

**International Conference**  
**Strategies in Volatile and Uncertain Environment for Emerging Markets**  
**Department of Management Studies**  
**IIT Delhi**  
**14-15 July 2017**



# International Conference

## Strategies in Volatile and Uncertain Environment for Emerging Markets

14- 15 July, 2017

Venue: Lecture Hall Complex, Room 308, 310, and 316, Indian Institute of Technology Delhi

<b>DAY 1: SCHEDULE: JULY 14, 2017</b>		
<b>Time</b>	<b><i>Activity</i></b>	<b><i>Venue</i></b>
<b>8:00 – 9:00</b>	<b>Registration</b>	<b>LHC</b>
<b>9:00 – 9:30</b>	<b>Inaugural ceremony</b>	<b>Room 308</b>
<b>10:00 – 11:30</b>	<b>Technical sessions 1,2 &amp; 3</b>	<b>Room 308, 310 and 316</b>
<b>11:30 – 12:00</b>	<b>Networking and High Tea</b>	<b>3<sup>rd</sup> Floor, LHC</b>
<b>12:00 - 13:30</b>	<b>Technical sessions 4, 5 &amp; 6</b>	<b>Room 308, 310 and 316</b>
<b>13:30 – 14:30</b>	<b>Lunch</b>	<b>3<sup>rd</sup> Floor, LHC</b>
<b>14:30 – 16:00</b>	<b>Technical sessions 7, 8 &amp; 9</b>	<b>Room 308, 310 and 316</b>
<b>16:00 – 16:30</b>	<b>Networking and Evening Tea</b>	<b>3<sup>rd</sup> Floor, LHC</b>
<b>16:30 – 18:00</b>	<b>Technical sessions 10, 11 &amp;12</b>	<b>Room 308, 310 and 316</b>

<b>DAY 2: SCHEDULE: JULY 15, 2017</b>		
<b>Time</b>	<b><i>Activity</i></b>	<b><i>Venue</i></b>
<b>10:00 – 11:30</b>	<b>Technical sessions 13, 14 &amp; 15</b>	<b>Room 308, 310 and 316</b>
<b>11:30 – 12:00</b>	<b>Networking and High Tea</b>	<b>3<sup>rd</sup> Floor, LHC</b>
<b>12:00 – 13:30</b>	<b>Case Study workshop</b>	<b>Room 308</b>
<b>13:30 – 14:30</b>	<b>Lunch</b>	<b>3<sup>rd</sup> Floor, LHC</b>
<b>14:30 – 16:00</b>	<b>Technical sessions 16, 17 &amp; 18</b>	<b>Room 308, 310 and 316</b>
<b>16:00 – 16:30</b>	<b>Networking and Evening Tea</b>	<b>3<sup>rd</sup> Floor, LHC</b>
<b>16:30 – 17:30</b>	<b>Valedictory Function</b>	<b>Room 308</b>

