



ALLIANCE
UNIVERSITY

*Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi*

ALLIANCE STUDENT CONFERENCE (ASCON.b)
***THEME: "GLOBAL CRISES: BUSINESS DISRUPTIONS &
RESPONSES"***

10 -11 JUNE, 2021

Conference Schedule

DAY 1 (10 June, 2021)

TIME	EVENT
10:00am - 10:30am IST	Inaugural Address by Dr. Ray Titus , Pro Vice-Chancellor (Academics & Research), Alliance University Vote of Thanks by Prof. Mihir Dash , Associate Professor and Chair, General Management, Alliance University
10:30am - 10:45am IST	Break
10:45am - 11:30am IST (1:15pm AWST - 2:00pm AWST)	Keynote Address 1 - Dr. Sanjit Roy Associate Professor of Marketing, UWA Business School University of Western Australia, Perth, Australia
11:30am - 11:45am IST	Break
11:45am - 12:30pm IST (9:15am TRT - 10:00am TRT)	Keynote Address 2 - Dr. Ozlem Sandikci Turkdogan Professor in Marketing (Management) Adam Smith Business School University of Glasgow, Scotland, UK
12:30pm - 1.30pm IST	Lunch
1:30pm - 2:45pm IST	Workshop: Quantitative Methods for Research by Dr. Subhradev Sen Assistant Professor, Alliance School of Business
2:45pm - 3:00pm IST	Break
3:00pm - 4:15pm IST	Workshop: Qualitative Methods for Business Research by Dr. Paromita Goswami Professor of Marketing Management and Social Innovation, SME, Shiv Nadar University
4:15pm - 4:30pm IST	Break
4:30pm - 5:15pm IST	Lecture on ' Importance of Business Research from Corporate Perspective ' by Dr. Sumanth K. Nayak Global Leader- Process Stack TE Connectivity, TE Connectivity, India
5:15pm - 5:30pm IST	Break
5:30pm - 6:15pm IST	Lecture on ' Importance of Business Research from Corporate Perspective ' by Dr J. Jessy Christin Chief Delivery Officer - India Operations, Masadir HR Services, India

6:15pm - 6:30pm IST	Break
6:30pm - 7:15pm IST (9:00am EDT - 9:45am EDT)	Keynote Address 3 - Dr. June Cotte President Elect, The Association for Consumer Research, & Scott and Melissa Beattie Professor of Marketing Ivey Business School Western University Ontario, Canada Continental India

DAY 2 (11 June, 2021)

10:00am - 11:00am IST	<u>Technical Session I</u>
	(Finance) Session Chair: Dr. Kapil Arora Professor & Area Chair - Finance, Alliance School of Business
	(HR & OB) Session Chair: Dr. Vivekanand G. Professor, Dean Research & Area Chair - OB & HR Alliance School of Business
	(Marketing) Session Chair: Dr. Mrinmoy Bhattacharjee Associate Professor, Alliance School of Business
11:00am - 11:15am IST	Break
11:15am - 12:15pm IST	<u>Technical Session II</u>
	(Operations Management) Session Chair: Prof. Mohanasundaram K. Assistant Professor, Alliance Ascent College
	(HR & OB) Session Chair: Dr. A. Varadaraj Professor, Alliance Ascent College
	(General Management) Session Chair: Dr. Ramanna Shetty Professor & Director, Alliance Ascent College
12:15pm - 12:30pm IST	Break
12:30pm - 1:15pm IST (9:00am CEST - 9:45am CEST)	Keynote Address 4 - Dr. Dannie Kjeldgaard Professor, Department of Marketing and Management University of Southern Denmark, Denmark
1:15pm - 2:15pm IST	Lunch
2:15pm - 3:15pm IST	<u>Technical Session III</u>
	(Finance) Session Chair: Dr. Satyendra P. Singh Professor, Alliance School of Business
	(HR & OB) Session Chair: Dr. Aswathi Nair Assistant Professor, Alliance School of Business

