



ALLIANCE
UNIVERSITY

Private University established in Karnataka State by Act No.34 of year 2010
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ALLIANCE MANAGEMENT STUDIES INTERNATIONAL CONFERENCE (AMSICON)

THEME – SOCIAL CHALLENGES & BUSINESS RESPONSES

29 – 30 January, 2021

Conference Schedule

DAY 1 (29 January 2021)

TIME	EVENT
9:00 am – 9:30 am IST	Inaugural Address by Prof. Dr. Ray Titus , Professor & Dean, Alliance School of Business Opening Remarks by Prof. Mihir Dash , Associate Professor & Area Chair - General Management Vote of Thanks by Dr. Arindam Das , Associate Professor - General Management
9:30 am – 10:30 am IST (8:00 pm – 9:00 pm PST) (Rescheduled to Day 2)	Key Note 1 - Prof. Dr. Gulnur Tumbat (Rescheduled to Day 2) Professor of Marketing, Lam Family College of Business San Francisco College of Business, USA
10:30 – 11:30 am IST (6:00 pm – 7:00 pm NZDT)	Key Note 2 - Dr. Alexandra Ganglmair Wooliscroft Senior Lecturer, Massey University Auckland, New Zealand
11:30 am - 12:30 pm IST	Technical Session I A (Consumer Culture & Consumer Behavior) Session Chair - Prof. Dr. Debasis Pradhan Professor Marketing, XLRI - Xavier School of Management, Jamshedpur

11:30 am - 12:45 pm IST	<p align="center">Technical Session I B (Financial Institutions) Session Chair - Dr. Abhik Kr. Mukherjee Assistant Professor, Department of Business Administration, The University of Burdwan</p>
12:15 pm - 12:45 pm IST	<p align="center">Technical Session II A (Statistical Model and Business) Session Chair - Dr. Swagato Chatterjee Assistant Professor, VGSOM, IIT Kharagpur</p>
12:15 pm - 1:30 pm IST	<p align="center">Technical Session II B (Sustainability & Marketing) Session Chair - Prof. Dr. Subhasis Ray Professor Marketing, Xavier University Bhubaneswar</p>
1:30 pm – 2:30 pm IST (9:00 am – 10:00 am CET)	<p align="center">Key Note 3 - Prof. Dr. Markus A. Launer Professor of General Business Administration Ostfalia University, Germany</p>
2:30 pm – 3:30 pm IST (9:00 am – 10:00 am GMT)	<p align="center">Key Note 4 - Dr. Lee Edwards Director of Graduate Studies and Associate Professor, Dept. of Media and Communications London School of Economics and Political Science, UK</p>
3:30 pm - 4:45 pm IST	<p align="center">Technical Session III A (Tourism and Marketing) Session Chair - Dr. Rituparna Basu Associate Professor & Area Chair Marketing, International Management Institute, Kolkata</p>
3:30 pm - 4:15 pm IST	<p align="center">Technical Session III B (Corporate Social Responsibility) Session Chair - Prof. Sunil Kumar Sarangi Faculty, XLRI - Xavier School of Management, Jamshedpur</p>
3:30 pm – 4:15 pm IST	<p align="center">Technical Session III C (FMCG & Business Analysis) Session Chair - Prof. Mihir Dash Associate Professor & Area Chair - General Management, Alliance School of Business</p>
6:00 pm – 7:00 pm IST (7:30 am – 8:30 am EST)	<p align="center">Key Note 5 - Prof. Dr. Pia A. Albinsson WCOB Dean's Club Professor of Marketing Appalachian State University, USA</p>

DAY 2 (30 January 2021)

