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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 Store  Author(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 Market  Authors: **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 Study  Author(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’