	<p style="text-align: center;">(Operations Management) Session Chair: Dr. Ananth S. Assistant Professor, Alliance School of Business</p>
3:15pm -3:30pm IST	Break
3:30pm - 4:30pm IST	<p style="text-align: center;">Valedictory by Dr. Arindam Das Associate Professor and Chair ASCON.b 2021</p>

Technical Session I
Finance (10:00am - 11:00am IST)

Session Chair: Dr. Kapil Arora

Professor & Area Chair - Finance, Alliance School of Business

<u>AUTHORS</u>	<u>AFFILIATION</u>	<u>PAPER TITLE</u>
Rosebell V. Luke, Stella M. Luke, Palak Tripathi, Rahul Agrawal	Alliance University	Commercialization of MFIs & Sustainable Economic Development in India: Managing customer needs in the post pandemic period
Sourav Jain, Sarthak Mittal, Vaibhav Khandelwal, Manoj Bharath P.S., Chetanya Sharma	IIM Visakhapatnam	What Motivate Consumers to use Insurance Aggregators?
Upama Dutta, Dr. Nusrathunnisa	Alliance University	The Coupling Effect of US and Indian Stock Markets with Special Reference to Indian ADR
Keshav Pandey, Prof. Mihir Dash	Alliance University	Impact of Digital Payments and Demonetisation on Inflation in India
Vinay Krishna C. V., Prof. Mihir Dash	Alliance University	Optimal Portfolio Allocation: Markowitz Model and Linear Programming Model

Technical Session I
HR & OB (10:00am - 11:00am IST)

Session Chair: Dr. Vivekanand G.

Professor, Dean Research & Area Chair - OB & HR Alliance School of Business

<u>AUTHORS</u>	<u>AFFILIATION</u>	<u>PAPER TITLE</u>
Dr. Debolina Dutta, Anasha Kannan Poyil	Indian Institute of Management, Bangalore	Leveraging Artificial Intelligence for creating a Learning Organization
Ranjith T.P., Dr. Pratima Verma	Alliance University	Organization citizenship behaviour beyond the boundaries of organization: Role of P-O Fit, Organization identification and Empowerment in employee participation is social media employer branding
Jaikala. L, Dr. Pratima Verma	Alliance University	The impact of mindfulness on the job satisfaction of teachers during COVID-19
Aatika BI, Dr. Pratima Verma	Alliance University	Coalescence of Relative Deprivation and Knowledge Management

Technical Session I
Marketing (10:00am - 11:00am IST)
Session Chair: Dr. Mrinmoy Bhattacharjee
Associate Professor, Alliance School of Business

<u>AUTHORS</u>	<u>AFFILIATION</u>	<u>PAPER TITLE</u>
Abhay Kumar	Alliance University	A study of change in online consumer behaviour and Impulsive buying among Generation X and Y
Rahul L.	Alliance University	SWOT Analysis of LG Brand Events the lead to the closure of a major smartphone market
Roopa.B. L., Dr. R. Venkatesh	Alliance University	Linking Opinion seeking to buyer behavior of Herbal health products: An indirect effect on buyer behavior
Akash K. Jossy, Niya Sara Tenz, Niya Zacharia	Saintgits Institute of Management, Kerala.	Business innovations boosted by COVID
Rishi Satapathy	Alliance University	Digital marketing

Technical Session II
Operation Management (11:15am - 12:15pm IST)
Session Chair: Prof. Mohanasundaram K.
Assistant Professor, Alliance Ascent College