TIME	EVENT
9:00 am – 10:00 am IST (4:30 pm – 5:30 pm NZDT)	Key Note 6 - Prof. Dr. Ben Wooliscroft Professor of Macromarketing & Associate Dean Research Auckland University of Technology, Auckland, New Zealand
9:30 am – 10:30 am IST (8:00 pm – 9:00 pm PST) (Rescheduled from Day 1)	Key Note 1 - Prof. Dr. Gulnur Tumbat (Rescheduled from Day 1) Professor of Marketing, Lam Family College of Business San Francisco College of Business, USA
10:00 am - 11:00 am IST	Technical Session IV A (Business Innovation & Social Inclusion) Session Chair - Prof. Dr. Paromita Goswami Professor of Marketing Management & Social Innovation, SME, Shiv Nadar University
	Technical Session IV B (Organizational Management) Session Chair - Prof. Dr. Harold Andrew Patrick Professor & Dean, CMS Business School, Jain (Deemed to be University)
11:00 am - 12:30 pm IST	Panel Discussion (Resolving Social Challenges - Synergy & Strength of Strategic Partnership) Prof. Dr. Manisha Pathak-Shelat, (Panel Chair) Chair, Centre for Development Management and Communication (CDMC), MICA, Ahmedabad Ms. Sushama Oza Advisor, CDMC and Adani Group of Industries: Business and Government Mr. Niraj Kumar Lal Group Head of Corporate Social Responsibility, Arvind Limited: Business and Non-Profits Dr. Ruchi Tewari Associate Professor, MICA: Business and Educational Institutions Mr. Bikram Bindra Vice-President, McCann Worldgroup: Business and Creative Community/Media

12:15 pm - 1:30 pm IST	<p align="center">Technical Session V A (Social Concerns & Organization) Session Chair - Dr. Anindita Chaudhuri Associate Professor, Department of Psychology, University of Calcutta</p>
	<p align="center">Technical Session V B (Technology & Homo Sapiens) Session Chair – Dr. Reema Aswani AI Research Specialist, NASSCOM Research</p>
1:30 pm – 2:30 pm IST (9:00 am – 10:00 am CET)	<p align="center">Key Note 7 - Dr. Frithiof Svenson Researcher, Faculty of Trade and Social Work Ostfalia University, Germany</p>
2:30 pm - 3:15 pm IST	<p align="center">Technical Session VI A (Entrepreneurship) Session Chair – Ms. Bidisha Roy Executive Director, CICE- Centre for Incubation, Consultancy & Entrepreneurship of St. Xavier’s University, Kolkata</p>
2:30 pm - 3:30 pm IST	<p align="center">Technical Session VI B (Economics & Financial Management) Session Chair - Dr. Kapil Arora Area Chair Finance, Alliance Business School, Alliance University</p>
	<p align="center">Technical Session VI C (Consumer Culture & Ethics) Session Chair - Dr. Subhadeep Paul Assistant Professor, Dept. of English, School of Literature, Language and Culture, Bankura University</p>
3:30 pm - 4:00 pm IST	<p align="center">Technical Session VI D (Critical Discourses in Sustainability & CSR) Session Chair - Dr. Arindam Das Associate Professor, Alliance University</p>
4:00 pm - 4:20 pm IST	<p align="center">Technical Session VI E (Marketing & Tourism) Session Chair - Prof. Mihir Dash Associate Professor & Area Chair - General Management, Alliance School of Business</p>
3:30 pm - 4:45 pm IST	<p align="center">Technical Session VII A (HR Practices & Employee Concerns) Session Chair - Dr. Ashwati Nair Assistant Professor, Alliance School of Business</p>

3:30 pm - 4:15 pm IST	Technical Session VII B (Retail Management & Social Media Marketing) Session Chair - Dr. Shilpa S. Chadichal Associate Professor, Ascent College, Alliance University
6:30 pm – 7:30 pm IST (8:00 am – 9:00 am EST)	Key Note 8 - Dr. Laurel Steinfield Assistant Professor of Marketing, Bentley University, USA