Venue	Session 1 (Room 308 )	Session 2 (Room 310)	Session 3 (Room 316)
<b>S.No</b>	<b>T1- Reverse Innovations, Jugaad and Unconventional Strategies for Innovation</b>	<b>T2- Employee Engagement, Workforce Diversity, Leadership Heterogeneity, and Unconventional Strategies for Global Firms</b>	<b>T3- Unconventional Strategies for Globally Positioned Cities and Businesses within those Cities: Managing Global Flows of Capital, Knowledge, and Goods</b>
	<b>Session Chair: Prof. Sushil</b>	<b>Session Chair: Prof. Shuchi Sinha</b>	<b>Session Chair: Prof. Arpan Kar</b>
	<b>Session Associate: Gaurav Rana</b>	<b>Session Associate: Zubay Hasan</b>	<b>Session Associate: Nisha Bamel</b>
1	<b>Gurpreet Randhawa &amp; Sabia Singh</b> <i>Dr. Gill Path Labs - A Case Study</i>	<b>Manoj Uniyal, Karnak Roy &amp; Sharmistha Banerjee</b> <i>Relationship between Job Embeddedness and Employees' Turnover Intention : A Study on Private Airlines in India</i>	<b>Ajith Sundaram</b> <i>Social Media Security and Privacy Protection Concerning Youths. "How to be Safe, Secure and Social"</i>
2	<b>Ruchi Pathak &amp; Meghna Sharma</b> <i>Case Study Airtel "Open Network": Driving value from Crowdsourcing</i>	<b>Nivedita Jha &amp; Puja Sareen</b> <i>Engaging centennial workforce: The digital way</i>	<b>Vadivel S.M &amp; A.H.Sequeira</b> <i>An Operational Performance of Indian Postal Service using Lean Manufacturing Approach – A Conceptual Model</i>
3	<b>Ashmita Vinay, Isha Srivastava &amp; Sohail Vij</b> <i>IKEA: The Furniture Guru- An Exploratory Study</i>	<b>Deepti Pathak &amp; Monika Chopra</b> <i>Is CEO compensation driven by firm's performance in an emerging economy? Evidence from India</i>	<b>Deepankar Sinha &amp; Debasri Dey</b> <i>A system dynamics study on impact of economic and customer's uncertainty on supply chain of passenger cars</i>
4	<b>Akriti Chaubey &amp; Chandan Kumar Sahoo</b> <i>Flourishing innovation through organizational initiatives: An analytical study</i>	<b>Nitin Simha Vihari &amp; M.K.Rao</b> <i>Antecedents and Consequences of Sustainable Human Resource Management: A Systematic Review and Framework</i>	<b>Aakanksha Sehgal and Preetam Khandelwal</b> <i>Why Gender Matters in Entrepreneurship: Perception of Success Among Indian Women Entrepreneurs</i>
5	<b>Bramhanand Jha, Anurag Gulati, Saurav Goyal &amp; Sakshi Vig</b> <i>Unlocking Innovations and Competitive Advantage of State Bank of India</i>	<b>Shalini Srivastava, Vartika Kapoor &amp; Jaya Yadav</b> <i>Impact of Moderating Variables on Employee Engagement-Turnover Intentions Relationship: A study on Indian Managers</i>	<b>P. Muruganatham, Upasana Mittal &amp; Subhanjan Sengupta</b> <i>A Study on Economic Determinants of Inward FDI in BRICS Countries: Panel Data Regression Approach</i>
6	<b>Deepak C &amp; M H Bala Subrahmanya</b> <i>Role of Patents in Driving Differential Innovation and Firm Performance: A Study of Bengaluru High-tech Manufacturing Cluster</i>	<b>Prasad N K, Sekar K &amp; Srirekha G</b> <i>Quality Management Approach on Reducing the Trainer Turnover Ratio in the Indian Training Institute - A Case Study</i>	<b>Ankur Goyal &amp; Rajat Agrawal</b> <i>Disclosures of Environmental Performance: An Essential Element in the Success of 'Make in India'</i>
7	<b>Aswin A &amp; M K Barua</b> <i>An integrated approach based-structural modeling for supply chain disruption risk prioritization in India</i>	<b>Saniya Chawla &amp; Usha Lenka</b> <i>Leadership for a VUCA Landscape: Transforming Indian higher educational institutes into learning organizations for success</i>	<b>Pavleen Soni &amp; Harsimran Sandhu</b> <i>Patanjali: Reinventing competitive strategies in Indian FMCG market</i>