<u>AUTHORS</u>	<u>AFFILIATION</u>	<u>PAPER TITLE</u>
Greeshma K. M.	Alliance University	An analysis on how to overcome the impacts of food access using technology
Neelakanta Siva	Alliance University	Continuance intention of resource hungry “self- service BI systems” in a post COVID- 19 hybrid work environment: A Literature Review
Adarsh A., Angelin Sara Shoji, Ansu Anna Thomas	Saintgits Institute of Management, Kerala	Study on the dominance of AMAZON and FLIPKART in the Indian E- Commerce sector
Mathew K. Abraham	Alliance University	A study on effect of Personal Norm in adoption of Smart Grid Technology by residential consumers of electricity

Technical Session II
HR & OB (11:15am - 12:15pm IST)
Session Chair: Dr. A. Varadaraj
Professor, Alliance Ascent College

<u>AUTHORS</u>	<u>AFFILIATION</u>	<u>PAPER TITLE</u>
Nikita Manoj Halyal	Alliance University	Digital evolution in human resources
Indu Sharma	Alliance University	Emergence of changing consumer behaviour and influencers in crises
Indumati Nagesh	Presidency University, Bangalore	A Study on work from home strategies and its impact on lifestyles
Chandrasekhar Sitarama Mallela, Dr. Arindam Das	Alliance University	A discourse on abusive behaviour in organizations characterized as symbolic violence through the lens of Bourdieu's theory

Technical Session II
General Management (11:15am - 12:15pm IST)
Session Chair: Dr. Ramanna Shetty
Professor & Director, Alliance Ascent College

<u>AUTHORS</u>	<u>AFFILIATION</u>	<u>PAPER TITLE</u>
Lija Elezabathu Biju, K. R. Raveena, P. S. Iswarya	Kerala Technological University (KTU)	Crises Leadership
Ms. Ginjal George, Mr. Ashwin Cherian Mathew	Saintgits Institute of Management, Kerala	Social media communication during Global Crises and its Impact of Business
Kamakshi v. Tajne	Alliance University	Social media marketing: strategies and its impacts

Technical Session III
Finance (2:15pm - 3:15pm IST)
Session Chair: Dr. Satyendra P. Singh
Professor, Alliance School of Business

<u>AUTHORS</u>	<u>AFFILIATION</u>	<u>PAPER TITLE</u>
Peetambaram Aiswarya	Institute of Public Enterprise	Special Purpose Acquisition Companies - The way forward
Tejo Murthy M. R.	Alliance University	Cryptocurrency: Threat or an Opportunity
Pooja Gupta	Alliance University	Role Of Fintech in Financial Inclusion of Small & Medium Enterprises (SME)
Prof. Zohra Bi, Dr. Abdul Hameed	Alliance University	A Study on Financial Performance Evaluation Using DuPont Analysis in Indian Textile Companies

Technical Session III
HR & OB (2:15pm - 3:15pm IST)

Session Chair: Dr. Aswathi Nair
Assistant Professor, Alliance School of Business

<u>AUTHORS</u>	<u>AFFILIATION</u>	<u>PAPER TITLE</u>
Sheetal Dhingra	Alliance University	Managing (OB) Performance Behaviour During Global Crisis
A.S. Rouban	The Central Law College, TN	Emerging Markets and Human Resource Practices
Mohammad Ayan, Anil kumar, Amit chatterji, Amodh pillai	Alliance University	Impact of COVID 19 on Consumer Behaviour

Technical Session III
Operation Management (2:15pm - 3:15pm IST)

Session Chair: Dr. Ananth S.

Assistant Professor, Alliance School of Business

<u>AUTHORS</u>	<u>AFFILIATION</u>	<u>PAPER TITLE</u>
Abisha Therese J.	Alliance University	Optimization of Third-party logistics using Technology
Basil T.	Alliance University	Internet of things and Inventory management: how IOT connecting customers to suppliers in a more effective way
Karthi Mani	Alliance University	Empirical Study on Impact of AI Technologies on Supply Chain Innovation and Supply Chain Performance in healthcare and Fintech industries
Om Sharma	Alliance University	A review of Impact of quality management tools & techniques and emerging technology applied on SMEs quality orientation and firm performance