Consumer Culture & Consumer Behavior - Technical Session I A (11:30 am - 12:30 pm IST) Session Chair - Prof. Dr. Debasis Pradhan, Professor Marketing, XLRI - Xavier School of Management, Jamshedpur		
Author	Affiliation	Paper Title
Ms. Moumita Roy	Doctoral Student, XLRI – Xavier School of Management, Jamshedpur, India	The Gendered Craft and its Meaning to the Artisan: A Case Study of Recognition in a Social Enterprise
Prof. Sangita Ghosh	Assistant Professor, The Heritage Academy, Kolkata, India	Market distancing of Marginalized Consumers and SWB: A Brief Literature Review
Dr. Ray Titus, Ms. Sejal Valera, Mr. Nishanth Iyengar, Dr. Debashish Sengupta	Professor & Dean, Alliance University, Bangalore Curriculum & Research Head, Institute of Product Leadership, Bangalore Research Scholar, Alliance University, Bangalore Professor, Royal University for Women, Bahrain	Mask Buying Behavior: A Study of Evolving Motives from Safety to Fashion to Statements

Financial Institutions - Technical Session I B (11:30 am - 12:45 pm IST)
Session Chair - Dr. Abhik Kr. Mukherjee
Assistant Professor, Department of Business Administration, The University of Burdwan

Author	Affiliation	Paper Title
Ms. Sindhuja.A, Dr. Punith Cariappa	Research Scholar Ramaiah College of Arts Science and Commerce Dean School of Commerce and Management 6th floor, Dental Block, Shavige Malleshwara Hills, Kumaraswamy Layout Bangalore - 560111	An Analysis of The Financial Inclusion Initiatives of The Commercial Banks In India
Dr. K A Venkatesh, Prof. Pushkala Narasimhan	Professor of Math & Computer Science, Myanmar Institute of Information Technology, HoD- PG Department of Commerce NMKRV College for Women, Bangalore	Is the Merger of Banks on the Path of Expected Yields?
Dr.N.Viswanadham	Associate Professor, Faculty of Business Administration, St. Augustine University of Tanzania, Mwanza	How Earnings Capacity and Asset Utilization Linked with Management Efficiency in Commercial Banks
Prof. Mihir Dash	Associate Professor & Area Chair - General Management, Alliance School of Business	An Upper Bound for Correlation between Stocks in the Minimum Variance Portfolio

Statistical Model & Business - Technical Session II A (12:15 pm - 12:45 pm IST)

**Session Chair - Dr. Swagato Chatterjee,
Assistant Professor, VGSOM, IIT Kharagpur**

Author	Affiliation	Paper Title
Prof. Mihir Dash	Associate Professor & Area Chair - General Management, Alliance School of Business	A Markov Brand-Switching Model for Price Competition between Firms

Sustainability & Marketing - Technical Session II B (12:15 pm - 1:30 pm IST)

**Session Chair - Prof. Dr. Subhasis Ray,
Professor Marketing, Xavier University Bhubaneshwar**

Author	Affiliation	Paper Title
Mr. Bijit Ghosh, Ms. Swati Verma	Marketing Reseachr Scholar, Indian Institute of Technology, Delhi	Do Concerned People Really buy Eco-friendly Products?
Dr.Udit Chawla, Ms. Sonam Choudhary, Ms. Varsha Mishra	Assistant Professor, Future Institute of Engineering and Management, Student, B-Tech(CSE) ,Om Dayal Group of Institutions, Student, BBA The Heritage Academy	Young Consumer's Green Purchasing Behavior In The Context Of Green Marketing
Ms. Anuradha Bose	Doctoral Scholar, Department of Educational Administration, National Institute of Educational Planning and Administration	Diversity and Inclusion in the Era of Knowledge Society: Cultivating Sustainable Future Global Societies
Ms.K S Shyna, Dr. Rosewine Joy	Research Scholar , Presidency University, Assistant Professor, Presidency University	Sustainability Issues In The Automotive Industry

Tourism & Marketing - Technical Session III A (3:30 pm - 4:45 pm IST)
Session Chair - Dr. Rituparna Basu,
Associate Professor & Area Chair Marketing, International Management Institute, Kolkata