**DAY 1 – FRIDAY, JULY 14, 2017, 12:00 – 13:30**

Venue	Session 4 (Room 308)	Session 5 (Room 310)	Session 6 (Room 316)
S.No	T4- Sustainable Enterprise as a Pathway to Unconventional Strategies and Solutions	T5- Corporate Restructuring, Economics and Financial Strategies	T6- Entrepreneurship, Strategic Human Capital and Stakeholder's Strategy
	<b>Session Chair: Prof. Abhijeet Majumdar</b>	<b>Session Chair: Prof. Amlendu Dubey</b>	<b>Session Chair: Prof. Mohit Anand</b>
	<b>Session Associate: Gaurav Rana</b>	<b>Session Associate: Zuby Hasan</b>	<b>Session Associate: Nisha Bamel</b>
1	<b>Shishir Shrotriya</b> <i>Strategic Change and Flexibility in the Operations of Large Public Sector Enterprise</i>	<b>Pooja Misra &amp; Kshitij Parth</b> <i>Impact of Demonetization on Retail Store Operations: Study of Delhi and NCR</i>	<b>Saif Siddiqui &amp; Sumaira Jan</b> <i>Strategic Entrepreneurship among Business Women of Jammu &amp; Kashmir: Scale Development and Validation</i>
2	<b>Anjali Pathania &amp; Gowhar Rasool</b> <i>Website Service Quality Approach: An application of Analytical Hierarchy Process</i>	<b>Shah Nawaz Ashraf &amp; Ajay Kumar Singh</b> <i>Impact of Demonetization (2016) on Small-scale Enterprises in India: Evidence from Available Literature and Field Survey</i>	<b>Abhishek Kumbhat &amp; Sushil</b> <i>Multi-dimensional development model for early stage startups</i>
3	<b>Bhupender Kumar Som &amp; Sunny Seth</b> <i>Effective Business Management in Uncertain Business Environment Using Stochastic Queuing System with Encouraged Arrivals and Impatient Customers</i>	<b>Arif Billah Dar</b> <i>Do International Crude oil markets behave like a one great pool?</i>	<b>S.K. Jain, Rajbir, Sarita Solanki Rana &amp; Parul Raj</b> <i>Analyzing the impact of Entrepreneurship Development Programmes on Entrepreneurs</i>
4	<b>Nimisha Singh &amp; A K Dey</b> <i>Dimensions of risk and performance of software projects</i>	<b>Sonal Thukral, Ashima Arora &amp; Varun Bhandari</b> <i>When the economies jitters, bitcoin flutters : Evidence from the impact of macroeconomic factors on the returns of bitcoin</i>	<b>Zahoor Ahmad Paray, Neha Sharma &amp; Sumit Kumar</b> <i>Emerging Issues and Concerns of Silk Carpets Industry in Kashmir</i>
5	<b>Ankur Goyal &amp; Rajat Agrawal</b> <i>Advanced Manufacturing Management System for Environmental Sustainability</i>	<b>Ashutosh D. Gaur &amp; Jasmin Padiya</b> <i>From demonetisation to digitization of Indian economy: A road ahead</i>	<b>Harpreet Singh Bedi</b> <i>Entrepreneurship: A state-of-the-art review</i>
6	<b>Maitreyee Das &amp; K Rangarajan</b> <i>Corporate Sustainability as a Business Strategy in SMEs - A Literature Review in the Emerging Market Context</i>	<b>Saif Siddiqui &amp; Arushi Gaur</b> <i>Time-Varying Conditional Correlation in Crude Oil and BSE S&amp;P Sensex: An Application of Multivariate GARCH Models</i>	<b>Jishnu Bhattacharyya &amp; Manoj Kumar Dash</b> <i>A Review to Understand the Challenges a Prospective Entrepreneur May Face in the Indian Emerging Economy</i>
7	<b>Rashi Malpani &amp; Anupam Ghosh</b> <i>Analyzing Corporate Social Responsibility (CSR) activities of polluting industries in Jharkhand</i>	<b>Dinesh Kumar Sharma and Ritu Wadhwa</b> <i>Determinants of dividend policy decision: an analysis of banks in India</i>	<b>Ashwani &amp; Sweety Garg</b> <i>Inter-Regional IEMs Investment Variations: An Analysis from Indian States</i>

