 3 (March 07, 2014) D Block – First Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Banking, Insurance and Industry Financial Growth** |
| Session 6 (TRACK B)09:30 am – 11:00 am  | **CHAIR: Prof. Ashutosh Dash****Co–CHAIR: Ms. Nandita** | Rappoteur: **Savita Verma** |
| 09:30 am – 9:45 am | 1 – GCMRM/March 14/**109**Sequential Information Arrival Hypothesis – Further Evidence from Indian Market*Author(s):* **Sangram Keshari Jena and Ashutosh Dash** |
| 9:45 am – 10:00 am | 2 – GCMRM/March 14**/018**Financial Literacy: A Strategic Tool for Inclusive Growth*Author(s):* **Neha Dangi** |
| 10:00 am – 10:15 am | 3 – GCMRM/March 14**/053**Effect of Innovative Service Quality Dimensions on Net –Banking: An Empirical Investigation of Customers of Varanasi District*Author(s):* **Yogesh Singh and Dr. Ashish Bajpai** |
| 10:15 am – 10:30 am | 4 – GCMRM/March 14**/055**Capital structure of companies referred to CDR in India*Author(s):* **Smita Mazumdar** |
| 10:30 am – 10:45 am | 5 – GCMRM/March 14**/060**Revenue Efficiency of Life Insurance Companies in India*Author(s):* **Prof. Smita Mazumdar and Dr. Anupam Rastogi** |
| 10:45 am – 11:15 am | **Networking and Coffee Break – New Student Activity Center (Ground Floor)** |

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| FRIDAY | DAY 3 (March 07, 2014) Auditorium Building– First Floor |
| PAPER PRESENTATIONS | **Theme of the Track: Strategic HRM** |
| Session 6 (TRACK C)09:30 am – 11:00 am | **CHAIR: Prof. Ying Zhu****Co–CHAIR: Prof. J L Gupta** | Rappoteur: **Meenakshi Jakhar** |
| 09:30 am – 9:45 am | 1 – GCMRM/March 14**/066**Innovative work behavior: The role of organizational citizenship behavior, transformational leadership and psychological empowerment among knowledge workers in India.*Author(s):* **Mr. Anshu Sharma and Prof. Jyotsna Bhatnagar**  |
| 9:45 am – 10:00 am | 2 – GCMRM/March 14**/061**3 C’s of Strategic Human Resource Management and its Impact on Performance*Author(s):* **Madhu Jasola and Shivani Kapoor** |
| 10:00 am – 10:15 am | 3 – GCMRM/March 14**/032**Strategic Role of Emotional Intelligence in Work–Related Outcomes – A Case Study Approach*Author(s):* **Prof. Monoshree Mahanta** |
| 10:15 am – 10:30 am | 4 – GCMRM/March 14**/024**Employees’ Participation and the Influence on Job satisfaction for New–Generation of Chinese Employees*Author(s):* **Prof. Yuhua Xie, Prof. Ying Zhu, Qunyan Zhang and Prof. Malcolm Warner** |
| 10:30 am – 11:15 am | **Networking and Coffee Break – New Student Activity Center (Ground Floor)** |

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| FRIDAY | DAY 3 (March 07, 2014) Auditorium Building: Syndicate Room 1 (Ground Floor) |
| PAPER PRESENTATIONS | **Theme of the Track: Employee Welfare and Work Life Balance** |
| Session 6 (TRACK D)09:30 am – 11:00 am  | **CHAIR: Prof. Jyotsna Bhatnagar** **Co–CHAIR: Prof. Soumendu Biswas** | Rappoteur: **Anita Ollapally** |
| 09:30 am – 9:45 am | 1 – GCMRM/March 14**/047**Fostering better employer–employee relationship and work life balance by reducing work stress through psycho – physical interventions. *Author(s):* **Dr. Rana Bandyopadyay** |
| 9:45 am – 10:00 am | 2 – GCMRM/March 14/**050**Millennial Talent: Person Job Fit Criterion & Job Application Heuristics –A Literature Review*Author(s):* **Anishya O. Madan and Prof. Jyotsna Bhatnagar** |
| 10:00 am – 10:15 am | 3 – GCMRM/March 14**/068**Green Work Life Balance *Author(s):* **Ms. Harshita Singh and Prof. Jyotsna Bhatnagar** |
| 10:15 am – 10:30 am | 4 – GCMRM/March 14**/031**Study of Family–Friendly Initiatives of Selected Enterprises of India*Author(s):* **Dr. Jagdeep Singh**  |
| 10:30 am – 10:45 am | 5 – GCMRM/March 14**/070**An Empirical Study on Factors affecting Faculty Retention in Indian Business Schools*Author(s):* **Prabjot Kaur** |
| 10:45 am – 11:00 am | 6 – GCMRM/March 14**/049**Measuring Health Related Self Efficacy of Female Employees*Author(s):* **Dr. Tika Ram and Ms. Laxmi** |
| 11:00 am – 11:15 am | **Networking and Coffee Break – New Student Activity Center (Ground Floor)** |

**Valedictory Function**

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| 11:30 am onwards | Valedictory Function |
| 11:30 am | **Opening remarks by Prof. S. Chatterjee**  |
| 11:35 – 11:55 | Cultural Performance by **Ms. Deepti** |
| 11:55 – 12:00 | Welcome to Valedictory speakers with bouquet |
| 12:00 – 12:15 | Address by **Prof. Ying Zhu,** Director, Australian Centre for Asian Business, University of South Australia  |
| 12:15 – 12:30 | Address by **Prof. Samo Bobek**, Professor and Dean, Faculty of Economics and Business, University of Maribor, Slovenia  |
| 12:30 – 12:45 | Address by **Mr. Rohit Chadda,** Managing Director, India & Product Head Asia**,** Foodpanda |
| 12:45 – 13:00 | Address ………… **TBA**  |
| 13:00 – 13:10 | Closing remarks by **Prof. S. Chatterjee,** Conference Chair |
| 13:15 onwards | **Lunch**  |

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|  | Distribution of Certificates |
| 11:00 am onwards | Certificates to Delegates at Scholars Registration Lobby  |

**Dr. S Chatterjee**

‘GCMRM CHAIR’