Author	Affiliation	Paper Title
Prof. Praveen Sugathan	Assistant Professor - Marketing Indian Institute of Management Kozhikode	Booking Experience in Tourism
Dr. Subbaraman Kumaran, Prof. B Suresh	Professor, Alliance School of Business, Professor, Alliance School of Business	Entrepreneurship in the Tourism Industry - Issues Pertaining to SME's: A Study of Small and Medium Hotel Operators in Tamil Nadu.
Mr. Abdul Wahid Khan, Dr. Prof. Rajendra Nargundkar	FPM Scholar (Marketing) IIM Indore, Director, NMIMS Bangalore	Are all Online Information Sources Same? Exploring Differential Value of Contemporary Online Information Sources in Planning Phase of Tourism

Corporate Social Responsibility- Technical Session III B (3:30 pm - 4:15 pm IST)
Session Chair - Prof. Sunil Kumar Sarangi,
Faculty, XLRI - Xavier School of Management, Jamshedpur

Author	Affiliation	Paper Title
Dr. Debojoy Chanda	Assistant Professor of English, Panskura Banamali College (Autonomous), Vidyasagar University	“Bahujan Hitaya:” Sudha Murty and Corporate Social Responsibility in India

FMCG & Business Analysis - Technical Session III C (4:15 pm – 4:45 pm IST)

Session Chair - Prof. Mihir Dash

Associate Professor & Area Chair - General Management, Alliance School of Business

Author	Affiliation	Paper Title
Ms. Shikha Agarwal Ms. Subhada Maharana Mr. Nag Shiva	PGDM Semester IV Students, Alliance University	Fundamental Analysis of Selected FMCG companies

Business Innovation & Social Inclusion - Technical Session IV A (10:00 am - 11:00 am IST)

Session Chair - Prof. Dr. Paromita Goswami,

Professor of Marketing Management & Social Innovation, SME, Shiv Nadar University

Author	Affiliation	Paper Title
Mr. Dilip Dwivedi, Ms. Malvika Chandel, Mr. Sauhard Singh	2nd year MBA, School of Management and Entrepreneurship, Shiv Nadar University, Uttar Pradesh, India	An Exploratory Study of Gay Consumers' Homosexual Identity and their Consumption Behaviour of Colour Cosmetics
Mr. Dilip Dwivedi, Ms. Divya Gogia, Ms. Neya Kumaresan	2nd year MBA Ph.D. Scholar 2nd year MBA [School of Management and Entrepreneurship, Shiv Nadar University, Uttar Pradesh, India]	Branding of Less Known Heritage Sites- A Case of Khirki Mosque
Ms. Ezhil Priyadharshini A, Ms. Rishika Mishra, Ms. V Akshitha, Ms. Shruthi K	3rd year Bachelor of Arts (Research) in Sociology at School of Humanities and Social Sciences Rishika Mishra and V Akshitha are 3rd year students & Shruthi K is a 2nd year student of Bachelor of Management Studies at School of Management and Entrepreneurship, Shiv Nadar University, Uttar Pradesh, India	Project Imagine - A Case of Overcoming 'Hybrid Tensions' through Business Model Innovation

Organizational Management - Technical Session IV B - (10:00 am - 11:00 am IST)
Session Chair - Prof. Dr. Harold Andrew Patrick,
Professor & Dean, CMS Business School, Jain (Deemed to be University)

Author	Affiliation	Paper Title
Prof. Mihir Dash Dr. Vivek Anand	Associate Professor & Area Chair - General Management, Dean Research & Area Chair OB & HR	A Model for Optimal Employee Retention
Dr. H Krishnan, Mr. Satish Talikota	Guest Faculty, Alliance University Research Scholar, Alliance University	Employee Experience and their Well-being
Prof. Mihir Dash Dr. Vivek Anand	Associate Professor & Area Chair - General Management, Dean Research & Area Chair OB & HR	Sensitivity Analysis of the Kulshreshtha-Krishnakumar Model for Employee Retention