**13:30 to 14:30 - LUNCH**

**DAY 1 – FRIDAY, JULY 14, 2017, 14:30 – 16:00**

Venue	Session 7 (Room 308)	Session 8 (Room 310)	Session 9 (Room 316)
<b>S.No</b>	<b>T7- Global Marketing, Cooperative Strategy and Competitiveness</b>	<b>T1- Reverse Innovations, Jugaad and Unconventional Strategies for Innovation</b>	<b>T2- Employee Engagement, Workforce Diversity, Leadership Heterogeneity, and Unconventional Strategies for Global Firms</b>
	<b>Session Chair: Prof. Attam Prakash</b>	<b>Session Chair: Prof. Sanjay Dhir</b>	<b>Session Chair: Prof. Swati Dhir</b>
	<b>Session Associate: Zuby Hasan</b>	<b>Session Associate: Ishita Batra</b>	<b>Session Associate: Yasha Agrawal</b>
1	<b>Ayushi Sharma &amp; Rakesh Mohan Joshi</b> <i>Factors Influencing Consumer Attitude towards Private label brands in online marketing: An empirical review</i>	<b>Shital Jhunjunwala &amp; Shweta Sharda</b> <i>Corporate Governance - a catalyst in innovation</i>	<b>Dhanya J. S &amp; Nima Ravi</b> <i>Work life balance of women faculty in Professional Colleges of Kerala</i>
2	<b>Nidhi Singh &amp; Neena Sinha</b> <i>Consumer's Satisfaction on Mobile Wallets: Empirical Evidences from India</i>	<b>Deepak Pandit, Maheshkumar P. Joshi &amp; Arun Sahay</b> <i>Disruptive Innovation Manifestation and Disruptive Innovation Capability</i>	<b>Dhanya J. S &amp; Neethu. S. Nair</b> <i>Job engagement of women faculty in professional colleges of Kerala</i>
3	<b>Ravi Kumar</b> <i>A comparative study of transformational advertisement content with respect to interactive versus traditional advertising</i>	<b>Anuraj Gupta &amp; Lawlesh Tiwari</b> <i>Economic Factorization of Reverse Innovation in Circular Economy influenced by Invisible Innovation from Developing Economies</i>	<b>Sonali Heera &amp; Arti Maini</b> <i>Factors influencing inclusion of people with disabilities at workplace : the unheard voices</i>
4	<b>Mokhalles M. Mehdi, Sandip Rakshit, Sandeep Mondal &amp; Syed Yassir Rizvee</b> <i>A Tale on Consumer Perception Analytics</i>	<b>Mohit Anand &amp; Arjun Sarin</b> <i>Reverse Innovation between Emerging Markets: Comparative Analysis of Brazil's Bolsa Familia Program and India's Ladli Laxmi Yojana</i>	<b>G.Muruganantham &amp; G. Esther Princess</b> <i>An exploration of dimensions of attractiveness in job advertisements for effective recruitment</i>
5	<b>Richa Misra &amp; Sonali Singh</b> <i>Influence of demographic variables on consumer preference for Ayurvedic products in India</i>	<b>Rahul Gope &amp; Prof. Kirankumar S Momaya</b> <i>Unconventional Innovations for success in Emerging Economies: The case of iKure Techsoft</i>	<b>Sumita Ketkar &amp; Roma Puri</b> <i>Ambidextrous Human Resource Practices and Employee Performance</i>
6	<b>Savita Maan, Sanjeev Kumar &amp; Sunita Rani</b> <i>Motives Moving Youth towards Online Shopping</i>	<b>Sanjive Saxena &amp; Navneet Joshi</b> <i>Does the presence of a Jugado person assist organizations in gaining competitive advantage? An evaluative study</i>	<b>Shefali Mishra &amp; Shikha Kapoor</b> <i>Non-monetary employee welfare activities</i>
7	<b>Imran Khan &amp; Mobin Fatima</b> <i>Investigating role of brand experience and emotional attachment in building brand loyalty</i>	<b>Partha Sarkar &amp; Debangsu Sarma Chaudhuri</b> <i>An Attempt for identifying Business Architecture of a Port An Exploratory Study</i>	<b>Aarti Sharma &amp; K. Santi Swarup</b> <i>A Study on Factors affecting Employee Engagement and its on Performance based upon the Ten C's on Employee Engagement with special reference to Public and Private Sectors in India : A Case study</i>