<p align="center">Panel Discussion</p> <p>11:00 am - 12:30 pm IST</p>	<p>Panel Discussion (Resolving Social Challenges - Synergy & Strength of Strategic Partnership)</p> <p>Prof. Dr. Manisha Pathak-Shelat, (Panel Chair) Chair, Centre for Development Management and Communication (CDMC), MICA, Ahmedabad</p> <p>Ms. Sushama Oza Advisor, CDMC and Adani Group of Industries: Business and Government</p> <p>Mr. Niraj Kumar Lal Group Head of Corporate Social Responsibility, Arvind Limited: Business and Non-Profits</p> <p>Dr. Ruchi Tewari Associate Professor, MICA: Business and Educational Institutions</p> <p>Mr. Bikram Bindra Vice-President, McCann Worldgroup: Business and Creative Community/Media</p>
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Social Concerns & Organization - Technical Session V A (12:15 pm - 1:30 pm IST)

Session Chair - Dr. Anindita Chaudhuri,

Assistant Professor, Department of Social Psychology, University of Calcutta

Author	Affiliation	Paper Title
Ms. Nilanjana Mitra	Ph.D. Research Fellow, Department of Psychology, University of Calcutta	Lived Experiences of Female Sex Workers: Well-being Surpasses Stigma
Dibyangana Biswas	Ph.D. Research Fellow, Department of Psychology, University of Calcutta	Well-being beyond Heteronormative Boundaries
Mr. Chandrasekhar Sitarama Mallela, Dr. Arindam Das	Ph.D. Scholar, Alliance University, Associate Professor, Alliance University	Abusive Behaviour in Organizations – Social Configuration of an Organizational Structure, from the Realm of Foucault’s Theory
Ms. Asha.J	Research Scholar, Alliance University	Future of Gender Parity in Work Places

Technology & Homo Sapiens - Technical Session V B (12:15 pm - 1:30 pm IST)

Session Chair – Dr. Reema Aswani,

AI Research Specialist, NASSCOM Research

Author	Affiliation	Paper Title
Dr. Sukanya Kundu, Dr. Suman Kalyan Ghosh, Dr. Subhradev Sen	Associate Professor, Alliance University, Assistant Professor, Alliance University, Assistant Professor, Alliance University	India’s District Information System for Education data to map Sustainable Development Goal 4 of UNESCO – A Descriptive Analytics
Mr. Sivarama Krishna Prakash	Ph. D Scholar, Alliance School of Law	AI & Elimination of Human Bias
Mr. Anup Ghoshal Dr. Sahana Madan	Ph.D Research Scholar, JAIN (Deemed to be University) Associate Professor, CMS Business School, Jain (Deemed- to-be-University)	An Exploratory Study of Techno-Human Factors Involved in Retail Lending Business
Mr. Saji P A	Research Scholar, Alliance University	Technology and Human Redundancy

Entrepreneurship- Technical Session VI A (2:30 pm - 3:15 pm IST)
Session Chair – Ms. Bidisha Roy,
Executive Director, CICE- Centre for Incubation,
Consultancy & Entrepreneurship of St. Xavier’s University, Kolkata

Author	Affiliation	Paper Title
Prof. Mihir Dash Prof. Suresh.B	Associate Professor & Area Chair - General Management, Alliance School of Business Professor in the Area of Organizational Behavior & Human Resource (OB&HR) at Alliance School of Business. He is Head - Alliance Center for Entrepreneurship & Family Business (ACE&FB) at Alliance University.	Experiential Learning in Entrepreneurship Education: A Case Study
Dr.V.Vidya Chellam, Ms.J.Saranya,	Assistant Professor, Department of Management Studies, DDE, Madurai Kamaraj University, Part-time Research Scholar, Department of Management Studies, DDE, Madurai Kamaraj University	Gender Gap in Entrepreneurship – An Empirical Study

Economics and Financial Management - Technical Session VI B (2:30 pm - 3:30 pm IST)
Session Chair - Dr. Kapil Arora
Area Chair Finance, Alliance Business School, Alliance University

Author	Affiliation	Paper Title
Dr. Aparna R Hawaldar	Assistant Professor, School of Business and Management, Christ (Deemed to be University),	Emergence of Crowdfunding as a Source of Funding for Social Enterprises in India
Prof. Mihir Dash	Associate Professor & Area Chair - General Management, Alliance School of Business	The Role of Cost Structure in Working Capital Management in the Indian Sugar Industry