**16:00 – 16:30 NETWORKING SESSION AND EVENING TEA**



Venue	Session 10 (Room 308)	Session 11 (Room 310)	Session 12 (Room 316)
S.No	<b>T3- Unconventional Strategies for Globally Positioned Cities and Businesses within those Cities: Managing Global Flows of Capital, Knowledge, and Goods</b>	<b>T2- Employee Engagement, Workforce Diversity, Leadership Heterogeneity, and Unconventional Strategies for Global Firms</b>	<b>T5- Corporate Restructuring, Economics and Financial Strategies</b>
	<b>Session Chair: Prof. S.P. Singh</b>	<b>Session Chair: Prof. Sanjay Dhir</b>	<b>Session Chair: Prof. Meena Issar</b>
	<b>Session Associate: Zubay Hasan</b>	<b>Session Associate: Ishita Batra</b>	<b>Session Associate: Yasha Agrawal</b>
1	<b>Sanjay Kumar &amp; Falguni Arora</b> <i>Non-Tariff Barriers on Indian trade flows</i>	<b>Neha Bhatnagar &amp; Tanuja Agarwala</b> <i>Employer Perceptions of Skill Gap among Management Graduates: A qualitative study of employability</i>	<b>Geetika Madaan &amp; Amrinder Singh</b> <i>An empirical study on an individual investor's perceptions and behaviour towards financial product innovation</i>
2	<b>Dinesh Rawat</b> <i>Networks with Cluster Stakeholders as a Business Strategy to Enhance Performance: A Conceptual Framework</i>	<b>Gaatha Gulyani</b> <i>Mediator analysis of Cognitive engagement among employees in Indian new ventures: Relationship between total rewards and work happiness</i>	<b>Sushma Vishnani</b> <i>Demerger of Sterlite Technologies</i>
3	<b>Rayees Farooq &amp; Sandeep Vij</b> <i>Linking Entrepreneurial Orientation and Business Performance: Mediating Role of Knowledge Management Orientation</i>	<b>Karnica Tanwar</b> <i>Creating Employee Engagement in India- The Role of Employer Branding</i>	<b>Ankriy Das</b> <i>Identify Back-Loading Risks through Spatial Data Analysis</i>
4	<b>Shivangee Tiwari &amp; R.C. Dangwal</b> <i>The Influence of Women Directors on Business Performance: A Study of Indian Commercial Banks</i>	<b>Rajasshrie Pillai &amp; Poornima Sehrawat</b> <i>Employer branding for recruitment in a volatile environment - an empirical study</i>	<b>Rohit Malhotra</b> <i>A firm level idiosyncratic dynamic system and robust credit rating migration modelling framework</i>
5	<b>S. P. Verma &amp; Rashmi Varma</b> <i>A novel strategy for pepping up India's global cities and creating more such cities: for economic development, prosperity and an incredible India</i>	<b>Anu Singh Lather &amp; Simran Kaur</b> <i>Organizational justice perception: an unconventional strategy to manage diverse workforce</i>	<b>Monika Chopra &amp; Abhishek Miglani</b> <i>Do Stock markets acceptably reflect earnings manipulation? Analysis of Indian manufacturing firms.</i>
6	<b>Dhruv Gupta &amp; Vishal Gupta</b> <i>Why are dark networks resilient and what can the security forces learn from them? A study of strategies, military tactics and organizational structure of CPI (Maoist).</i>	<b>Seema Wali &amp; Azra Ishrat</b> <i>Leadership role in corporate facing VUCA: Case in India</i>	<b>Nirmalendunath Ghosh</b> <i>Financial stability of energy utilities in a volatile energy market</i>
7	<b>G. K. Deshmukh &amp; Sanskriti Joseph</b> <i>From Idea to Successful Business Innovation: A Study</i>	<b>Ruchika &amp; Asha Prasad</b> <i>External Employer Brand: Exploring Students Perspective</i>	<b>Shital jhunjunwala &amp; Monika Rajput</b> <i>Ownership Structure, Governance and dividend strategies: An Empirical Analysis of Indian Firms</i>
8		<b>Partha Sarathi Basu</b> <i>Improving employee retention through employee engagement – A case study from an Indian automotive industry</i>	<b>Amit Kumar &amp; Dr. Shailesh Kumar Kaushal</b> <i>The Effect of Capital Structure on Profitability: Evidence from Nifty Energy Index in India</i>