Prof. Mihir Dash	Associate Professor & Area Chair - General Management, Alliance School of Business	An Explicit Formula for the Minimum Variance Portfolio for Three Assets
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Consumer Culture and Ethics - Technical Session VI C (2:30 pm - 3:30 pm IST) Session Chair - Dr. Subhadeep Paul, Assistant Professor, Dept. of English, School of Literature, Language and Culture, Bankura University		
Author	Affiliation	Paper Title
Prof. Alankar Das Dalal	Assistant Professor, Department of English and Literary Studies, Brainware University, Kolkata	Exploring the Narratology in Indian Advertisements
Prof. Ria Roy Choudhury	Assistant Professor of English, Department of Basic Science and Humanities, University of Engineering and Management, Kolkata	Gender Gleaned through a Green Lens
Prof. Goutam Majhi	Assistant Professor, Department of English, Sadhan Chandra Mahavidyalaya (Affiliated to Calcutta University)	Ecotourism: Hyperreal Simulation?

Critical Discourses in Sustainability & CSR - Technical Session VI D (3:30 pm - 4:00 pm IST) Session Chair - Dr. Arindam Das, Associate Professor, Alliance University		
Author	Affiliation	Paper Title
Dr. Subhadeep Paul	Assistant Professor, Department of English, School of Literature, Language and Cultural Studies, Bankura University	The Paradox of Sustainable Development and the Political Correctness of Corporate Social Responsibility

Marketing & Tourism - Technical Session VI E (4:00 pm - 4:20 pm IST)

**Session Chair - Prof. Mihir Dash,
Associate Professor & Area Chair - General Management, Alliance School of Business**

Author	Affiliation	Paper Title
Dr. Adamu Daniel Kamaru	Lecturer at University of Jos, Jos, Plateau State, Nigeria	Medical Tourism in Plateau State, Nigeria – A Global Issue

HR Practices & Employee Concerns - Technical Session VII A (3:30 pm - 4:45 pm IST)

**Session Chair - Dr. Ashwati Nair,
Assistant Professor, Alliance School of Business**

Author	Affiliation	Paper Title
Ms. Neha Pinto	MBA, Christ University	Work Life Balance and Work Engagement – Impact of Company Initiated Remote Working Arrangement
Ms. Devlina Das, Ms. Jyoti Shaw, Mr. Aditya Vikram Singh, Ms. Sonam Choudhary	Senior Account Executive, Brandsum Tech Solution Pvt. Ltd., Student, BBA Techno India, Student, BBA Techno India, Student, B-Tech(CSE) Om Dayal Group of Institutions	Employee Satisfaction:- The Usage of Online Virtual Meetings During Pandemic COVID - 19
Ms. Prakshi Mandovara	Masters of Business Administration (HR), Christ Deemed to be University, Bangalore	Work-Family Conflict amongst Employees: A Study in the context of Covid19 pandemic and exploring using demographic factors
Ms. Vaishali Gupta	MBA, Christ University	A Study on The Changes in The Work from Home Policy During COVID-19 in The IT industry

Retail Management & Social Media Marketing - Technical Session VII B (3:30 pm - 4:15 pm IST)

**Session Chair - Dr. Shilpa S. Chadichal,
Associate Professor, Ascent College, Alliance University**

Author	Affiliation	Paper Title
Ms. Ayushi Poddar	J.D. Birla Institute, 2nd year Masters, Department of Commerce, Kolkata, West Bengal, India	Impact Of Online Reviews In Purchase Decisions Of Millennials
Ms. Sasha Chhabra, Mr. Jeswanth S	BBA LLB (2019-24),Alliance School of Law, Alliance University	Consumer Behavior and Social Media
Mr. Abinash Sahu	MBA, Alliance School of Business	The Effect of Adoption of Inbound Marketing Post COVID-19 in Activity Recognition and the Impact of Advertisement on the Decision Making and Consumer Behaviour for an Integrated Development Environment—A Study on Brand Loyalty and Business Planning Using Data Mining Techniques