**DAY 2 – SATURDAY, JULY 15, 2017, 10:00 – 11:30**

Venue	Session 13 (Room 308)	Session 14 (Room 310)	Session 15 (Room 316)
<b>S.No</b>	<b>T7- Global Marketing, Cooperative Strategy and Competitiveness</b>	<b>T6- Entrepreneurship, Strategic Human Capital and Stakeholder's Strategy</b>	<b>T2- Employee Engagement, Workforce Diversity, Leadership Heterogeneity, and Unconventional Strategies for Global Firms</b>
	<b>Session Chair: Prof. Ansh Gupta</b>	<b>Session Chair: Prof. Sushil</b>	<b>Session Chair: Prof. Mamta Mohapatra</b>
	<b>Session Associate: Nisha Bamel</b>	<b>Session Associate: Gaurav Rana</b>	<b>Session Associate: Yasha Agrawal</b>
1	<b>Devendra Thenuan, Ayush Agrawal &amp; Pooja Misra</b> <i>Analysis of Factor for Adoption of Digital Technology and Its Stimulus on Emerging Market</i>	<b>Sanjiv Dhir</b> <i>Behavioral Biases in Entrepreneurs Vs Leaders</i>	<b>Deepika Dabke</b> <i>Gen Y Leadership Effectiveness, Transformational Leadership and Emotional Intelligence: through the eyes of Gen Z</i>
2	<b>Shilpi Sarna &amp; Kumar Saurav</b> <i>Impact of Acquisition on Customer Satisfaction and Employability in E-Tailing Industry: Empirical Study on Flipkart and e-bay</i>	<b>Durgapada Banerjee &amp; Mrinalini Pandey</b> <i>Entrepreneurial Passion in Rural Women: A Literature-base Study of India</i>	<b>Lata Bajpai Singh &amp; Sunayana Jain</b> <i>Maximizing tendency and decision making among 'to be' professionals</i>
3	<b>Naveen Arora &amp; Neelotpaul Banerjee</b> <i>Decline of small brands of apparels in India: Factors that influence buying behaviour</i>	<b>Pooja Mohan &amp; Loveleen Mohan</b> <i>Volatility in FMCG Market: Exploring Patanjali Brand</i>	<b>Pallavi Tandon &amp; Shikha Mishra</b> <i>Confronting the dark side of leadership: A conceptual framework</i>
4	<b>Anu Bhardwaj, Bilal Mustfa Khan &amp; Vikas Nath</b> <i>Cause Related Marketing and Brand Loyalty: A Conceptual Framework</i>	<b>Neha Kashyap &amp; Ajay Kr. Singh</b> <i>External Relational Capital</i>	<b>Ritu Gandhi Arora &amp; Ashima Tandon</b> <i>Social Networking Sites Vs. Employee Performance: An Insight</i>
5	<b>Pooja Goel</b> <i>21 Years of E-S-QUAL Research: Literature Evidence</i>	<b>Preetam Khandelwal &amp; Firdous Khanum</b> <i>Mahatma Gandhi as an Authentic Leader: A narrative autobiographical approach</i>	<b>Ansumalini Panda &amp; Chandan Kumar Sahoo</b> <i>Work- life balance and Retention of Professionals: The Mediating role of Employee Engagement</i>
6	<b>Praveen Gupta</b> <i>Iconic Royal Enfield: Re-Inventing It's Space in Global Mid-Size</i>	<b>Lisbeth Mary John, Aruna B, Aida Ann Issac &amp; K. Muhammad Shafi</b> <i>HR1739- A study of Pro social rule breaking behaviour among the employees of State Bank of India</i>	<b>Dimpy Sachar</b> <i>Impact of Gender on Factors affecting Job Satisfaction among Teachers – A comparative analysis between Public and Private Universities in India</i>
7	<b>Mohammad Fuad &amp; Amita Mital</b> <i>Determinants of Entry-timing in International Strategic Alliances: Evidence from India</i>	<b>T. A. Siddiqui &amp; Kashif Iqbal Siddiqui</b> <i>Exploring linkages between Telecom and Financial Inclusion: An Innovative Strategy for Success</i>	<b>Priyanka Garg, Shitika, Madhavi Singh &amp; Rupakshi Sakhuja Gaur</b> <i>Embedding High Performance Work Based Practices in Academics in India</i>

**12:00 – 13:30 CASE STUDY WORKSHOP – Prof. Amita Mital, IIM Lucknow**

**13:30 – 14:30 - LUNCH**

**DAY 2 – SATURDAY, JULY 15, 2017, 14:30 – 16:00**

Venue	Session 16 (Room 308)	Session 17 (Room 310)	Session 18 (Room 316)
<b>S.No</b>	<b>T3- Unconventional Strategies for Globally Positioned Cities and Businesses within those Cities: Managing Global Flows of Capital, Knowledge, and Goods</b>	<b>T4- Sustainable Enterprise as a Pathway to Unconventional Strategies and Solutions</b>	<b>T5- Corporate Restructuring, Economics and Financial Strategies</b>
	<b>Session Chair: Prof. Saurabh</b>	<b>Session Chair: Prof. Sonu Goyal</b>	<b>Session Chair: Prof. Smita Kashiramka</b>
	<b>Session Associate: Nisha Bamel</b>	<b>Session Associate: Gaurav Rana</b>	<b>Session Associate: Yasha Agrawal</b>
1	<b>Rekha Mishra &amp; A K Saini</b> <i>Business Intelligence for Frugal, Reverse and Sustainable Innovation Success</i>	<b>Subhanjan Sengupta &amp; Arunaditya Sahay</b> <i>Comparing Mission Statements of Indian and South African Social Enterprises in the New and Renewable Energy Sector: A Computer-Assisted Text Analysis (CATA) Approach</i>	<b>Rajit Verma &amp; Anil K. Mittal</b> <i>An empirical study on the open offer size &amp; mode of payment and its effect on shareholders wealth of target companies in India</i>
2	<b>Dixit Manjunatha Betaraya, Saboohi Nasim &amp; Joy Mukhopadhyay</b> <i>Geographical clustering and quality of subsidiary innovation in developing economies: a comparative study of two semiconductor design companies in India</i>	<b>Neetu Yadav, Anubha Dadhich &amp; Jyoti Tikoria</b> <i>Building Sustainable Enterprise: An Investigation of India's Top Conglomerate</i>	<b>Deeksha Arora &amp; Divya Verma Gakhar</b> <i>Fama French Three Factor Model: A Study of Nifty Fifty Companies</i>
3	<b>Rahul Gope &amp; Kirankumar S Momaya</b> <i>Exploring Patterns of Healthcare Venture Scale-up in Emerging Economies: Learnings from Selected Product Ventures</i>	<b>Kanchan Aswani &amp; Sanjeev Swami</b> <i>Analysis of Sustainability Reporting of Indian Companies</i>	<b>Nivedita Mandal &amp; Neeti Mathur</b> <i>Investment Strategies in Emerging Futures Market: A Study on Indian Banking Sector</i>
4	<b>Sutopa Lahiry &amp; K Rangarajan</b> <i>The Indian Biopharmaceutical industry - A patent landscape study</i>	<b>Rohit Prabhudesai, Ch. V. V. S. N. V. Prasad, Shardul Walwadkar &amp; Shubham Agrawal</b> <i>Analyzing the impact of perceived environmental uncertainty on SME alliance formation: An Indian perspective</i>	<b>T. A. Siddiqui &amp; Mazia Fatima Khan</b> <i>Volatility estimation in emerging markets: a study of India's and China's stock markets</i>
5	<b>Rashmi Taneja &amp; D K Batra</b> <i>A Research Paper on Digitisation in Trade procedures: Recent Reforms in India and Immediate outcomes and Future Perspective</i>	<b>Mohd. Azmi Khan &amp; Salma Ahmed</b> <i>Identification of Green Supply Chain Management (GSCM) Barriers in the Indian context</i>	<b>Meena Bhatia &amp; Mwila Joseph Mulenga</b> <i>Value Relevance of Earnings and Book Value per share: Comparative Study of Indian Public and Private Sector Banks</i>
6	<b>Krishna Kumar S &amp; Ajay Venkataraman</b> <i>A study to empirically quantify the impact and interlink the concepts of Capital Structure and Corporate Strategy</i>	<b>Sobhith Mathew Jose &amp; A.K.Sharma</b> <i>Strategic green service quality assessment of commercial banks using rater model</i>	<b>Neharika Sobti</b> <i>Ban syndrome and destabilisation effect : evidence from Indian agriculture commodity futures market</i>
7	<b>Arun T M &amp; Rojers P Joseph</b> <i>Women in Business – Does CEO Gender in Emerging Market SMEs Matter?</i>	<b>Birendra Singh</b> <i>Concept of frugality and informal sector innovations in the context of local development</i>	<b>Samta Jain, Smita Kashiramka &amp; P.K.Jain</b> <i>Market response to Corporate Restructuring strategies: Evidence from Indian Cross-border Acquisitions</i>